



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Browsing from
Western State University
Eau Claire, Wisconsin

Ad study shows radio is unsung hero of the media. p31
How the radio networks' top 100 spend over \$30 million. p32
FCC told unlimited CATV would undermine local TV. p44
Kaiser and Cox form new company to make CATV gear. p62

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Radio spreads the word fastest

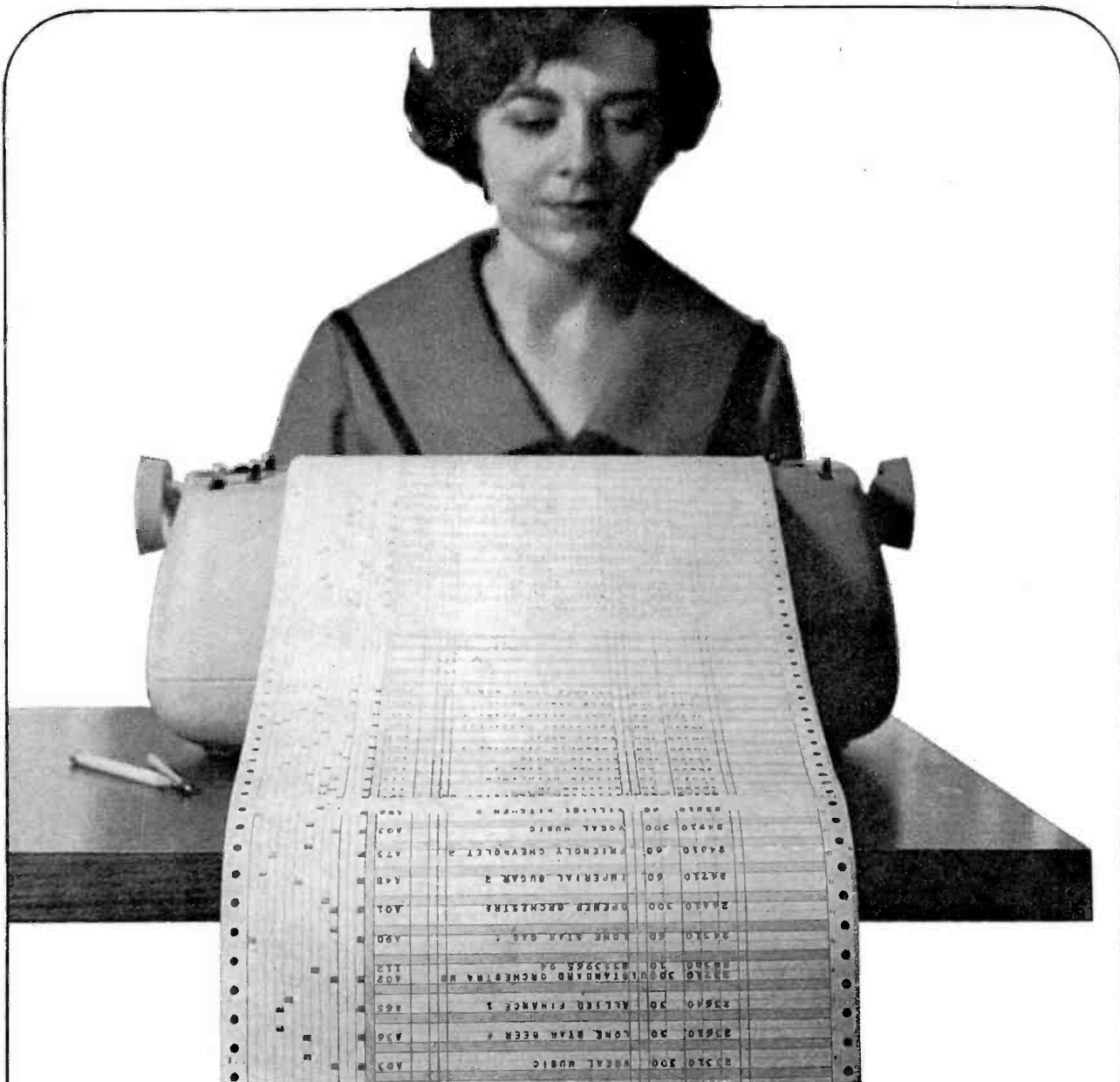
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Going up at NBC

Elevating NBC's current group of five executive vice presidents to presidents of their divisions may be closer than believed. Robert E. Kintner, NBC president, is known to feel strongly that performance records of Walter D. Scott, Stephen Labunski, William McAndrew, Ray Welpott and George Graham have earned them this distinction. Such move would have no effect on status of David L. Adams, senior executive vice president, who with Mr. Kintner would constitute top command of overall NBC once Robert W. Sarnoff has left for RCA presidency next Jan. 1.

Departure at H-R

Frank E. Pellegrin, co-founder and president of H-R Television and executive vice president, H-R Representatives, is expected to terminate his association with station rep firms at special board meeting this week. Differences over management policies understood to be one of underlying reasons for separation. Mr. Pellegrin, native of Omaha, left directorship of NAB's Broadcast Advertising Department in 1948 and joined in formation of H-R with Frank M. Headley, chairman, and Dwight Reed, Chicago top executive.

Harris stays a while

It now is definite Representative Oren Harris (D-Ark.) won't resign his House seat this session and probably will wait until well into next session before he takes over federal judgeship in Arkansas to which he has been appointed and confirmed. Apparently he's decided to remain until spring—perhaps April—to “break in” Representative Harley O. Staggers (D-W. Va.) as chairman of full Commerce Committee. If Mr. Harris resigned before next January, special Arkansas election to select his successor would be likely; if he remains on into 1966, special election probably would be averted.

Present plan is for Mr. Harris to relinquish chairmanship of full committee beginning with next session, which begins in January, but remain as member. Mr. Staggers, according to reports, does not intend to disturb existing subcommittee chairmanships or staff, meaning that Representative Walter Rogers (D-Tex.) will retain chair of Subcommittee on Communications and take over mantle of legislative leadership in communications

CLOSED CIRCUIT

field held by Chairman Harris for decade.

\$350,000 question

FCC is having tough time complying with six-month-old mandate of U. S. Court of Appeals to reconsider its revocation of license of WGMA Hollywood, Fla., on grounds that its principals, Jack Barry and Dan Enright, of network quiz fame, lacked character qualifications to be licensees. Court in opinion last April scolded FCC for failing to take into account renewals granted NBC, following quizzing citations involving it too.

Ordinarily FCC takes swift action on federal court remands by calling for new arguments or new hearing. Practitioners could not recall single case in which FCC has taken as long on remand. WGMA, which began operation in 1953, is on 1320 kc and operates with 1,000 w daytime. Jack Barry is president and is residing in Los Angeles. Dan Enright has been doing free-lance broadcast work in New York and Canada. They had been co-owners of Twenty-One and Tic Tac Dough on NBC-TV until shows were cancelled in 1959 quiz scandals.

Wire stringers

Two well-known broadcasters have been engaged as consultants in field of community antenna television by Time-Life Broadcast. They're Gordon Gray, who resigned as president of WKTV(TV) Utica, N. Y., last August, and James D. Russell, vice president of KKTV(TV) Colorado Springs. Time-Life, station group owner, has CATV franchise applications or grants in some 50 communities around country.

The fairness file

FCC staff is split on fairness-doctrine question involving telecast on noncommercial WNDT(TV) New York of documentary on South Africa (CLOSED CIRCUIT, Sept. 6). Some viewers complained that program, produced by National Educational Television network and dealing with apartheid policy, contained anti-white bias. Broadcast Bureau does not believe that fairness doctrine is involved. General counsel's office would like to ask station whether it thinks show presented controversial issue of public impor-

tance—which would put it under fairness doctrine.

Another fairness case on which there's more unanimity stems from complaint of Fred Cook, author of article in Nation magazine on right-wing “hate” groups that use broadcasting. FCC staff will recommend that 10 AM stations carrying broadcast by Rev. Billy James Hargis attacking Mr. Cook violated fairness doctrine by refusing to make facilities available at no charge for reply. Most of 10 were also said to have failed to inform Mr. Cook of Hargis comments.

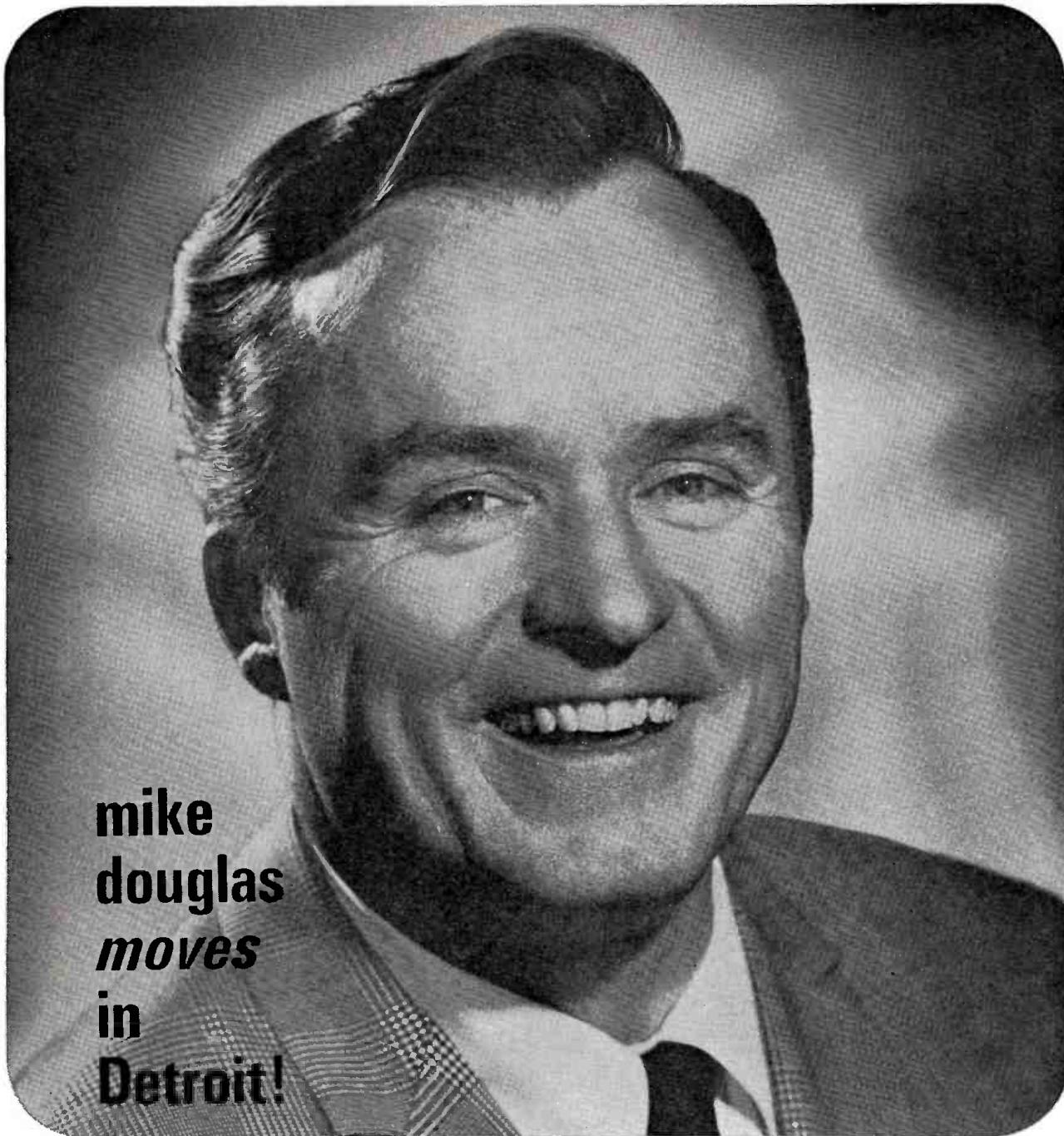
TV tattler

With work on its new AM-FM program reporting form out of way, FCC is returning attention to tougher job of revising form for television. Special commission meeting on new TV draft is set for Oct. 20. Since its last public appearance year ago, proposed TV form has been revised. It's now said to be less detailed than original was and closer in appearance to radio form.

But TV draft does reflect staff realization of need to pick up votes from commissioners of divergent views. Question dealing with survey of community needs is more detailed, apparently to please Commissioner Robert T. Bartley who was displeased by lack of detail in AM-FM form. And hard liners like Chairman E. William Henry and Kenneth A. Cox were probably inspiration for breaking down “all other” nonentertainment category of programming into specific categories on which applicants would have to report. Separate categories would make it easier to check promise versus performance.

Slim pickings

United States Information Agency, which has total budget of \$140 million, has to scrounge for minor entertainment expense. At recent meeting attended by new USIA Director Leonard H. Marks and chief assistant, ex-broadcaster Howard Chernoff, question of entertaining visiting African delegation came up. Budget officer confided that total budget for entertainment amounted to \$500, or roughly \$10 per week, but that \$6 per week was spent for coffee for foreign correspondents at United Nation's lounge, leaving \$4 per week for all other entertainment.



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in
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WJBK-TV2's MIKE DOUGLAS SHOW is a lady-killer in Detroit.

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The Mike Douglas Show is a *great* spot for your spot in Detroit. Ask your STS man for the details.

WJBK-TV



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

ABC Radio study finds radio on equal footing with TV and print as advertising means; it surpasses both in some areas but remains least expensive to buy. Study cites need for more effective use of media. See . . .

EQUALS, BEATS TV AND PRINT . . . 31

Participants looked familiar and their arguments sounded very familiar as FCC got comments on Part II of CATV policy inquiry. AMST, NAB and ABC maintain growth must be regulated to protect broadcasting. See . . .

ANOTHER SKIRMISH . . . 44

General Motors is leading spender on network radio. RAB report shows top 100 advertisers' expenditures in excess of \$30 million. Chevrolet tops brands with \$1.5 million outlay. See . . .

GM LEADING . . . 32

From takeoff to takeoff, TV cameras will be following Pope Paul VI on his visit to the United States today. Pooled color coverage will be used on tonight's outdoor mass in Yankee stadium. See . . .

DAY IN POPE'S LIFE . . . 75

FCC orders hearings in two cases of forfeitures resulting from failure to identify community served. KABL and KISN get chance to explain why they shouldn't be fined; others may get chance in future. See . . .

HEARINGS SET . . . 56

Networks, sponsors and agencies are still waiting for first NTI ratings due next week, but NBC likes latest overnight reports. Arbitron has it tied with CBS for lead and Trendex has peacock on top. See . . .

TWO NETWORKS IN TIE . . . 68

Kaiser and Cox join to build CATV equipment with market capitalization of \$3 million. Firms will split '50-50 down the line.' They predict \$500 million CATV business within five years. See . . .

CATV CONSOLIDATION . . . 62

Networks, already faced with FCC plan to halve their control of evening programing, now face Senate hearing on alleged 'discriminatory' rate discounts. Hearing may start before year's end. See . . .

DISCOUNTS EYED . . . 38

If at first you don't succeed, don't give up. NATAS, trying to live up to motto, makes another attempt to mold Emmy into shape that will get wholehearted industry support. Suspense element will return. See . . .

EMMY'S FACE LIFTED . . . 80

Passel of candidates who want to be next mayor of New York is causing concern among stations about possible equal-time demands. Situation appears more acute as stations seek to fill void left by newspaper strike. See . . .

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Broadcasting

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HOW DO YOU MEASURE A TELEVISION STATION?

A quiet revolution is taking place in this stately chamber of Hartford's historic Old State House.

The speaker, Raymond E. Baldwin, is a revolutionist in the tradition of John Adams and Thomas Jefferson. He has served his state and nation as Governor, State Supreme Court Chief Justice and United States Senator.

By the end of October, this Convention will recommend a plan to reapportion the State Legislature and other Constitutional reforms that may change the lives of the people. In a series of programs and special reports entitled **LIVING HISTORY**, WTIC-TV is providing comprehensive coverage of the Convention—to inform the voters and provide a history lesson for their children.

For if television cameras and newsmen cover quiet revolutions, the chances of having to cover violent revolutions are considerably lessened.



Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

GE announces buy of WSIX stations

General Electric Co. announced Friday (Oct. 1) that it is planning to buy WSIX-AM-FM-TV Nashville, Tenn., for \$9.5 million (CLOSED CIRCUIT, Sept. 13).

GE move was announced by Reid L. Shaw, vice president and general manager of GE's broadcasting subsidiary, and Louis R. Draughon, president of WSIX stations.

This is GE's first move since it enunciated TV expansion policy last February. Purchase is subject to FCC approval.

WSIX-TV on channel 8 went on air in 1953; WSIX was founded in 1927 and operates full-time on 980 kc with 5 kw. WSIX-FM, which is programed separately from its AM sister, began in 1948

and operates on 97.9 mc with 100 kw. All WSIX stations are affiliated with ABC.

GE, pioneer broadcaster, owns WGY WGFM(FM) and WRGB(TV), all in Albany-Schenectady-Troy area of New York state. GE founded WGY, as well as KOA Denver and KGO San Francisco, in early 1920's. WRGB, on channel 6, named after late GE chief engineer W. R. G. Baker was one of dozen pre-World War II commercial television stations. GE stations pioneered in radio and television drama, remote radio and TV pickups, developed 50 kw, 100 kw and 200 kw transmissions. And in June 1961 WGFM began transmitting FM stereo.

Other sales:

■ KFHA Tacoma, Wash.: Sold by Radio Sales Corp. (Ralph W. Burden, president) to Lloyd Burlingham for \$84,000. Mr. Burlingham also owns KTOB Petaluma, Calif.; WIXN Dixon, Ill., and KNOG Nogales, Ariz. KFHA is daytimer on

1480 kc with 1 kw. Broker: Hamilton-Landis & Associates.

McLendon sees battle against FCC on city ID

Stations belong to area; they should not be construed as whole possessions of city of license, Gordon McLendon, president of McLendon Stations, said Friday (Oct. 1).

Commenting on FCC's notice of \$10,000 apparent liability of McLendon's KABL Oakland for failure to identify itself as Oakland station (see page 56), Mr. McLendon said KABL has, is now and will be "serving the needs, tastes and desires not only of our city of license, but also of the area which our signal serves."

Claiming FCC should not make rules to limit programing and public serv-

30-market Nielsens keep NBC on top

NBC-TV was number one for second week of new season in 30-market Nielsen average ratings disclosed Friday (Oct. 1) by network sources. Ratings for Sept. 20-26, 7:30-11 p.m. EDT: NBC—19.5, ABC—17.1 and CBS—16.8. For first week of new season NBC-TV in 30-market report had 18.5, ABC had 17.9 and CBS 16.9 (BROADCASTING, Sept. 27). National ratings for both those weeks will be averaged in NTI Report (national Nielsen) that will be out next Monday (Oct. 11).

But on Thursday night alone (Sept. 30), overnight rating services—26-city Trendex and National Arbitron—CBS

moved out in front with 18.3 in Arbitron and 17.0 in Trendex. NBC was second in both ratings reports: 17.3 in Arbitron and 15.6 in Trendex; ABC had respective ratings of 14.4 and 15.1. (For earlier ratings, see page 68).

Top 40 programs reported in Multi-Network Area Nielsens are shown here without individual ratings:

1. Bonanza (NBC)
2. Bewitched (ABC)
3. Saturday Movies (NBC)
4. Smothers Bros. (CBS)
5. Get Smart (NBC)
6. Man From U.N.C.L.E. (NBC)
7. F Troop (ABC)
7. I Spy (NBC)
9. Dick Van Dyke (CBS)
10. Gomer Pyle (CBS)
11. Dean Martin (NBC)
12. Green Acres (CBS)
13. Man Called Shenandoah (ABC)
14. Don't Eat Daisies (NBC)

14. McHale's Navy (ABC)
16. Peyton Place II (ABC)
16. Wackiest Ship in Army (NBC)
18. Honey West (ABC)
19. Peyton Place I (ABC)
20. Addams Family (ABC)
21. Hogan's Heroes (CBS)
21. I Dream of Jeannie (NBC)
23. Run for Your Life (NBC)
24. Lucy Show (CBS)
25. FBI (ABC)
26. Peyton Place III (ABC)
27. Tuesday Movies (NBC)
28. My Mother, the Car (NBC)
29. Ed Sullivan (CBS)
30. Andy Griffith (CBS)
31. Farmer's Daughter (ABC)
32. Lost in Space (CBS)
33. My Three Sons (CBS)
34. Mona McCluskey (NBC)
35. Gilligan's Island (CBS)
35. Jesse James (ABC)
37. Lawrence Welk (ABC)
38. O.K. Crackerby (ABC)
38. Munsters (CBS)
38. Red Skelton (CBS)

Thursday, Sept. 30

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
7:30					CBS Thursday Night Movies (N)	19.3	33	16.9	31.1
ABC Shindig (NP, NT)	8.3	17	10.4	21.7	NBC Laredo (N)	15.5	26	12.4	22.8
CBS Munsters (NP)	18.5	37	17.0	36.4					
NBC Daniel Boone (NP)	17.9	36	17.1	36.5	9:30				
8:00					ABC Peyton Place II (NP)	18.6	35	21.5	40.1
ABC Donna Reed Show (NP)	9.5	18	13.0	26.8	CBS Movies (N)	18.6	35	17.2	32.1
CBS Gilligan's Island (NP, NT)	19.6	37	17.1	35.4	NBC Mona McCluskey (N)	12.3	23	12.1	22.6
NBC Daniel Boone (NP)	21.6	41	14.8	30.5	10:00				
8:30					ABC Long, Hot Summer (N)	14.2	27	12.1	25.9
ABC OK Crackerby (N)	14.4	26	15.3	30.6	CBS Movies (N)	17.2	33	14.7	31.4
CBS My Three Sons (NP, NT)	20.4	37	22.0	43.9	NBC Dean Martin (N)	19.4	37	18.2	38.8
NBC Laredo (N)	15.6	28	10.6	21.1	10:30				
9:00					ABC Long, Hot Summer (N)	13.1	27	10.0	19.7
ABC Bewitched (NP)	22.5	38	23.4	43.2	CBS Movies (N)	14.3	30	14.0	27.7
					NBC Dean Martin (N)	18.5	39	24.1	27.6

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. MacDonald

sales—western states. He was with GB&B for 14 years. Mr. MacDonald will make his headquarters in Los Angeles where RAB will open branch office before first of year (see story pg. 36).

Walter H. Bunker, VP and director of Young & Rubicam, Hollywood, will retire at end of year. **Robert D. Hussey**, VP, radio-TV, succeeds Mr. Bunker as head of office. Mr. Bunker will stay

Roderick H. MacDonald Jr., VP in charge of media for Guild, Bascom & Bonfigli, San Francisco, which recently merged with Dancer-Fitzgerald-Sample, joins Radio Advertising Bureau as director of

with Y&R as west coast program consultant. He has, for many years, been chairman of Hollywood radio and television committee of Advertising Council.

Ray M. Stanfield, former VP of radio division of Peters, Griffin, Woodward, New York, named VP and general manager of KMBC Kansas City, Mo. He replaces **Dino Ianni**, who recently was named VP and general manager of WKH Cleveland (BROADCASTING, Aug. 23). Both outlets are Metromedia stations.

Paul L. Klein, director, audience measurement, NBC, elected VP, audience measurement. Mr. Klein was in research capacities with Doyle Dane Bernbach and former Biow Co. before joining NBC research in January, 1961, where he was promoted subsequently to supervisor of ratings, manager of rating analysis, manager, and then in 1964, to director of audience measurement.

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

ice opportunities of licensee, he said, "on that issue and in the interest of every broadcast licensee in America, KABL stands ready for hearing."

FCC, in departure from customary practice, has set hearing on KABL case. Normally FCC announces fine and permits station to contest charges; in KABL case, however, it ordered hearing simultaneously.

Station is also charged with failure to identify sponsors.

Elect Kintner, Brown to board of RCA

NBC President **Robert E. Kintner** and Dr. **George H. Brown**, executive vice president for research and engineering, RCA, were elected Friday (Oct. 1) to RCA board of directors.

Mr. Kintner, NBC president since July 1958, becomes chairman and chief executive officer of network on Jan. 1, succeeding **Robert W. Sarnoff**, who is slated to become president of RCA (BROADCASTING, Sept. 6).

Dr. Brown, who joined RCA in 1933, is credited with top role in development of U. S. standards for color television and in research in UHF.

Other appointments announced Friday:

Alfred E. Burk, general manager of WBAL-AM-FM Baltimore since November, was named vice president of Hearst

Corp. in charge of WBAL-AM-FM.

Gerald N. Moody, formerly director of market planning at MacManus, John & Adams, Minneapolis, named vice president and director of media of D'Arcy Advertising, St. Louis. **Harry K. Renfro**, vice president and director of radio-TV media, becomes vice president and associate director for broadcast.

Senate committee okays free information bill

Senate Judiciary Committee Friday (Oct. 1) approved "freedom of information" bill designed to crack down on secrecy in government. Bill (S 1160) was introduced by Senator **Edward V. Long** (D-Mo.), committee chairman, with 21 co-sponsors.

Hearings on measure were completed last April by subcommittee where bill was also favorably reported (BROADCASTING, April 5).

Bill would require that all federal agencies make their records available to public and news media with certain exceptions. Among exceptions: national defense, trade secrets, confidential business information (like FCC financial reports) and investigative files.

Bill also provides individual with right to go to court if he feels he's been denied access to information that he should have.

Packaging for advertisers

Television Properties Co., Chicago, new firm specializing in program packaging for advertisers, has been formed by **Jim Fitzgerald**, formerly vice president of **Fuller & Smith & Ross** there. Address: 333 N. Michigan, phone 372-6045.

Buys Ohio cable system

Community Cablecasting Corp., Pacific Palisades, Calif., announced Friday (Oct. 1) that it had bought TV Antenna System Inc. of Ohio for about \$1.5 million. TV Antenna System serves about 5,500 subscribers in following Ohio communities: New Philadelphia, Dover, Midvale, Parral, and Ulrichsville.

Community Cablecasting was organized last June, operates CATV systems in the Fort Walton Beach, Fla., area and Garden State micro relay feeding New York TV stations to New Jersey CATV's.

Leon Papernow, former executive vice president of H&B Communications Corp. (group CATV owner) is president of Community Cablecasting.

FCC staff attacks Black Hills

FCC Broadcast Bureau Friday (Oct. 1) filed comments with FCC supporting petition of **Duhamel Broadcasting Enterprises**, group station owner, alleging that **Black Hills Video Corp.** attempted to bring ex parte pressure on commission in relation to license renewals for **Black Hills'** microwave facilities (BROADCASTING, Sept. 6).

Broadcast Bureau backed Duhamel charge that **Black Hills** sought to exert pressure on commission through letters to congressmen.

Last week commission modified its order granting renewals to **Black Hills** relaxing nonduplication provisions but retained jurisdiction to investigate charges of Duhamel (see page 49).

Doubling color tube output

Sylvania Electric Products Inc., New York, will double production of its color TV tubes in 1966 over this year's output, **Merle W. Kremer**, senior vice president, has announced.

Production level of color tubes at close of third quarter this year was reported to be twice that for entire year of 1964. Mr. Kremer reported Sylvania supplies color tubes to 15 of 21 TV set manufacturers in this country. Company's current production includes 25- and 19-inch rectangular tubes and 21-inch round tubes.

DATEBOOK

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

■ Indicates first or revised listing.

OCTOBER

Oct. 3-4—Annual fall convention and election of officers of **Connecticut Broadcasters Association**. Speakers include FCC Chairman E. William Henry; Stephens Dietz, executive vice president, Kenyon & Eckhardt, New York. Banner Lodge, Modus.

Oct. 4—First in six-week series of lectures in **American Society of Composers Authors and Publishers** symposium on American music, Judson Hall, New York.

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, R. Peter Strauss, president of the Strauss Broadcasting Group, 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—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 — **Advertising Research Foundation** 11th annual conference. Waldorf-Astoria hotel, New York.

■ Oct. 7—Deadline for comments on FCC's rulemaking to provide machinery for establishing antenna farms to accommodate tall broadcast antenna towers, while protecting air safety.

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.

Oct. 8—Deadline for entries in 21st annual exhibition of advertising and editorial art conducted by the **Art Directors Club of Los Angeles**. Competition is for TV and print ads and editorial art used between Oct. 1, 1964, and Dec. 1, 1965, in states west of Mississippi River and in Western Canada. Entries should be sent to Adla, 301 S. Harvard Blvd., Los Angeles 90005.

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.

An Important Announcement from the World Leader
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ADVANCED, NEW *Spotmaster* Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

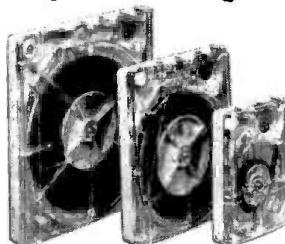


And Here's the New Economy King **COMPACT 400-A**



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality Tape Cartridges



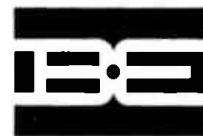
Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

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New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



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IN CLEVELAND, OHIO**

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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. 8-10—Fall conference of Florida Association of Broadcasters. Speakers include Paul Miller, president Gannett newspapers and stations, and president of Associated Press; Charles Stone, National Association of Broadcasters radio code manager, and Robert Rawson, chief of renewal and transfer division, FCC. 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; Charles T. Tower, executive vice president, Corinthian Broadcasting Corp., and Dwight W. Martin, vice president WDSU-AM-FM-TV New Orleans. Grove Park Inn, Asheville.

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

■Oct. 11-14—New York Premium Show, sponsored by Premium Advertising Association of America, affiliate of Advertising Federation of America. New York Coliseum.

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

■Oct. 12—Annual stockholders meeting of Meredith Publishing Co. to elect 10 directors and to consider and act on proposal to increase authorized shares of common stock from 1.4 million to 5 million, part of which will be used to meet one-for-one stock split voted by directors last August. Des Moines, Iowa.

■Oct. 12—Conference of Premium Advertising Association of America, affiliate of Advertising Federation of America. Speakers to discuss "The Expanding Role of Premiums in Marketing." New York Coliseum.

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

Oct. 12-13—Annual fall meeting and election of officers of Kentucky Broadcasters Association. Speakers include Theodore Koop, vice president, CBS Washington. Brown hotel, Louisville.

■Oct. 12-15—Board meeting of National Community Television Association, plus meetings of following committees: executive, budget and audit, utility relations, membership, standards, industry planning, rural services, by-laws and international liaison. Nassau Beach hotel, Nassau, The Bahamas.

Oct. 13—Meeting of Association of Broadcasting Executives of Texas. Speaker will be Stephen B. Labunski, vice president in charge of NBC Radio Network division. Marriott hotel, Dallas.

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 programming, WSB-TV Atlanta. Athens, Ga.

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

Oct. 13-15—Annual fall meeting and election of officers of Indiana Broadcasters Association. Speakers include John F. Dille Jr., president, Communicana Group of Indiana, board chairman of National Association of Broadcasters; Walter Roberts Jr., vice president for advertising and sales, Miles Laboratories, Elkhart, Ind., and William Benz, advertising manager, Sterling Brewers Inc., Evansville Ind. Sheraton, French Lick.

■Oct. 14—Special stockholders meeting, Cowles Magazines & Broadcasting Inc., to

consider changing name to Cowles Communications Inc., Des Moines, Iowa.

■Oct. 14—Fred Friendly, president of CBS News, will be guest speaker at third annual San Francisco Press Club radio-TV awards dinner.

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

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 programming, WPIX-TV New York; Tom Jones, program director, Triangle Stations; Abe Mandell, president, ITC, and 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 fall meeting, West Virginia and Mid-Atlantic Community Television Association. Greenbrier, White Sulphur Springs.

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

■Oct. 18—Federal Communications Bar Association luncheon. Robert W. Rodgers, Western Union vice president, will speak on information systems and services. Willard hotel, Washington.

■Oct. 18—The North Dakota Associated Press Broadcasters Association meeting. Grand Forks.

■Oct. 19—Annual stockholders meeting, Four Star Television. North Hollywood, Calif.

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

■Oct. 20—"Spot Television: Today's Marketing Equalizer" management conference conducted by the Katz Agency Inc., station representation firm. Speakers will include George W. Shine, vice president of advertising and public relations, Avon Products Inc. New York Hilton.

Oct. 20—Annual Pulse Man of the Year luncheon honoring Leonard Goldensohn, president of American Broadcasting Companies. Plaza hotel, New York.

Oct. 20—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—Television Executives Society Inc. dinner with FCC Commissioner Kenneth Cox as chief speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21—All-day conference dealing with "Profitable Road to Supermarket Marketing," scheduled by New York chapter of American Marketing Association. Speakers include Thomas E. Butler, president, Grand Union Co.; Peter Vold, board chairman, King Korn Stamp Co.; Michael J. O'Connor, Supermarket Institute, and others. Waldorf Astoria.

Oct. 21-22—NBC Radio Network Affiliates

■Indicates first or revised listing.

A black and white photograph showing a hand holding a ruler against the word 'fiction'. The word is written in a large, bold, sans-serif font. The ruler is placed horizontally across the word, with the 'f' starting at the 0 mark and the 'n' ending at the 19 mark. The hand is on the right side of the ruler, holding it in place.

fiction

A new measure of radio listening.

People pay more attention to your commercials on some stations than they do on others.

But which stations? Until now you had to go by intuition.

Now there are measurements. A major new research study titled *Mike and Mike 1965*, reveals critical differences in the way people listen to different stations. Differences in depth of attention, in attitudes toward stations, even in the believability of commercials.

Just one example of the new facts available: twice the percentage of people who listen to News/Talk/Information stations listen with "full attention most of the time" compared with those who listen to Album Music stations.*

With statistics like these you don't have to gauge attention (and similar qualitative factors) intuitively. You have comprehensive data to help you make choices between stations. Choices that can change your advertising effectiveness.

Mike and Mike 1965 is an in-depth analysis of radio in seven major cities. But the findings apply broadly in almost any market throughout the country.

Ask for a copy. You'll find that the listeners who pay attention are worth paying more for.

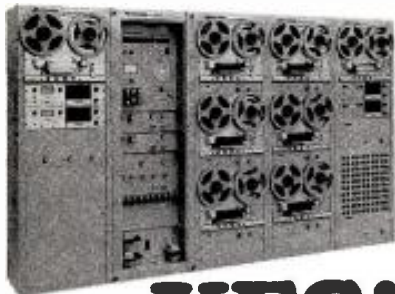
THE CBS OWNED RADIO STATIONS

WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis,
KNX Los Angeles, KCBS San Francisco Represented by CBS Radio Spot Sales

*Based on Motivation Analysis, Inc. estimates, subject to qualifications which the CBS Owned radio stations will supply on request.



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is best, but
can I afford it?**



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Lease this system
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DEAR DALLAS—

Here's A Letter To Big You From Little Rochester

Everything in Dallas, we learn is BIG. Big buildings, big men, big culture.

Especially big culture. Big museums, big symphony orchestra. But when we cultural Rochesterians visit Dallas, we make those visits short.

Because, for all its big culture, Dallas has no 24-hour continuous-concert-radio-station.

And Rochester, of course, has WBBF-FM—the station that does broadcast concert music 24 hours a day.

WBBF-FM is also the station that won the National Music Council's first citation for excellence in programming. Won it unanimously. Here in the home of REALLY big culture—Rochester, N. Y.



WBBF-FM • ROCHESTER, N. Y.

RAB MANAGEMENT CONFERENCES

Oct. 4-5 — Westchester Country Club, New York.
Oct. 11-12—Pheasant Run Lodge, Chicago.
Oct. 14-15 — Hyatt House, San Francisco.

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. 21-23—Fourteenth annual celebration of WSM's Grand Ole Opry birthday. Andrew Jackson hotel, Nashville.

Oct. 21-31—San Francisco International Film Festival with special television competition for entertainment and documentary films. Masonic auditorium.

■Oct. 22—Deadline for reply comments on FCC's rulemaking to provide machinery for establishing antenna farms to accommodate tall broadcast antenna towers, while protecting air safety.

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 FCC's proposed rulemaking to allow remote control operation of VHF stations.

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.

■Oct. 25-27—National Electronics Conference, sponsored by the University of Illinois, Northwestern University, Illinois Institute of Technology and Institute of Electrical and Electronics Engineers. McCormick Place, Chicago.

■Indicates first or revised listing.

BOOK NOTES

"Funny Men Don't Laugh," by Arnold M. Auerbach. Doubleday & Co., New York. 176 pp. \$3.95.

Providing scripts for radio's comedy shows in the 1930's was an occupation at once exhausting and lucrative. It was lucrative for men like Lou Jacobs (not his real name) at whose gag writing factory young Mr. Auerbach got his introduction to writing for radio. It was exhausting for Mr. Auerbach whose work was largely humor archeology, digging through ancient books, magazines and newspapers for comic lines and situations that could be adapted to the needs of his boss's clients.

This slim volume is a nostalgic account of the author's start on a career that included, after five years as a writer for Fred Allen, positions in Hollywood, Broadway and television.

"The Technique of the Television Cameraman," by Peter Jones. Communication Arts Books, Hasting House Publishers Inc., 151 East 50th Street, New York 10022. 243 pp. \$10.

Peter Jones, program director for Television Wales and West, has com-

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about the Full-Color Network

*report of the new season so far, the NBC
Television Network has the biggest aver-
age nighttime audience of any network.*

NETWORK 

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piled a handbook of definitions and techniques for the television cameraman. In his attempt to explain the cameraman's position in the television studio, he begins the book by explaining just what goes on in the studio and who does what. He continues by describing the

camera physically and outlining the basics of optics before getting into the actual techniques used by cameramen.

Included are detailed descriptions of picture composition, framing, panning, tilting, tracking, crabbing and lighting, among other techniques.

OPEN MIKE®

Takes a page from TV

EDITOR: . . . On Sept. 18 we used instant replays on the radio broadcast of Beacon High School football games. This device has been used many times by the major television networks . . .

The instant replay is accomplished simply by using an air check tape in conjunction with several cartridge machines. It enables the audience to hear replays during and after the football game of all touchdowns and important plays.—*Bob Outer, sports director, WBNR Beacon, N. Y.*

til we saw the Sid Hix cartoon in the Sept. 13 BROADCASTING.

The TV-radio office of the Systems Command Office of Information enjoyed the cartoon very much, and since our command is charged with developing the Air Force's new aerospace systems, we would like to have the original of the cartoon if it is available.—*Peter P. Klute, 2nd Lt., USAF, TV radio officer Office of Information, Andrews Air Force Base, Washington.*

(The original is on the way)

Wrong photo

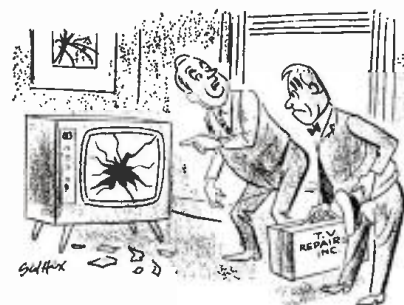
EDITOR: It saddens me for two reasons to observe that the picture accompanying BROADCASTING'S Sept. 27 report of the death of Marshall Field IV was that of Mr. Field's late father, Marshall Field III. I am



Marshall Field IV

the more saddened, of course, to be reminded of the death of Mr. Field III, in whose Wall Street firm I pleasurably worked when I was very young, and to learn of the death of his son. I am also saddened to discover an error in a publication, that has so well merited a reputation for accuracy.—*Eleanor R. Manning, institutional sales manager, BROADCASTING, New York.*

Went over with a boom



Drawn for BROADCASTING by Sid Hix
"I was watching an Air Force air show, when suddenly one of their jets broke the sound barrier!"

EDITOR: Although this office is well aware of the sonic boom problem connected with the development and deployment of new Air Force systems, we were not aware of its magnitude un-

WE PUT THE TALK BACK IN RADIO

Braverman, Shaw & Associates

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Nobody got the point



until Spot TV changed the picture

With dozens of brands already on the market, the demand for a new breed of ballpoint pen was just about nil when Bic entered the picture.

But the newly formed Waterman-Bic Company had faith in their product, faith in Spot TV.

So much so that they broke with tradition and planned distribution within *TV coverage areas* instead of the customary geographical territories. Then they put their entire budget into Spot. That was five years ago. Television market by television market, they moved across the country until today everybody gets the picture. And every-

body gets the point. Waterman-Bic is the nation's Number One producer of ballpoint pens—selling 3,000,000 pens every week!

TvAR can show you case after case where Spot TV has made sales history for all kinds of products and services. And while we're about it, we'd like to show you how efficiently you can put Spot TV to work in the eight markets where our stations do the job best.



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ADVERTISING
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Representing: WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS) WBZ-TV BOSTON, KYW-TV PHILADELPHIA, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH AND KPIX SAN FRANCISCO (GROUP W STATIONS)

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

Being fresh and creative is mandatory in modern advertising

Why do we put an art director to work on some clients' radio commercials?

Why do we keep an average housewife's sincere testimonial off the television screen?

What must a copywriter know about radio station program profiles in order to be a success?

These questions touch on a handful of creative concepts that we put to work in making clients' television and radio commercials sell products.

Certainly no agency will quarrel with that as being the basic function of a commercial. But in today's overcommunicated age, all copy and creative directors feel challenged by the task of effectively conveying a sales message in a 10, 20, or 60-second radio or television commercial that seems in constant danger of being drowned out.

Our basic approach is simple, but it is singularly important if the client's money is to produce good results. It goes without saying that no commercial has any reason for being unless it solves a specific marketing problem. And on that score the creative man in every agency must rely on the soundness of the marketing parameters outlined by his agency's marketing department, account management and client.

But once this marketing concept has been defined, a lot of things can still go wrong with commercials. We believe that one reason may be a self-consciousness on the part of some copywriters about selling.

Place for Creativity ■ Today, when the word "creativity" has become such a buzz-word, it is sometimes misinterpreted as using the commercial time to entertain the viewer or listener, rather than to sell. It is our feeling that this is a fundamentally wrong approach not only to the two air media, but also to the individual viewer or listener.

We know that television and radio audiences fully expect to be sold by commercials, and neither viewers nor listeners resent this basic function of advertising. What they do resent is being oversold, screamed at, diagramed to death, or worst of all, being bored.

The copywriter who understands the TV and radio media and their continuously strong persuasive potential knows that he has to be constantly fresh in his approach. He has no short cut and no way out. Being fresh is mandatory.

But freshness should not be equated with gimmickry. A commercial can be fresh and stand out from the mob sim-

ply by being different from the previous and following one. This appeal is comparable to a party where a guest may be more interesting than others not because he has two heads or acts absurd, but because he is convincing, logical, warm and says something interesting and plausible.

Perhaps among the worst gimmicks now current are two TV clichés which we consider ultra-high camp: (1) the slice-of-life form of commercials, or how John Copywriter fancies life to be 20 blocks away from Madison Avenue; and, (2) the so-called candid camera view of a "typical housewife," whose supposedly unrehearsed eulogy fools no one except the TV producer.

Now, we say that it's mandatory to be fresh if a commercial is to persuade and therefore sell. It's a noble aim, but is it feasible?

Ad Guideline ■ We are convinced that it is, and we have a standard that helps to weed out the excessively cute, the gimmicky, the inside joke, and ergo, the ineffective sell. This standard is the following:

Tell the product truth in a simple way, with solid conviction and a believable measure of excitement.

Any good advertising message, whether in print, radio or TV, must have an underlying valid advertising idea or concept. Such an idea must be soundly rooted in the marketing background and objectives of the product in order to sell.

The guideline is a fundamental part of our philosophy. It is also the reason why our art directors are involved in many advertisements that have no visual. For example, we often have an art director working with a copywriter in creating a radio commercial, discus-

sing the client's marketing background with the copywriter. Rarely, once the commercial is finished, does either the copywriter or the art director remember the specifics of his contribution.

By the same token, at the mix of a TV commercial, when we are dealing with the sound track only, an art director is invariably present, and he contributes to the shaping of the audio in terms of the total concept.

After all, advertising is an art in addition to being a business. And a good art director thinks with his ears as well as his eyes. His creative contribution is vital.

How close must the art director and copywriter be to the client's marketing problem on the one hand and the consumer on the other? As close as the cash register to the supermarket shelves. It's in these men that the client's aims and the consumer's needs must meet.

No Spoon Feeding ■ These thoughts should not imply that effective advertising copy feeds conclusions to television viewers or radio listeners.

In a recent taping of a radio commercial, Red Barber suggested a phrase change in the copy that he felt comfortable with. But his phrase, in our copywriter's view, overstated the case, and the copywriter mentioned he'd "rather have the housewife come to that conclusion." This concept, fundamental to our creative approach, appealed as much to Red Barber as it is likely to appeal to the woman tired of being told what she should think.

Our concern for the viewer and listener is commercial, rather than academic. We know from experience that people believe the conclusions they arrive at themselves.



Murray Klein, senior vice president and director of creative services at Smith/Greenland Co., New York, has been with the agency since its inception in 1959. He had spent four years as copywriter with S/G's predecessor, an agency headed by Martin Smith. Mr. Klein's first job in advertising after earning a BA in English at New York University was as copywriter for Gimbel's. A New Yorker by birth, education and inclination, Mr. Klein lives in Manhattan with his wife and 2 daughters.

Radio equals, beats TV and print

Study of commercials, sponsored by ABC Radio, shows sound medium is as good as television and printed media in 48 factors—even surpasses them in a few

Radio emerges as the unsung hero of advertising media in a complex and painstaking research study made public last week.

The study leaves little room for doubt that radio, the lowest priced of the major media, is also the most underrated.

It isolated 48 factors regarded as critical in effective advertising and found radio at least equal to television and print on all 48—and superior on a few.

The report, by the independent research firm of Daniel Yankelovich Inc. on the basis of continuing research for ABC Radio, carefully pointed out that the results thus far are based on "laboratory" tests where participants consciously paid attention to the advertising under examination. Thus, the report said, these findings may be changed somewhat when field work starts "in the real world" and tests are conducted under "normal" conditions where "the laws of inattention" will be in effect.

"However," President Daniel Yankelovich asserted, "even at this laboratory stage, the fact that radio did not do less well than television or print on any of the impact measures raises some doubts about the validity of some of advertising's most cherished rules of thumb."

It's a Challenge ■ "It challenges, for example, the assumption that television's appeal to three senses (sight plus sound plus motion) must be three times as effective as the appeal to one sense—sight only for print and sound only for radio.

"It challenges the assumption that radio is low cost simply because it delivers proportionately less effectiveness for the dollar than the more expensive media.

"And it challenges the assumption that radio should be used for only the most limited of advertising objectives, such as reminder and supportive adver-

tising for a basic buy in other media."

The study, in progress for a year, also evolved guidelines for the creation of more effective radio commercials, singled out "the special values of radio" as opposed to other media, probed into "how people listen to radio and why," and developed suggestions on how to blend commercials and programing for greater sales effect.

In the process the study also found that the bulk of today's radio commercials don't rate very high in effectiveness (CLOSED CIRCUIT, Sept. 27).

Testing 75 commercials that were "roughly representative of radio commercials today," the Yankelovich researchers concluded that three out of ten radio commercials are doing an effective job, that another three out of

ten may be doing more harm than good, and that the rest are deficient in one important respect or another.

The findings were presented by ABC Radio to more than 400 advertiser and agency people at a meeting Wednesday morning (Sept. 29) in New York, and similar sessions are scheduled in Chicago tomorrow (Oct. 5) and in Detroit Thursday (Oct. 7).

For the Medium ■ To help improve radio effectiveness ABC Radio offered to give advertisers and agencies the necessary materials and data developed by the Yankelovich organization, so they can conduct their own tests, or said they could test their commercials directly with the Yankelovich firm "at a nominal cost."

Robert R. Pauley, president of ABC Radio, saw the Yankelovich findings as permitting "more economical" and "more precise" testing of commercials in the laboratory than is possible in the conventional method of pre-testing in one or a few selected markets.

"In the laboratory," Mr. Pauley told the New York audience, "it is now possible to specify with reasonable accuracy just what factors have made the commercial effective, or only moderately effective, or a failure, in terms of stimulating buying interest."

Out of a series of interviews and discussions the Yankelovich firm first evolved a list of 46 "impact measures" contributing to the effectiveness of commercials. These were eventually boiled down to eight key elements, but in the inter-media tests radio commercials were ranked against TV and magazine messages on each of the 46 plus two other variables—"stimulation of buying interest" and "stimulation of favorable attitudes toward the brand."

For the inter-media tests advertising agencies helped select 25 matched sets of advertising messages. In each case the radio and TV commercials and the print ad featured the same brand and used the same selling approach. These

Leading brands on radio

In the same week that ABC Radio was offering new research arguing radio's effectiveness as an advertising medium (see story above) Radio Advertising Bureau released figures on network radio advertising for the first half of 1965 (see page 32).

With the radio network advertising totals RAB released the top brand advertisers in the medium for the first six months. They were:

Advertiser (Brand)	Estimated Expenditure
1. Chevrolet cars	\$1,539,000
2. Mennen Men's Toiletries	1,181,000
3. Schick Blades & Razors	1,107,000
4. Wrigley Gum	1,018,000
5. L & M Cigarettes	705,000
6. Campbell Soup	697,000
7. Mars Candy	668,000
8. Campbell Pork & Beans	622,000
9. Rambler Cars	620,000
10. Winston Cigarettes	597,000

were then exposed to and evaluated by groups of 50 respondents, matched according to age and education. In all, 500 men and women participated, with no respondent exposed to messages in more than one medium.

On 42 of the 48 measures, radio, TV and magazine commercials "all performed equally well," the report said. These included the variables dealing with stimulation of buying interest and of favorable brand attitudes, on which radio's scores were somewhat—but apparently not significantly—higher than those of TV or print.

Even Break ■ Other elements among the 42 on which radio ranked even with the other media included characterizations of the messages as "useful," "honest," "informative," "real," "believable," "clear," "sociable," and "intimate," or as not ridiculous, disturbing, boring, meaningless, irritating or annoying. Awareness of selling message, willingness to recommend the product, and ability to identify one's self with the commercial situation were

other elements in this group.

On three measures the laboratory tests showed radio commercials superior to print and TV: On the average, they "reduced the degree to which the respondent assumed the role of a critic,"; they "bothered" respondents less, and they "appeared to distract respondents from the selling message to a lesser degree than did the other two media."

On the remaining three measures radio commercials ranked even with TV but higher than magazine ads: "more entertaining," "more lively" and "more cheerful."

At least under laboratory conditions, the report continued, radio may be able to keep the consumer's attention focused better on the central message of the commercial, because "there appears to be less distraction than there is in reaction to visual media and less opportunity to be critical of irrelevant details."

The report continued:

"Radio also seemed to engender less

general annoyance. When attention is being focused, there is no evidence that the absence of the visual reduces the effectiveness of radio. In other words, stimulation of one sense is not necessarily less effective than stimulation of two senses."

The report also isolated, through the use of constant analysis, "five advertising approaches in which radio can be more effectively used than other media." They were identified, with supporting statistics, as follows:

■ "Presenting a serious message: Radio can add personal warmth and intimacy without interfering with the message."

■ "Creating a mood: Radio can offer greater stimulus to the listener's imagination."

■ "Presenting exaggerated claims: Radio can be used to present exaggerated claims with greater authority and credibility and without alienating the listener."

■ "Overcoming resistance to products with negative connotations: Radio can maintain a more favorable selling climate for somewhat controversial products."

■ "Reinforcement of favorable atti-

GM leading network radio advertiser

RAB REPORT ON TOP 100 SPONSORS SHOWS TOTAL OVER \$30 MILLION

The top 100 network radio advertisers invested a total of \$30,462,000 in the medium during the first half of 1965, according to figures being released today (Oct. 4) by the Radio Advertising Bureau.

It is the first time in years, RAB noted, that information on brand spending on network radio has been available.

Several weeks ago RAB issued a list of the 100 leading spot radio advertisers and their brand spending for the first quarter of 1965, which totaled \$47,680,000. A compilation for spot radio covering the first half of 1965 will be issued within a few weeks, according to Miles David, RAB president.

The network radio report for the first six months of 1965 showed General Motors in first place with more than \$3.2 million in expenditures. GM's Chevrolet cars emerged as the leading brand, with more than \$1.5 million invested in the medium.

New Measurement ■ Mr. David labeled the latest report of "great value because it makes network radio a more fully measured medium, and because the list of advertisers investing in network radio is a tacit endorsement of radio's ability to sell a widely varied list of advertisers."

The information was compiled from reports from the four national radio networks, ABC Radio, CBS Radio, Mutual and NBC.

The leading 10 network radio advertisers for the first six months of 1965 were:

Advertiser	Est. Expenditure
1. General Motors Corp.	\$3,213,000
2. Campbell Soup Co.	1,701,000
3. The Mennen Co.	1,181,000
4. Eversharp, Inc.	1,107,000
5. R. J. Reynolds Tobacco Co.	1,106,000
6. Liggett & Meyers Tobacco Co.	1,057,000
7. Wm. Wrigley Jr. Co.	1,018,000
8. Sterling Drug Co.	865,000
9. P. Lorillard Co.	767,000
10. Mars Inc.	668,000

The top 100:

TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS) FIRST 6 MONTHS 1965

Advertiser	Est. Expenditure
1. General Motors	\$3,213,000
Buick cars	513,000
Chevrolet cars	1,539,000
Fisher Body	288,000
Frigidaire	133,000
Guardian Maintenance	179,000
Oldsmobile cars	147,000
United Motors Service	414,000
2. Campbell Soup	1,701,000
Campbell pork & beans	622,000
Campbell soups	697,000
V-8 juice	382,000

	Est. Expenditure
3. *Mennen	1,181,000
Mens toiletries	1,181,000
4. Eversharp	1,107,000
Schick blades & razors	1,107,000
5. R. J. Reynolds Tobacco	1,106,000
Camel cigarettes	343,000
Salem cigarettes	166,000
Winston cigarettes	597,000
6. Liggett & Meyers Tobacco	1,057,000
L & M cigarettes	705,000
Lark cigarettes	352,000
7. Wm. Wrigley Jr.	1,018,000
Wrigley gum	1,018,000
8. Sterling Drug	865,000
Bayer aspirin	552,000
Ironized yeast	82,000
Phillips milk of magnesia	231,000
9. P. Lorillard	767,000
Kent cigarettes	512,000
Newport cigarettes	255,000
10. Mars Inc.	668,000
Mars candy	668,000
11. *Pet Milk	652,000
Evaporated milk & Whitman candy	652,000
12. American Motors	620,000
Rambler cars	620,000
13. Bristol-Myers	517,000
Bromo-Quinine	89,000
Minit-Rub	89,000
No-Doz	339,000
14. Standard Brands	478,000
Chase & Sanborn coffee	375,000
Royal desserts	103,000
15. National Dairy Products	476,000
Kraft dinners	90,000



Although ABC Radio sponsored the Yankelovich media research study which was revealed last week to broadcasting and advertising industry leaders it was uncompetitive in nature and executives of all four radio networks were present. Shown here

are (l to r) Steve Labunski, executive vice president of NBC Radio; Robert R. Pauley, president, ABC Radio network and Neil Knox, eastern sales manager for CBS Radio. Raymond Smith, sales manager of Mutual, was present but is not in the picture.

tudes: (This) can be more readily implemented on radio; the pitfalls in visual reminders that generate un-

favorable reactions can be avoided."

The researchers also found that there are some advertising approaches

in which TV and magazines can be more effective.

The report held that "television can be more effective in product communication where demonstration is key to selling story, particularly when there is a meaningful basis for the demonstration."

Magazines were held to be effective "when visual sensory appeals—e.g., color and fine detail—cannot be matched by stimulation of sensory imagination through sound." In this connection, however, it was noted that "color television was not tested."

In studying the key elements in effective commercials, 75 commercial messages were tested. They were "chosen to represent a wide diversity of product classes, appeals and approaches" out of several hundred commercials supplied by agencies. A total of 550 respondents participated in this phase of the study, in addition to more than 300 interviewed in advance to develop materials and analysis methods.

The 75 commercials were grouped into three categories according to their scores on the question of how well they stimulated buying interest among the

Continued

	Est. Expenditure		Est. Expenditure		Est. Expenditure
Parkay margarine	386,000	35. Rexall Drug & Chemical	225,000	Scotchgard stain repellant	11,000
16. American Express	429,000	Rexall "One-Cent Sale"	130,000	Tapes	68,000
Travelers Cheques	429,000	Tupperware plastic dishes	95,000	Tarn-I-Shield silver polish	63,000
17. AF of L/CIO	420,000	36. Borg-Warner	224,000	66. Bankers Life	160,000
18. Schenley Industries	412,000	Seat Belts	224,000	Surety & insurance	160,000
Amitone	127,000	37. Kaiser Aluminum	221,000	56. Interstate Bakeries	160,000
Blackberry wine	75,000	Kaiser Foil	221,000	Bakery products	160,000
Oubonnet	147,000	38. Kitchens of Sara Lee	219,000	58. Miller Brewing	159,000
Tintex	63,000	Sara Lee frozen bakery		Miller High-Life beer	159,000
19. Florists Telegraph Delivery		products	219,000	59. Pittsburgh Plate Glass	156,000
Ass'n.	410,000	38. Sun Oil Co.	219,000	Pittsburgh paints	156,000
20. General Mills	409,000	Sunoco gas & oil	219,000	60. Nestle	155,000
Bisquick	405,000	40. E. I. duPont de Nemours	218,000	De Caf	116,000
Cereals	4,000	"Golden 7" additive	218,000	Keen	39,000
21. Sylvania Electric Products	408,000	41. Billy Graham Evangelistic Assn.	215,000	61. Retail Clerks International Ass'n	151,000
Flashbulbs	408,000	42. Church & Dwight	213,000	62. Bankers Life & Casualty	150,000
22. *Chrysler Corp.	400,000	Arm & Hammer soda	213,000	White Cross hosp & medical ins.	150,000
"Cars & Car Care"	400,000	43. Pennzoil	212,000	63. AT&T	149,000
23. Ford Motor	393,000	Pennzoil gas & oil	212,000	Long Distance Service	149,000
Ford cars	231,000	44. CBS Inc.	208,000	64. Hartford Insurance Group	144,000
Mercury cars	162,000	Columbia records	208,000	65. Meredith Publishing	133,000
24. *Coca-Cola	359,000	45. Purex Corp.	203,000	Better Homes & Gardens	
Soft drinks	166,000	Cuticura soap & ointment	203,000	Magazine	
25. Foster-Milburn Co.	332,000	46. Holiday Inns of America	189,000	66. *Curtis Publishing	121,000
Doan's pills	332,000	47. Brunswick Corp.	186,000	Magazines	121,000
26. North American Van Lines	311,000	Zebco sports equipment	186,000	67. International Mineral & Chem.	
27. Time Inc.	295,000	48. Sinclair Refining	182,000	Corp.	116,000
Life magazine	10,000	Sinclair gas & oil	182,000	Ac'cent food seasoning	116,000
Time magazine	285,000	49. *MacFadden-Bartell Corp.	179,000	67. Wynn Oil	116,000
28. *Shulton	293,000	Magazines	179,000	Wynn's friction oil	116,000
Cosmetics & Toiletries	293,000	50. Ocean Spray Cranberries	178,000	69. Eastern Products	115,000
29. Florida Citrus Commission	279,000	Ocean Spray cranberry products	178,000	Home Building Materials	115,000
Florida orange juice	279,000	51. Menley & James Labs	175,000	70. American Laundry Mach. Industry	110,000
30. Carling Brewing	267,000	Contac	175,000	Martinizing dry cleaning process	110,000
Carling Beer & Ale	267,000	52. Beatrice Foods	171,000	70. Sunmaid Raisin Growers of	
31. *Pharmaco	251,000	La Choy foods	171,000	Calif.	110,000
Deodorant	251,000	53. Mutual of Omaha	168,000	Sunmaid raisins	110,000
32. Dairy Queen Natl. Development		Health Insurance	168,000	70. Sunsweet Growers	110,000
Co.	241,000	54. Great American Insurance	166,000	Sunsweet prunes	110,000
Dairy Queen Ice Cream	241,000	Insurance	166,000	73. International Milling	106,000
33. Borden	232,000	55. Minnesota Mining & Mfg.	163,000	Wheat germ	106,000
Aunt Jaynes foods	148,000	Dynacolor film	17,000		
Wylar soups & fruit juices	84,000	Scotch-Brite floor cleaning			
34. Cowles Magazine & Bcstg. Co.	231,000	pads	4,000		
Look Magazine	231,000				

Continued

RADIO EQUALS, BEATS TV AND PRINT *continued*

respondents:

Of the 75, a total of 21 (or 28%) were found to be "significantly above average in stimulating buying interest" and another 21 were "significantly below average," while 33 (or 44%) were "average." The 21 classified as below average were said to be possibly doing "more harm than good" on the ground that they may alienate current or prospective buyers. (None of the commercials was identified by either ABC Radio or Yankelovich.)

Meanwhile the 46 "impact measures" or elements of commercial effectiveness were developed by interviews and discussions using another set of commercials. These 46 were then condensed through factor analysis to eight elements that, according to the report, must be present simultaneously if a commercial is to be effective. Then the commercials that had been classified as above or below average in effectiveness—21 of each—were checked in further interviews on each of the eight elements.

The Basics ■ Four of the elements are positive, four negative. The positive elements, or "elements to strive for":

■ "Meaningful content." (Of tested commercials that scored above average in stimulating interest, "all were at least average on this variable, while almost none of the less effective commercials achieved even average scores.")

■ "Stimulation of product-relevant associations," described as "the ability of a commercial to arouse thoughts and feelings in the listener that relate to the commercial's central message," such as benefits, sensory pleasures or

situations associated with the product. (All of the more effective commercials scored average or better on this point; almost all of the less effective ones scored below average.)

■ "Identification by the listener," or the ability of the consumer to see himself in the commercial situation. (All of the less effective commercials, but none of the more effective ones, scored below average on this element.)

■ "Good fit with listener's expectations," or conforming with "the ideas, feelings and images the listener already had built up about the product." (All of the more effective commercials rated average or better on this point; almost all of the less effective ones rated below average.)

The four negative "elements to avoid" in creating commercials were identified as:

■ "Offense and/or alienation of the listener." This does not mean, the report said, that "hard sell" is irritating in itself, so long as the listener doesn't feel that he is "being shouted at or bullied," or that humorous commercials don't alienate when they leave the listener frustrated because he isn't sure what the message is supposed to be. (Virtually none of the effective commercials offended, while two out of three of the ineffective ones did.)

■ "Suspicion and disbelief, or phoniness." (Most of the effective commercials scored favorably low on this test; most of the ineffective ones scored unfavorably high.)

■ "Confusion that distracts from the message," including lack of clarity. (About three-fourths of the effective commercials scored low on distraction;

about two-thirds of the ineffective ones scored high.)

■ "Boredom and dullness." (Two out of three of the effective commercials were rated low in this element; about the same proportion of the ineffective ones scored high.)

The report acknowledged that "some of the eight elements defined above may seem obvious, and ones that would be automatically kept in mind in preparing and/or evaluating a radio commercial. But the fact that so many of the commercials (more than seven out of 10) did not do well on the positive elements or made what seem like obvious errors indicates that these considerations are not always active . . .

"More than two out of three of the commercials found to be above average in stimulating buying interest—were also above average on the elements to strive for. In contrast, [among] the commercials significantly below average on stimulating buying interest, virtually none are above average on the elements to strive for . . .

"As to the four elements to avoid, all but one of the significantly effective commercials avoided every one of the pitfalls isolated by the research. In contrast, almost every one of the below-average commercials fell into at least one trap and the large majority of them (15 of the 21) had three or more serious failings."

In another phase of the study the researchers sought to learn how and why people listen to radio and how advertisers can take advantage of this knowledge.

They found that—as has been generally assumed—radio is used widely for companionship, for information, to provide an alternative environment, to

Continued

GM LEADING NETWORK RADIO ADVERTISER *continued*

	Est. Expenditure		Est. Expenditure		Est. Expenditure
74. Lehn & Fink	102,000	Flashbulbs	84,000	95. Calvary Baptist Church	61,000
Lyso	102,000	85. Hazel Bishop	82,000	95. Monroe Auto Equipment	61,000
75. Stewart-Warner	99,000	Setique hair lotion	82,000	Monro-Matic shock absorbers	61,000
Alemite-C D 2	99,000	86. Kerr Glass Manufacturing	80,000	98. B. F. Goodrich	58,000
76. Newsweek	97,000	Glass Jars	80,000	Tires & tubes	58,000
Newsweek magazine	97,000	87. Eastern Air Lines	79,000	99. Kohler	57,000
77. Continental Casualty Co.	95,000	88. Miller's Falls	77,000	Plumbing supplies	57,000
Insurance	95,000	Hand & electric tools	77,000	100. *Yardley of London	56,000
77. Lever Bros.	95,000	89. Voice of Prophecy	75,000	Cosmetics & toiletries	56,000
Mrs. Butterworth's syrup	95,000	90. Lutheran Layman's League	72,000		
79. R. C. Bigelow	94,000	91. Anderson Co.	70,000		
Bigelow teas	94,000	Anco windshield wipers	70,000		
79. Mailpouch Tobacco	94,000	92. Thomas Organ	66,000		
Kentucky Club Tobacco	94,000	Electric organs	66,000		
81. Hastings Manufacturing	91,000	93. National Association of Insurance Agents	64,000		
Casite additive	91,000	Institutional	64,000		
82. Kiekhaefer Corp.	90,000	94. Studebaker Corp. (Chem. Comp. Div.)	63,000		
Mercury outboard motors	90,000	STP additive	63,000		
83. Carrier Corp.	86,000	95. Assembly of God	61,000		
Air conditioning equipment	86,000				
84. General Electric	84,000				

Source: Radio Advertising Bureau, Inc.

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS and NBC radio networks. This makes them comparable to data for other media including spot radio, spot TV and network TV.

This is the first time any network radio brand expenditure data have been compiled by RAB. They are not available for preceding reporting periods.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy. More complete brand data are anticipated in future releases.

Speaking of Explosions!



Joey, master of ceremonies for WSOC-TV's award-winning children's show, "Clown Carnival"

Now with over two million people within a 75-mile radius, Charlotte's trade area is bigger than that of Indianapolis, Kansas City, Miami. When your advertising is on WSOC-TV you sell not only Charlotte—you sell the entire area. Ask us or H-R about packages, participations.

We'll spark explosive sales action for you in the Carolinas.

Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R



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

RADIO EQUALS, BEATS TV AND PRINT continued

set a mood, for background on social occasions, for entertainment and relaxation, for accompaniment to some other activity.

From these and other findings regarding the listener-radio relationship they developed suggestions "for maximizing the effectiveness of radio commercials." They cautioned, however, that these "are merely illustrative" and that "advertisers and their agencies will undoubtedly see many other possibilities, particularly pertinent to their products."

How to Improve Messages ■ Among the Yankelovich suggestions:

(1) "Mesh radio commercials with the listener's activity"; (2) "Take advantage of knowledge of the audience's attention level and listening purpose" by matching commercial mood with the mood of the program; (3) "Exploit the opportunity to tell an 'intimate' message," since many listeners are alone at the time and thus are more receptive to messages about products "that have embarrassing or anxiety-producing connotations," such as deodorants, lingerie, beauty aids; (4) "Utilize the (listener's) confidence in the radio personality," and (5) "Build a personality-product relationship" by using readily identifiable voices and maintaining "some degree of day-to-day continuity."

The study was described as entirely noncompetitive in that it was designed

"to help advertisers better understand and utilize the strengths of radio," rather than to make one network or station look better than another. Mr. Yankelovich said ABC Radio gave him "complete freedom."

He said that "a very large number of research techniques," many of them relatively new in media research, had been or would be used in further stages of the project. Among these he listed techniques of controlled laboratory experiments, factor analysis, structural and content analysis, field experiments, diary methods, survey methods, case histories and phenomenological research.

The Yankelovich firm, whose communications clinic in Upper Montclair, N. J., was the scene of the current phase, is widely known. Other current or recent clients were said to include General Electric, Dow Chemical Co., Schlitz Beer, Bristol-Myers, Texaco, Clairol, Longines watches, Time Inc. and *The New York Times*.

RAB plans offices in L. A., Chicago

In an effort to increase radio revenue from the West Coast, the Radio Advertising Bureau will open a sales office in Los Angeles before the first of the year.

The announcement of RAB's expan-

sion was made today (Oct. 4) by Miles David, president, who revealed that Roderick H. MacDonald Jr. has been named director of sales—western states to head the new operation (see page 10). Mr. MacDonald joined RAB on Oct. 1 after 14 years with Guild, Bascom & Bonfigli, San Francisco (now merged with Dancer-Fitzgerald-Sample).

Mr. David also said that RAB would open a Chicago office "as soon as we find the best-qualified executive to head it." RAB maintained a branch in Chicago for a brief period during its early history.

"RAB's regional office expansion is in keeping with our sales philosophy which calls for repeated in-depth calls on clients and agencies rather than one-shot selling," Mr. David commented. "This is difficult to do from a distance."

Business briefly . . .

The Pontiac Motor Division of General Motors Corp., Pontiac, Mich., through MacManus, John & Adams, Bloomfield Hills, Mich., will sponsor *Cole Porter, a Remembrance*, a special NBC-TV two-hour color program on the life and music of the late composer on Thursday, Oct. 7 (7-9 p.m. EDT).

Sunbeam Corp., Chicago, through Foote, Cone & Belding, New York, will sponsor *The Big Ear*, an NBC News TV color special on illegal wiretapping and other "bugging" techniques, on Sunday, Oct. 31 (6:30-7:30 p.m. EST).

Pleasant Valley Wine Co., Hammondsport, N. Y., through Hockaday Associates, New York, in a campaign for its Great Western line of champagnes, wines and vermouths, will use spot TV and radio in selected markets west of the Mississippi throughout the fall and winter.

The United States Time Corp., through Warwick & Legler, both New York, will advertise Timex watches on the *Ringling Bros. and Barnum & Bailey Circus*, an NBC-TV color special on Nov. 18 (7:30-8:30 p.m. EST). Ed Wynn will be host of the program which will feature highlights from 12 circus acts, all taped in Seattle especially for the TV showing.

Rep. appointments . . .

■ KGGM-TV Albuquerque, N. M.: National Television Sales Inc., New York.

■ Tri-Mart Oregon Empire Group (KFLY Corvallis, KORE Eugene and KSLM Salem, all Oregon): Ray Rhodes in San Francisco and Norman Berk in Los Angeles.

■ WPEO Peoria, Ill.: Advertising Time Sales, New York.

TVB urges plan to help create local ads

Television Bureau of Advertising last week recommended that national advertisers make available the "wild footage" of their television commercials to local stations as a means of overcoming production problems of retail sponsors and improving their commercials on local TV.



Mr. Abrahams

Howard Abrahams, TVB vice president for local sales, explained that local advertisers have been facing the problem of creating commercials for themselves or using co-op films for manufacturers, which often left scant time for the retailer to tell his own message. TVB, he added, has

been suggesting that national manufacturers make use of wild footage (film left over from their regular, professionally produced commercials) by offering it on the local level for adaptation by stations.

The first group to use the technique recommended by TVB is the automobile industry, according to Mr. Abrahams. Car manufacturers will offer wild footage in conjunction with or following the introduction of the 1966 models, he said.

A key point in the TVB plan, Mr. Abrahams noted, is to have wild footage libraries created at TV stations with manufacturers offering the film directly to local station salesmen. He emphasized that in some instances, manufacturers will cover union requirements for performer payments by a blanket arrangement, and in others, stations may be required to pay for local use of the footage.

NEW

from Seven Arts Associated..

'THE FAST 23'

*23 new "Films of the 50's
and 60's" for TV!*



*Exciting, sharp action—moving at a lightning clip—
striking hard and swiftly. Taut dramas come alive
with men and women caught in unnerving danger.*

Move in now on "The Fast 23"...now available from



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

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

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

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

Rate discounts eyed by Senate

Hearing will be sought by antitrust group on network practices

A hearing on discriminatory advertising rate discounts will be requested before the end of the year by the staff of the Senate Antitrust and Monopoly Subcommittee, a spokesman for the subcommittee said last week. The hearing will be concerned primarily with the rate discounts granted by television networks.

A spokesman reported that staff members have been investigating rate

discounts for the past six weeks and that discounts ranging as high as 70% have been discovered.

The spokesman told BROADCASTING that these discounts could hurt all advertisers except the giants of industry, who have mammoth advertising budgets and can take advantage of the highest discount rates.

He indicated that the purpose of the hearing would not be to seek further legislation because "we feel that the Federal Trade Commission now has the authority to move into this area."

He explained that the discounts were such that they are of a "discriminatory nature" in that some companies can never take full advantage of the discounts because of the individual company's total volume of business and because of the lack of diversification of these companies.

"If we can show that the discounts are discriminatory," he said, "the FTC should feel obligated to take steps to

halt the activities, for it will be then classified as an 'unfair business practice' over which the FTC has authority."

The spokesman said that if Congress adjourns by the middle of October, the subcommittee would hope to give the senators a holiday of perhaps a month and then request a hearing beginning between the middle of November and the first of December.

This proposition, of course, is valid only if Congress adjourns by the middle of October. Senate Minority Leader Everett M. Dirksen (R-Ill.) reaffirmed his position last week that he'll talk "till the snow falls" in his "extended debate" to defeat the repeal of section 14-B of the Taft-Hartley Act, which makes it possible for states to enact right-to-work laws. The President has indicated that he, too, has strong feelings on the measure, but he's now gathering forces for enactment of repeal.

The hearing would seek to explore the structure of the discounts and how they are set. The spokesman foresaw no trouble in obtaining witnesses because "if they're getting run out of business anyway, what have they got to lose?"

RAB's David counters consumers union

A rebuttal of a Consumers Union of the U. S. attack on advertising (BROADCASTING, Sept. 20) was offered last week by Miles David, president of the Radio Advertising Bureau, in a speech before the Atlanta session of the RAB 1965 Management Conference.

He replied to the consumers union charge that advertising best serves the heaviest advertisers by pointing out that every medium could produce "case history after case history of smaller advertisers who, with lesser budgets but superior media strategy, are able to compete favorably with the giants."

Mr. David urged the advertising industry to implement an all-out campaign to "puncture dangerous nonsense like the consumers union attack and educate the consumers on the benefits they derive from advertisers."

Other speakers in Atlanta, who delivered talks they had given at previous RAB management conferences this fall, were Wallace Dunlap, general manager, KDKA Pittsburgh; Ted Hepburn, vice president and general manager, WARM Scranton, Pa.; Stan Torgerson, station manager, WMC Memphis, Tenn.; Eddie Allgood, vice president, sales, WBTV Danville, Va.; Edward A. Wheeler, president, WEAU Evanston, Ill.; Tom Harrell, president and general manager,



Jewel laser beam used in TV commercial

Gumbinner-North Co., New York, employed a sophisticated but very tricky vehicle—a ruby jewel laser beam—in a one-minute color TV commercial put into use last week.

The agency, working for Brioschi Inc. (producer of effervescent granules for upset stomach), Fairlawn, N. J., set up its filming equipment at the laboratories of TRG Inc., an experimenter in laser work. To get full effect with the combination electronic-gas light beam, pitch darkness was required while technicians wore eye-protection goggles. No one could see the actual light beam's color or intensity.

Joel Weissman, director at WCD Inc., Merl Bloom, producer at Gumbinner-North, and cameraman

Larry Pall did not know what camera exposures to set or what type of film would catch the quick beam. But the results were achieved by aiming the electronic light at foil objects which exploded into powder blasts when struck by the beam. This dramatic action was reflected on the goggles and face of actor Addison Powell, performing as a laser technician who witnesses the scene.

By catching the quick laser beam on one film frame, then expanding it to several frames, Gumbinner-North was able to produce a 60-second color film dramatizing the effervescent action of the Brioschi product. The commercial was released last Monday (Sept. 27) in 19 spot-TV markets.

WSTP Salisbury, N. C.; Philip Spencer, vice president and general manager, WCSS Amsterdam, N. Y., and Robert O. Moran, general manager, WBEI, Beloit, Wis.

A little light on that tax 'survey'

A widely circulated letter soliciting comment on a proposal to tax radio and television advertising was the subject of much speculation in broadcasting last week.

The letter was sent over the signature of one R. H. Mitman and on the letterhead of the Abbott Co. of Concord, Calif. (BROADCASTING, Sept. 27). Broadcasters were wondering about the identity of Mr. Mitman, the Abbott firm and the client whom Mr. Mitman was still refusing to name. A few answers to their many questions became available.

Mr. Mitman told BROADCASTING that he was manager of surveys for the company which, he said, has its headquarters in Boston. Mr. Mitman refused, however, to give either the Boston address or phone number. The Boston telephone directory contains no listing for "The Abbott Co.," the name on the stationery on which Mr. Mitman's letter was sent. Abbott, Mr. Mitman said, is a management engineering firm.

Mr. Mitman said that the Boston headquarters was not involved in the broadcast-tax survey.

The Blotter ■ As for Mr. Mitman himself, the chief of police of Concord, Calif., and the records of courts in Los Angeles, supplied some biographical background. The Concord police chief, R. W. Orwin, said that Mr. Mitman is registered with the Concord police as having a criminal record. California law requires anyone who has been convicted of sexual offenses to register with the police of any community in which he lives.

According to records in the municipal court of Los Angeles, Mr. Mitman was convicted of sex offenses in 1952 and again in 1957 and served jail terms on both occasions.

Mr. Mitman made no effort to disavow his police record when asked about it last week. "Yes," he said, "I'm the man. But that was long ago. And besides, what has that to do with tabulating a survey on taxes?"

Heavy Mail ■ The survey, Mr. Mitman said, included a much larger mailing than had been originally reported. When he told BROADCASTING the week before that the mailing had gone to 48,000 persons, he had been describing only the first phase, encompassing the

media and advertising fields, he said last week. Another 100,000 letters have been mailed to businessmen in other fields and to professional men and farmers, he said.

Mr. Mitman took exception to the use of the word "recommending" in the BROADCASTING's Sept. 27 story describing the nature of his questionnaire. He said that the Abbott Co. was merely conducting a survey, and he denied any responsibility for the "proposals" which his letter asked recipients to comment on.

The proposals are to levy two taxes on broadcast advertising. One would be applied against the amount of time devoted to commercials, with the proposed tax starting at 15% for six or fewer commercials and soaring to 150% for more than 10 spots. (The letter makes no reference to the time period in which the spots would be broadcast.) The second tax would be on loudness, its announced objective "to tax the objectionable announcements that blare out and by their own purpose attract more audience listening." This tax would be based on the rise in decibels for the commercial as compared with the noise level of the adjoining broadcast material. It would start at 10% for a rise of one decibel and go up to 300% for a rise of seven decibels or more.

Mr. Mitman said last week that early returns indicated that broadcasters and station representatives opposed the introduction of the taxes. Individuals in other lines of business are supporting the proposal. Mr. Mitman added, however, that responses had only begun to arrive and that the findings of last week were extremely preliminary. The number of returns was not disclosed.

Agency appointments . . .

■ Gillette Safety Razor Co., Boston, has appointed Clyne Maxon Inc., New York, to handle its new continuous edge razor. Clyne Maxon is also agency for a number of other Gillette products.

■ Elanco Products Division of Eli Lilly & Co., Indianapolis, moves its consumer line of Greenfield lawn and garden products from Clinton E. Frank Inc., Chicago, to Gardner Advertising, St. Louis.

■ Foremost Dairies of the South, Jacksonville, Fla., a division of Home Town Foods Inc., has appointed Battle Advertising Inc., Wyncote, Pa. Howard G. Rockett, manager of the agency's Jacksonville office, is account executive.

■ Tama Packing Co., Cedar Rapids, Iowa, newly formed major company in meat processing and related by-products fields, names Wade Advertising, Chicago, as national agency.

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- Custom fabrication
- Installation supervision
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Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment . . . simply telephone one of the following field offices:
Atlanta (phone 355-6110),
Chicago (WE 9-6117),
Philadelphia (HO 7-3300),
Hollywood (OL 4-0880).
Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



The Most Trusted Name
in Electronics

Cigarette issue erupts

Letter exchange may
auger more Hill,
Meyner action

Indications last week were that the Senate Commerce Committee may begin hearings far in advance of the end of the three-year moratorium on forcing cigarette companies to include a health warning in their advertisements.

The indicator was a letter composed by the committee staff over the signature of Committee Chairman Warren G. Magnuson (D-Wash.) to the administrator of the Cigarette Advertising Code, former governor of New Jersey, Robert B. Meyner, asking, in effect, if he had the necessary authority to prohibit cigarette advertising on children-oriented TV programs.

The letter specifically asked the governor about a Kent commercial appearing during the *Ed Sullivan Show*, followed immediately by the Beatles.

It was understood last week that the governor might be having difficulty with some of the higher echelons of the cigarette advertising business and that the industry's "self-regulation" might well become the subject of further inquiry by the commerce committee.

Senator Maurine Neuberger (D-Ore.), long-time leader in the fight against cigarettes on basis that they are menace to health, said that she was "100% in favor of the letter" and she pointed out that the *Sullivan* show had come under fire of the committee during its hearing on the legislation.

The staff queried the administrator on the failure of the cigarette industry to heed the legislation which prohibits "advertising in any way that would negate the warnings on the cigarette packages." In his reply, the governor said that he feels the code now has sufficient authority to enforce necessary changes, but that if the authority is not given the administrator, he would be the first to request additional authority from the industry, and in the event this fails, admit that self regulation is not possible.

He also told the committee that he now has an authority in the field of theater and drama making a study of the elements and characteristics in television programs that appeal to youth. And he said that it was his hope that this study would make possible guidelines with

respect to program content appealing to persons under 21 years of age.

Governor Meyner's office in New York said last week that the code administrator would look into the situation on the "*Ed Sullivan Show*" (CBS-TV) as described in the letter.

Governor Meyner had testified last March during Senator Magnuson's committee hearing on cigarette advertising and labeling. (BROADCASTING, April 5). At that time, Governor Meyner expressed concern over the number of young people watching and listening to shows sponsored by cigarette companies but said that he had been so busy trying to "clear up ads in periodicals and TV shows that I haven't made an intensive effort to move into this field."

The law, which was passed by Congress in July, forbids any federal or state agency from placing restrictions on the warning on the package and also from restricting the advertising of the cigarettes until Jan. 1, 1969 (BROADCASTING, July 19).

D. P. Brother gets Meermans in Cleveland

D. P. Brother & Co., Detroit, has opened a branch office in Cleveland through the acquisition of the accounts and facilities of Meermans Inc. there, it was announced last week by Kenneth G. Manuel, president of Brother.

Brother also has branch offices in New York and Los Angeles. Estimated billings are about \$35 million of which one-third goes into the broadcast media. Brother handles several General Motors accounts, including Oldsmobile.

William R. Meermans, executive vice president of Meermans, becomes vice president of Brother and will head the Cleveland office. It remains in the Superior building there.

NBC Radio lists new advertisers

Twenty-nine new advertisers have invested more than \$3.6 million on NBC Radio during 1965, it was reported last week by Stephen B. Labunski, executive vice president in charge of the network.

Two of the advertisers, Londontown Manufacturing Co. and David B. Carmel & Co., had never used radio of any type before, according to Mr. Labunski. He added that more and more major companies are using network radio to supplement their TV network buys, while smaller firms are discovering the medium is "the most practical

and economical way to make a national sales campaign a successful one."

Other new advertisers which have used NBC Radio during the year are North American Van Lines Inc.; Borg-Warner Corp., State Farm Insurance Co., Coca Cola Co., Hartford Fire Insurance Co., Dairy Queen Division of National Development Products Co., National Association of Insurance Agents, Coty Inc., Aluminum Association, Prestone Division of Union Carbide Corp., Bryant Manufacturing Co., Chapstick, Kitchens of Sara Lee.

Also, Budget Rent-A-Car Corp. of America, Eastern Air Lines, Cue Toothpaste Division of Colgate-Palmolive, Kohler Co., Kaiser Industries Corp., Folk-Miller Products Corp., Wurlitzer Co., Cooper Tire & Rubber Co., Krim-Ko Corp., Luden's Inc., National Rural Electric Cooperative Association, Hamilton Watch Co., Dow Jones & Co., and United Air Lines.

Atlantic with Yankees for three more years

The Atlantic Refining Co., Philadelphia, has signed a three-year renewal contract with the New York Yankees as part sponsor of Yankee baseball broadcasts on a network of 40 radio stations in New England, Pennsylvania and New York (excluding New York City). Atlantic purchased five-twelfths of the programs. Amount paid was not disclosed.

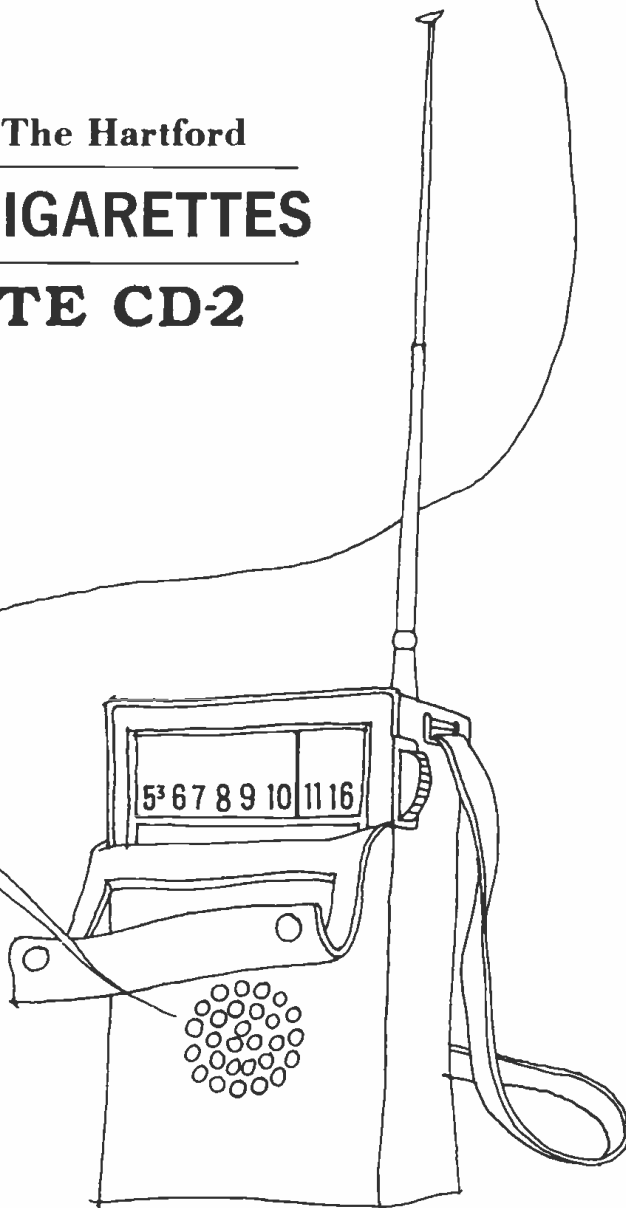
P. Ballantine & Son, Newark, N. J. earlier had signed a three-year contract with the Yankees calling for one-third sponsorship on the radio network and on WPIX(TV) New York (BROADCASTING, Sept. 13). It is also reported that a major cigar manufacturer is on the verge of purchasing the remaining one-quarter of the radio network broadcasts for at least a year and possibly longer.

Ballantine, in the past, has bought all home territory broadcast rights from the Yankees and handled all broadcast negotiations, selling time not retained for its own announcements. The Yankees, owned by CBS Inc., will package the games themselves beginning next season.

Also in advertising . . .

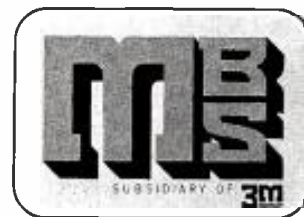
Agencies merge ■ William V. Glastris Advertising, and Ray Manning and Associates, both St. Louis, have merged. Headed by Mr. Manning and Mr. Glastris, they will continue operating independently as members of the Glastris Manning Advertising and Public Relations Group. New offices are in the Universal Building, 6376 Clayton Road

Insurance by The Hartford
WINSTON CIGARETTES
ALEMITE CD-2



The wise money's on Mutual!

Smart advertising money can get more listeners per dollar on Mutual than on any other network—radio or TV! In fact, forty per cent of all network radio stations are Mutual. Mutual not only covers the top metro markets, but gives you exclusive coverage in 280 others. In all—over 500 markets. No ifs, ands or buts . . . Mutual's the *sure* thing to give you the broadest possible coverage. That's why the wise money's on Mutual.



MUTUAL BROADCASTING SYSTEM

St. Louis. Phone: ST 1-3773.

Chicago aid ■ Designed especially for agencies and advertisers needing talent and production facilities for broadcast commercials, a new Chicago area directory of people and services has been published by Chicago Unlimited, 203 North Wabash Avenue. The non-profit organization seeks to promote increased commercial production in that city.

Calling new products ■ Blair Television reports that each of its 10 offices from coast to coast is prepared to give slide and table-top versions of its "Test Market Plan" presentation, designed to encourage the use of spot TV for new products. The third edition of Blair TV's "TMP" story contains a series of 15 color prints.

Clearances up at CBS-TV

More pre-emptions for
prime-time movies, but
overall situation better

The CBS-TV network checked over its stations clearances of new-season programing last week and reported substantial improvement over the situation of a year ago—even though there's been an increase in prime-time pre-emption of network programs for local movies.

"CBS station clearances [this fall] topped the preceding season by wide margins which represented qualitative gains as well as quantitative gains," according to Robert F. Jamieson, director of station sales and clearance.

"In prime time, live clearances [for the 1965-66 season] exceeded the previous season by 254 station half-hours, an increase of 3.4%. This was the first upward trend noted in live clearances since October 1963."

Mr. Jamieson estimated that around 50 affiliates were placing movies in prime time one night a week this year, as against about 35 last year. But, he said, most of the prime-time network shows thus displaced were video-taped and carried in other prime-time periods or in other "acceptable" delay periods, so that these clearances "were not lost."

Down 13% ■ Thus, he said, "the total effect was not to increase the prime-time delay volume. Actually, the reverse is true, with delay volume at an all-time low in 1965. Our delay clearance volume is 13% less" than it was in 1964-65.

Mr. Jamieson attributed the gains

primarily to (1) color, which he said increased the volume of live clearances, and (2) authorizing affiliates to tape black-and-white programs for delays, rather than sending them kinescope recordings for this purpose.

He said CBS-TV does not send color for delayed use, but has abandoned its former cautious policy regarding the taping of black-and-white programs because it is apparent that tape's picture quality is superior to that of kinescope recordings.

Outside of prime time, acceptable periods for delayed programs are not precisely defined. If the program is sponsored by a single advertiser, its delay time period must be approved by the advertiser. If the program is sponsored on a participating basis, the network decides whether the new period is acceptable. In a number of cases, Mr. Jamieson said, CBS-TV has approved the scheduling of such programs after the late-evening news.

Key Periods ■ CBS-TV's gains this year, he said, have been "most pronounced in key or critical time periods." He cited the *Thursday Night Movies* (9-11 p.m. EDT) as having achieved 27% better live clearance than the programs in that block last year, and said that *Hogan's Heroes* and *Gomer Pyle* in the Friday 8:30-9:30 period have registered a 107% live-clearance gain over last year. Against NBC-TV's front-running *Bonanza*, he said, CBS-TV's *Perry Mason* this year has picked up 8% or 26 station half hours over last year.

He also noted that *Smothers Brothers* (Friday, 9:30-10) has been mentioned frequently as having clearance trouble. But he likened the program's situation to that of *Gilligan's Island* a year ago. Both, he said, started with 143 stations, approximately identical coverage factors, and in the ratings, identical audience shares (35%). "By April 1965," he noted, "*Gilligan's Island* was clearing 177 stations, and currently entering its second season is clearing 196 stations."

TVB completing Detroit agenda

The 11th annual membership meeting of the Television Bureau of Advertising will be held Nov. 17-18 at the Statler-Hilton hotel in Detroit.

Highlight will be the unveiling of the bureau's major presentation for the year. It is titled "masselectivity," and, according to TVB president Norman Cash, will emphasize that computers are demonstrating to advertisers that within TV's mass audiences, there are selective audiences.

A two-day meeting of TVB's board

of directors will precede the annual meeting. Following is the schedule as outlined to date:

Michigan Governor George T. Romney will speak at the Thursday night dinner culminating the meeting. Mayor Jerome P. Cavanagh, at the opening session Wednesday morning, will proclaim TV week in Detroit.

Other speakers during the two days will include Dr. Arthur Turner, Northwood Institute, and representatives from A. C. Nielsen Co. and American Research Bureau.

Commercials in production . . .

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

Mel Blanc Associates Inc., Taft Building, Hollywood 90028.

Tanner Motors Ltd., Los Angeles (Avis Rent-a-Car); four 60's for radio, humorous. Noel Blanc, production manager. Agency: Cooke-Levitt Advertising, Los Angeles. Ed Brandt, Ed Brandt, account executive.

KLH Research & Development Corp., Cambridge, Mass. (stereo music systems); seven 60's for radio, humorous. Noel Blanc, production manager. Agency: Wexton Co., New York. Martin Solow, account executive.

Rambler Dealers of Illinois, Chicago (automobiles); three 60's for radio, humorous. Noel Blanc, production manager. Agency: Powell, Schoenbrod & Hall Advertising, Chicago. Jim Wilson, account executive.

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

Nationwide Insurance Co., Columbus, Ohio (insurance); six 60's for radio, humorous. Victor B. Cowen, production manager. Agency: Ogilvy, Benson & Mather, New York. Ted Shaw, agency producer.

General Electric Co. Large Lamp Division, Cleveland; four 60's for radio, humorous. Victor B. Cowen, production manager. Agency: BBDO, Cleveland. Lloyd Oppenheim, agency producer.

American Cyanamid Co., Wayne, N.J. (Malathion insecticide); one 60 for radio, Victor B. Cowen, production manager. Agency: Dancer-Fitzgerald-Sample, New York. John F. Leonard, agency producer.

Bardahl Lubricants Inc., Norwood, Mass. (oil additives); four 60's for radio, humorous. Victor B. Cowen, production manager. Agency: Ingalls Associates, Boston. Avner Rakov, agency producer.

Rosemary Productions, Burbank, Calif.

Consolidated Cigar Corp., New York (Dutch Masters); one 60 for TV, live on tape, color. Bob Wynn, production manager. Agency: Papert, Koenig & Lofts, New York. Bob David, account executive. Allan Gardner, agency producer.

Strike Three Productions Inc., First Bank & Trust building, Richardson, Tex. 75080.

Omar Baking Co., Chicago (bread); one 60 for radio and TV, musical. Tom Gwin, production manager. Agency: Bozell & Jacobs, Chicago. Phil Rouda, account executive and agency producer.



COLOR

Now... at no extra cost ... you can benefit from WTHI's color impact on the vast Terre Haute TV Market (**24** Indiana counties, **18** Illinois counties) ... complete color service ... tape, color film and color slides ... adjacent to top-rated CBS color presentations, prime-time movies and color syndicated shows!

WTHI-TV CHANNEL 10
TERRE HAUTE, IND.

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

Another skirmish on CATV

Comments on Part II of FCC's rulemaking
and inquiry provide further opportunity
for restating the same old arguments

The battle over the future course the dynamic community antenna television industry should be permitted to take continued before the FCC last week in comments filed in response to a commission request for advice on regulatory policy.

Important voices from the broadcasting industry, like the Association of Maximum Service Telecasters, the National Association of Broadcasters and ABC continued to warn that CATV's unrestricted growth—"CATV unlimited," AMST calls it—would wreak havoc with the commission's plan of nationwide, local television service.

CATV proponents, on the other hand, said cable television holds not a threat for the television industry but a promise of greater diversity of programming for the public. International Telemeter Corp., developer of a wired system of pay television, taunted broadcasters for

what Telemeter considers their determination to hold back the wave of television's future.

As in previous proceedings involving CATV, the opposing lines were not neatly drawn. Some broadcasters, most of them with CATV holdings, sided with the cable operators. One significant new supporter of the argument that CATV's should be allowed to originate programming, for instance, was Westinghouse Broadcasting Co.

The comments were in response to Part II of the commission's proposed notice of rulemaking and inquiry on CATV regulation. Part I dealt with the commission proposal to extend to non-microwave-served systems the 15-day, before-and-after nonduplication and carriage requirements that have been adopted for microwave-fed systems.

Major Question • A key issue in the proceeding involves the question of

CATV impact on the development of independent stations, particularly UHF's, in large markets, and the related question of whether restrictions should be imposed on the importation of distant signals by CATV's.

AMST, which called the "distant signal" issue the "heart of the problem" posed by CATV, urged the commission to prohibit CATV's from transmitting a program beyond the grade B contour of the originating stations, barring a showing that the area to be served lacks adequate free service.

AMST's proposal was echoed in comments filed in behalf of 14 licensees, eight of them AMST members, in a joint comment; by Midwest Television Inc., and by Eastern Educational Network. EEN said educational stations are hurt when the importation of distant signals fragments their audiences and diverts financial support of sub-

Calling Sgt. Friday: What are the CATV facts?

Community antenna television, whatever else its virtues or vices, has the quality of generating heated debate in which participants differ not only on philosophy but also on facts. Triangle Publications Inc. demonstrated that last week in comments filed with the FCC listing some of the conflicting views and facts expressed by prominent participants in the debate. Triangle compiled the list to support its request for an evidentiary hearing to get at the truth underlying the smoke and fire of the CATV controversy (BROADCASTING, Sept. 27). Some samples from the Triangle filing:

On the question of industry interests vs. public interest FCC Chairman E. William Henry said, "The CATV system serves a definite public interest . . . but . . . the CATV may adversely affect the establishment or maintenance of free local TV service."

Commissioner Lee Loevinger has said: "If you have a small, margi-

nal local station that is kept alive because it is protected against all forms of competition or intrusion by excluding any other medium from the area, you are not likely to get terribly good service."

On the importance of free television service, Vincent Wasilewski, president of the National Association of Broadcasters, has said: "The necessity for regulation rests on the public interest inherent in the widest possible dissemination of free television service to the public."

Representative J. Arthur Younger (R-Calif.) has countered: "If you are serving the public and the public are perfectly willing to pay if they can get a better signal, are you rendering a public service by denying that service?"

On recent franchise activity, Frederick W. Ford, president of the National Community Television Association, told Congress earlier this year that "about 1,500 communities are considering applications for fran-

chises for CATV systems." Chairman Henry told Congress, "Franchise activity is now going on in some 345 communities in 40 states."

On potential growth of the CATV industry, Lester Lindow, executive director of the Association of Maximum Service Telecasters, said: "CATV promoters have predicted they will take over 85% of all television sets in virtually every city and town in the country."

Dr. Martin H. Seiden, consultant to the FCC on CATV, estimated that "6 million TV homes are potential CATV subscribers." "To this number," CBS said in an economic analysis, "may possibly be added another three or four percent of the U. S. population, or perhaps another two million families living in high-rise apartments in metropolitan areas."

On CATV effect on TV rates, the commission, in adopting CATV rules, said that "multiple [CATV] systems may reach a sizable percentage of the total homes served by the local

scribers, private contributors and public agencies. All the comments were submitted by the Washington law firm of Covington and Burling.

ABC, which was the first major broadcasting voice to speak out for a limit on the distance a station's signal could be carried by CATV (BROADCASTING, Oct. 19, 1964), NAB and WBC were among other broadcasters urging a limit on CATV relays.

Major Markets ■ For the most part, their concern was with major markets, already well served by three or more grade A signals. But ABC would also provide for a case-by-case consideration of CATV proposals for bringing distant signals (beyond the originating station's grade B contour) in markets below the top 100. Storer Broadcasting Co. and Bonneville International Corp. suggested a case-by-case approach, regardless of the size of the market, but Storer said the presumption should be judged against CATV in the top 100 markets.

NAB proposed a unique test for determining whether a station's signals should be allowed to be relayed into a community, one based on engineering standards and on CATV operators' contention that they serve only as "master antennas." NAB suggested that a CATV should not be permitted to relay the programs of a distant station unless it

places a signal of 50 microvolts at 30 feet above mean terrain over 70% of the community to be served.

NAB acknowledged that the figures were arbitrary but said they would do as a basis for standards the commission might establish. The association pointed out it is making a study of the "signal strength concept" and will make the results available to the commission (BROADCASTING, Sept. 20).

Throughout the comments of those urging restrictions on the importation of distant signals runs the argument that the proliferation of CATV's and their growing channel capacity, as well as the greater distance they are transporting signals—in short, the transition of CATV's from a fill-in, supplementary service to "CATV unlimited"—poses a threat to the commission's television allocations plan.

Danger to TV ■ CATV's will kill off established independent stations, or at least prevent the development of new ones, the argument goes, adding that congressional and commission efforts to foster UHF television are certain to be frustrated. Invariably the economic study of Dr. Franklin Fisher, commissioned by NAB, is cited. The report shows a correlation between revenue and audience size (BROADCASTING, Oct. 26, 1964).

But a Washington law firm with numerous CATV clients, Smith & Pepper, cited the report of Dr. Martin H. Seiden, a consultant to the FCC on CATV, and an economic analysis by CBS to support its view that CATV's do not pose a threat to television. Further, the firm restated the argument that, by transmitting the signals of local UHF stations, CATV's aid those outlets.

Smith & Pepper put the blame for the "alleged" difficulties of independent stations on another doorstep. The "essence" of the difficulty, Smith & Pepper said, is the "strange control over program supply by the networks and the large broadcasters."

The firm said CATV was being made a scapegoat and that the commission could do more for independent stations in two other pending proceedings. One involves the proposal to prohibit networks from owning or controlling more than 50% of their nonnews, prime-time programming—a proposal designed to stimulate greater competition among program sources. The other involves the commission proposal to require networks to make an affirmative effort to place on independent stations the programming their affiliates refuse to clear.

Distant-Signal Issue ■ Smith & Pepper opposed suggestions for imposing limitations on the importation of signals. The

firm said Supreme Court decisions indicate that it would be unlawful for the commission to deny the public the use of "a lawful business facility" to receive television signals.

It also opposed a ban on leapfrogging, the practice of a CATV of picking up the signals of distant stations rather than those of outlets closer to it. Most broadcasters support such a ban. But Smith & Pepper said it would "weaken CATV" to require reception of stations which may not have attractive programming.

The major spokesman for CATV, the National Community Television Association which filed its comments earlier, said CATV's should be permitted to originate programming and engage in pay TV if their traditional service is subjected to "crippling" restrictions (BROADCASTING, Sept. 27).

Last week some broadcasters—while not going as far as NCTA—supported that organization's arguments against a hard-line approach to regulation.

A UHF permittee in Philadelphia, the city considered a classic example of a major market where CATV's threaten the development of UHF, expressed no fear of CATV. William L. Fox, permittee of WIBF-TV (which went on the air in May) said that, if subject to carriage and nonduplication regulations, CATV can help a UHF station.

Kaiser Broadcasting Corp., permittee of four UHF TV's—WKBD Detroit (which went on the air in January) WKBS Burlington, N. J.-Philadelphia (due to go on this fall); KHKJ San Francisco and KMTW Corona-Los Angeles—opposed new "sweeping restrictions" on CATV on both policy and philosophical grounds. Kaiser said a CATV carrying the signals of a local UHF station, especially in an intermixed market, can supplement the process of UHF penetration being accomplished by all-channel sets and converters.

No Shelter Wanted ■ In a larger sense, Kaiser said, the success of its stations shouldn't depend on the "shelter" from competition which the commission or Congress seek to create.

The comment was filed three days before New York announcement of the merger of another Kaiser Industries subsidiary and Cox Broadcasting in a company to manufacture and sell CATV equipment (see story page 62).

Three licensee-members of AMST—Cox Broadcasting Corp., Cosmos Broadcasting Corp. and Newhouse Broadcasting Corp.—all with CATV holdings, also opposed the hard-line approach to CATV regulation.

Along with Jerrold Electronics Corp., maker of CATV equipment and operator of CATV systems, they said that

station, and "skim off the cream" of the population most likely to contain local advertisers as well as that which nonlocal advertisers are interested in reaching."

Dr. Seiden has said: "Even if CATV did reduce the viewing audience of some markets in the lineup, the advertiser would not reject them, for it would be to his disadvantage."

On CATV's effect on small stations, William Putnam, president of Springfield Television Broadcasting Co., in commenting on the decision to transform his Greenfield, Mass., station, WRLP-TV, into a satellite station: "You have been told, sir, that CATV has never hurt a local station. I want to tell you it killed us."

Dr. Seiden has said: "It, too, seems reasonable that more small stations in small markets should be unprofitable than large stations in large markets. It cannot therefore be implied that CATV penetration is causing the unprofitability."

AT&T gets letter from FCC on CATV

The FCC's "concern" with telephone company activities in the community antenna television field was brought out into the open last week by Commissioner Kenneth A. Cox in his appearance at the annual convention of the National Association of Railroad and Utilities Commissioners (see page 56).

The commission staff had referred to such "concern" in a letter it sent to each of the 50 state attorneys general during the August recess. Public disclosure of that letter created a minor uproar, since it had been sent without the knowledge, let alone consent, of any commissioner.

But the commission letter to AT&T and the Bell System Associated Companies, to which Commissioner Cox referred last week, indicates that the staff had done nothing more than anticipate the commission's attitude.

The commission letter, dated Sept. 15, indicates the commission is concerned over a possible regulatory gap between federal and state or local authorities over CATV's.

It notes that Bell system companies have filed intrastate tariffs in 22 states covering service to CATV's,

then raises the question as to whether the companies shouldn't be filing tariffs with the commission instead.

The letter reminds AT&T and the Bell companies that common-carrier service used "for the distribution of television or radio signals has been held to constitute interstate communication by wire or radio."

The letter also asks the companies to report on whether they have provided service to any CATV's without obtaining the cable companies' agreement to provide local stations with program-nonduplication and carriage protection required by commission rules.

The letter, in addition, asked whether Bell companies have provided CATV's with service under agreements which were entered into without the knowledge or consent of franchising authorities—whether, in short, Bell was bypassing those authorities.

It was trade press reports that local authorities were being bypassed that sparked the commission staff's letters in August. BROADCASTING had reported that the attorney general of California and the Jackson, Mich.,

city council had taken steps to prevent the establishment of CATV's without approval of local franchising officials.

The staff wrote the California chief legal officer, with copies to each of the other attorneys general, asking for a copy of his ruling, and expressing the commission's concern about reports local authorities were being bypassed.

A commission staffer noted at the time that if telephone companies are circumventing local authorities, they are doing it through tariffs filed with the states. Perhaps those tariffs should be filed with the commission he added.

"Though we have reached no conclusions with respect to any jurisdiction over such matters," the commission said in its letter to AT&T and the Bell companies, "nor the appropriateness of further action by us, we want to stay abreast of all developments in the CATV field." Accordingly, it asked whether the companies' service to CATV's "contemplates" grants of authority to the CATV operator by state or local authorities.

limiting the distance a signal could be transported would deny a choice of programs to viewers living beyond the station's service area.

They also split with most broadcasters in opposing a ban on CATV origination of programs and advertising. They said CATV's could fill a special need as an outlet for local news and for advertising.

WBC, whose parent corporation, Westinghouse Electric, owns CATV and microwave-relay companies, also supported a rule to permit CATV's to originate program and commercial material.

The proposed rule would permit CATV's to carry such material on channels not used for TV programs, and would make the CATV offerings subject to applicable commission rules, such as the equal time and sponsorship-identification requirements.

AMST View ■ AMST, however, said that CATV's should be limited to the simultaneous retransmission of television signals, a limitation that would bar them from originating programming or commercials, or from moving into pay television.

NAB said that to allow CATV to originate any kind of programming (including time and weather reports, which some broadcasters would not prohibit) would be the "equivalent of subsidiz-

ing a pay-TV system via the use of advertiser-supported free broadcast signals." NAB said pay-TV should stand or fall on its own. The commission is now considering a request by Zenith Radio Corp. for a rulemaking to provide for a nationwide system of pay television (BROADCASTING, March 15).

A sharply dissenting view was expressed by International Telemeter, which continued the attack it began a week earlier, in reply comments on Part I of the CATV proceeding, on the "vested interests" of the broadcasting industry. It said these interests (major broadcasters urging tight restrictions on CATV's) are seeking to preserve the status quo, and their own dominant position in the industry, and thus are likely to deny the public the advantages of the technological progress that has been made in television in the last 20 years.

International Telemeter, a subsidiary of Paramount Pictures Corp. that has developed a system of closed-circuit subscription television, foresees CATV as a potential vehicle for the transmission of pay television among a variety of other types of television programming.

20-Channel CATV ■ It said that with the 20-channel systems now coming on the market, a CATV could provide the following service: 10 channels of black-

and-white and color commercial programming; three channels of subscription television, in black-and-white and color; one channel of telephone-TV use by the telephone company; and six channels for local cable television stations providing local public service programming.

Most of those filing had little to say about CATV's impact on AM or FM radio, another area of the commission's concern. NAB and the National Association of FM Broadcasters said the question should be kept open until more information on the subject was developed.

An appeal for "effective safeguards" for local radio was made, however, in the comments filed in behalf of the 14 licensees represented by Covington and Burling. Bonneville International also expressed concern about CATV's impact on radio.

The 14 licensees noted that Milton J. Schapp, president of Jerrold, was quoted as saying that CATV systems are being developed that can carry "an almost unlimited number of FM stations on a single cable." They said an "unlimited number" of additional signals "would splinter already limited audiences" of FM stations.

In another matter, most of those filing comments, supported the suggestion

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Data Source: 1959 Census of Agriculture



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BROADCASTING, October 4, 1965

that technical standards be established to assure the quality of CATV transmissions. AMST submitted proposed technical rules, NAB suggested that an industry-government committee be appointed to develop standards. NCTA two weeks ago submitted proposed guide lines for technical rules, although saying such rules would not be necessary.

Most also supported the proposal for requiring CATV's to file information with the commission on such matters as ownership and management. Smith & Pepper, however, said that since CATV's are not broadcasters but, in effect, "antenna systems," there is no justification for requiring them to submit such reports.

AMST, as it did in the FCC proceeding dealing with low-power community UHF stations, requested a rulemaking to provide the basis for an overall review of commission policies on auxiliary television services, including translators, CATV's, and low-power UHF community stations (BROADCASTING, Sept. 27).

Brunswick, Ga., comes up with two CATV's

Looks like Brunswick, Ga., is going to have a rare distinction—two community antenna systems.

Earlier this year, J. B. Fuqua, owner of WJBF(TV) Augusta, Ga., KTVE(TV)

Monroe, La.-El Dorado, Ark., and WROZ Evansville, Ind., arranged with Southern Bell Telephone Co. to furnish CATV to Brunswick. When the city refused to give Mr. Fuqua's Rentavision of Brunswick Inc. a business license, Mr. Fuqua won a state court order requiring the city to issue a business license even without a city franchise.

Early this month, voters in the southeast Georgia coastal city (pop. 25,000) voted to grant a CATV franchise to the late Allen Woodall, owner of a group of Georgia radio stations including WMOG Brunswick.

Fuqua to form Natco Broadcasting

A new broadcasting group, Natco Broadcasting Inc., is planned by J. B. Fuqua, broadcast group owner, who took over control of Natco Corp., Pittsburgh, a structural clay products company, last week.

Natco Broadcasting will seek radio and TV properties in major markets. Mr. Fuqua said.

Mr. Fuqua, who was elected chairman of Natco Corp., at a meeting of the company Sept. 28, owns WJBF(TV) Augusta, Ga.; KTVE(TV) El Dorado, Ark.-Monroe, La., and WROZ Evansville, Ind. His Fuqua Industries Inc. also owns community antenna systems

now being built in Brunswick and Elberton, both Georgia, and a regional bakery firm in the Southeast. The Fuqua interests also elected 6 of the 11 directors of Natco.

Control of Natco was secured through the purchase by Fuqua Industries of 66⅔% of Great Lakes Industries Inc. for an aggregate price of \$1.2 million. A tender to buy the remaining one third of Great Lakes at the same price (\$2 a share) has been made. Great Lakes owns 25% of Natco, a company listed on the New York Stock Exchange, which constitutes control. Great Lakes also owns Western Stoneware Co., Monmouth, Ill., and Cadmium & Nickel Plating Co., Los Angeles.

In discussing the future of Natco Broadcasting, Mr. Fuqua said control of Natco Corp., which has a net worth of \$13.5 million, would provide a flexible and effective means of buying broadcast properties with cash, stock, convertible securities or by mergers.

Publishing, CATV allies, says Ford

Frederick W. Ford, president of the National Community Television Association, told New York state newspaper publishers last week that community-antenna TV is part of the communications business and they ought to get into the field.

After reviewing CATV history—and some of its problems—Mr. Ford stressed that CATV is the latest and most recent example of the diversity of the communications industry. He warned publishers that they would be repeating their error if they opposed CATV, as they opposed first radio, then television in their early days. The two fields, publishing and CATV. Mr. Ford said, "are natural allies."

The NCTA president made his remarks during a discussion on CATV at the New York State Publishers Association at Lake Placid, N. Y.

Changing hands

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

■ KSEE Santa Maria, Calif.: Sold by Edward E. Urner of Cal-Coast Broadcasters, to Frank G. Macomber for \$153,750. Mr. Urner founded KSEE on Sept. 1, 1961. He is currently general manager of KEWB Oakland, Calif., a Crowell-Collier Broadcasting station. KSEE operates daytime-only on 1480 kc with 1 kw. Broker: Hamilton-Landis & Associates.

■ WJUD St. Johns, Mich.: Sold by Clinton County Broadcasting Inc., Justin F. Marske, president, to Robert D. Ditmer, for \$82,500. Mr. Ditmer is

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presently general manager of WHGR Houghton Lake, Mich. WJUD operates daytime only on 1580 kc with 1 kw. Broker: Hamilton-Landis & Associates.

New TV stations

As of Sept. 22 there were 127 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 76 were commercial UHF's, 8 were educational VHF's and 24 permittees were educational UHF's.

COMMUNITY ANTENNA

■ Rice Lake, Wis.: Sold by Earl Cleveland to WCCO-TV Minneapolis-St. Paul, which took over ownership Oct. 1. Although price was not disclosed, it is estimated that the system, serving 1,700 customers, sold for \$300,000 (not \$3 million as reported in BROADCASTING, Sept. 6). The 14-year-old Rice Lake system, about 120 miles from Minneapolis-St. Paul, one of the oldest in the Midwest, carries six channels, feeding TV signals from Minneapolis-St. Paul, Eau Claire, Wis., and occasionally from Duluth, Minn. Customers pay about \$3 monthly. This is the first CATV acquisition by Mid-West Radio-TV Inc., licensee of WCCO-TV.

Conn. CATV hearing calls phone officials

Officials of Southern New England Telephone Co. will be called into the Connecticut hearing on community antenna TV franchise applications to justify its proposed rates for installing and maintaining CATV systems, and CATV applicants will be permitted to cross-examine them.

This was disclosed Sept. 24 by officials of the Connecticut Public Utilities Commission after a witness for Laurel Cablevision, tentatively proposing to install its own equipment, indicated Laurel is not willing to spend money necessary for a study comparing capital equipment costs with the telephone company's lease arrangements unless it is assured of getting a CATV grant.

The hearing on the application of Coaxial TV Service of Connecticut, which had been scheduled for Sept. 24, was closed by the utilities commission when no appearance was made by counsel for the firm.

A PUC spokesman stated that a request for a postponement was denied because the commission believed it had given the applicant ample time to prepare for the scheduled hearing. Unless the utilities commission moves to reopen Coaxial's hearing at a later date, the application will be disqualified.

Coaxial, which was granted a franchise by the Waterbury board of al-

dermen in 1956, operates master antenna systems in that community serving multiple-unit dwellings.

Further testimony on behalf of Laurel Cablevision was entered by Monroe Rifkin, president of the company. Mr. Rifkin, who is associated with Bill Daniels of Denver in the Daniels Management Co., told the utilities commission that if granted the franchise, his company would not take advantage of "turnkey" installations offered by leading CATV equipment manufacturers.

He said that Laurel would construct its own facilities using what it felt would be the best equipment from each.

Messrs. Rifkin and Daniels are stockholders in Laurel along with several Connecticut businessmen.

ARB plans surveys

The American Research Bureau last week clarified the times in which its radio survey report in five metropolitan areas were being made (BROADCASTING, Sept. 20).

The Beltsville, Md., ratings firm explained that its survey to be released in November would actually be the fall, or September, report, and that the survey to be released in February would actually be the January or winter report.

FCC modifies renewal of CATV microwave

The FCC last week modified its July 2 order granting to Black Hills Video Corp. a conditional renewal for microwave stations used to serve four commonly owned community antenna TV systems in Rapid City, S. D., Victoria, Tex., and Dexter and Poplar Bluff, both Missouri.

Black Hills, in its request for modification of the order, remarked that the renewals were of such a limited nature "as to gravely injure and inevitably destroy the company's microwave operations as well as the community antenna television businesses of its affiliated systems."

The commission modified its order to permit exceptions to the nonduplication protection afforded stations within whose grade A contour a CATV operates. Nonduplication protection was one of the conditions imposed on Black Hills in the renewal grant. Duplication of signals will be permitted where necessary to present two network programs in each time segment; to carry network programs in prime-time hours where they are not carried by the local stations, and to make available network programs of

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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 A. Shaheen in our Chicago office.**

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.**

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THE POPE'S VISIT



As viewers may have anticipated, television's most complete picture of today's visit of Pope Paul VI to New York City will be provided by the NBC Television Network.

NBC News will launch its day-and-night television coverage with pre-arrival reports on "Today," from 7 am to 9 am EDT.

Starting at 9 am, the entire NBC Television Network schedule will be given over to continuous, live coverage of this historic occasion, including Pope Paul's meeting with the President of the United States. (The NBC Radio Network will begin continuous, live coverage at 9:25 am.)

From Pope Paul's arrival in New York to his departure, NBC News' cameras will cover every moment of his public activities.

The Pope's nighttime activities will begin at 7:30 pm. Coverage of the outdoor Mass, to be celebrated at Yankee Stadium, will be telecast in color and broadcast on radio.

NBC will carry no advertising during its continuous, live coverage of the Pope's visit.

Stay with anchorman Frank McGee and the NBC News staff, as NBC News once again brings the nation broadcasting's most thorough, responsible reporting of a history-making event.

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special significance not carried simultaneously by the local stations.

The commission said it would also permit duplication of network color programs carried by satellite stations where the satellites do not carry the programs in color (CLOSED CIRCUIT, Sept. 27).

Compliance with the carriage and nonduplication provisions was deferred until Nov. 1.

The commission also said that it would retain jurisdiction in the case to take appropriate action in relation to a petition from KOTA-TV Rapid City, S.D., charging that certain principals of Black Hills have engaged in activities which reflect adversely upon the licensee's character qualifications.

Antenna maker moves into CATV

JFD Electronics, a company grossing close to \$20 million in sales of home TV antenna equipment and a founder of the lobby that has cried loudest against community antenna television development, has stepped into the ranks of CATV operators.

But, according to company officials, JFD's first interest is still in the manufacturing of home-antenna equipment and wherever conflicting interests occur with CATV they say they will jump to the side of the home-antenna equipment business.

JFD reported it has gained CATV franchises in two Illinois towns, Dwight and Waukegan, and in Louisiana, Mo., through subsidiary operations in which it holds majority interests. These are Dwight Cable TV, Multi-Channel Cable TV and First Illinois Cable TV.

Edward Finkel, executive vice president of JFD, said applications are also pending in other Illinois communities, through subsidiary organizations; among them Peoria, Springfield, Champaign-Urbana and East St. Louis. The company has been denied a franchise in Belleville, Ill.

No Systems ■ JFD is also embarking on the manufacture of CATV equipment components including amplifiers and distribution units but does not intend to go into CATV system construction.

The announcement by JFD last week caused considerable stir in CATV and broadcaster circles because the antenna manufacturer had been instrumental in organizing the Television Accessory Manufacturers Institute (TAME), the antenna-maker association that has fought in Washington and throughout the country against the growth of CATV. Morton Leslie, sales manager

of JFD, is national president of TAME and had been assigned by his company to devote his efforts to that organization.

Mr. Finkel said JFD's quest for CATV franchises began only last August. The JFD decision to enter CATV, he claimed, is not a departure from its underlying attitude toward CATV, and he took pains to explain that CATV will represent only a minor part of its business.

He said JFD had not been forced to enter CATV through economic necessity, noting the company's sales of home antenna equipment were up 40% in its last fiscal year and that he expects sales of this equipment to continue to advance at the rate of 40% annually.

Mr. Finkel described the CATV-home antenna clash this way: "Where one lives, one dies." In supporting TAME, he said, JFD's purpose was to bring CATV under government regulation and this he said has been accomplished to the extent that Congress is expected to pass CATV-control legislation in 1966 or 1967.

"Unfortunately," he continued, "we are engulfed in CATV in some communities where it is not necessary." Company policy in CATV operation will be to protect all local TV stations, UHF especially, as well as radio stations, he asserted.

Total Approach ■ In any community where there is a chance of saving the conventional use of home antennas from the onslaught of a community antenna system, he said, JFD will make every effort to do so. In cities where CATV is obviously going to be introduced, Mr. Finkel explained, the company might offer the customer the choice of a home antenna or CATV. The company calls its policy a "total communications" approach to the broadcasting industry.

JFD sells antennas to some 1,500 equipment distributors around the country, about 500 of which account for 80% of its business. The company was worried last week lest its decision on CATV be interpreted as turning its back on its first customers. Far from it, claims Mr. Finkel.

He said the company was embarking on a national advertising campaign promoting home antenna equipment and he mentioned two communities where spot TV is planned for the same purpose.

In Lancaster, Pa., JFD is buying spot announcements on WGAL-TV, the Steinman station whose president, Clair McCollough, has fought against the introduction of CATV microwave facilities in Pennsylvania.

JFD also has a 450-spot TV campaign planned on KYTV(tv) Springfield, Mo., beginning in mid-October, also promoting home antennas. The

company says it still feels that delivery of quality TV signals is best accomplished through high-grade home antenna equipment.

Changes planned for NAB convention

The 1966 National Association of Broadcasters convention in Chicago will hold concurrent radio and TV sessions only on Monday afternoon, and the annual Broadcast Pioneers Tuesday night banquet will be made a part of the formal convention agenda.

Those were two major decisions made at a meeting of the convention committee last week at Chicago's Conrad Hilton hotel, site of the 1966 convention, March 27-30.

Limiting the concurrent sessions ends a long-standing practice of holding such meetings Tuesday and Wednesday mornings as well as Monday afternoons. Under the new plan, a radio session will be held Tuesday and a TV session on Wednesday morning.

The committee decided to retain the other convention features, including the traditional Wednesday afternoon general assembly at which the FCC commissioners have been presented in a panel forum. Although there has been some speculation about the commissioners continuing to participate in this manner, nothing official has been said.

The committee also decided to continue allocating exhibit-hall space to the NAB associate members that are equipment manufacturers, and to continue putting associate-member film and transcription companies in the headquarters hotel. The \$3.50 per square foot fee for exhibit-hall space was left unchanged.

NAB President Vincent Wasilewski named five members of the convention committee to be members of the Distinguished Service Award committee. Named were: Grover C. Cobb, KVGW Great Bend, Kan.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va. (co-chairmen of the convention committee); Frank Gaither, Cox Broadcasting Corp., Atlanta; John T. Murphy, Crosley Broadcasting Corp., Cincinnati, and George W. Armstrong, WHB Kansas City, Mo.

Convention registration will begin Saturday, March 26, with the exhibits opening and the annual FM Day on Sunday, March 27. Presentation of the Distinguished Service Award will come at the Monday morning general assembly. Mr. Wasilewski will deliver the annual president's speech at the Monday luncheon.

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*BASED ON LATEST AVAILABLE FCC REPORTS **NCS NO. 3

Western CATV's in consolidation move

EXISTING SYSTEMS JOIN TO FORM TELE-VUE SYSTEMS

A new entity in the community antenna television field, composed of existing principals already in the CATV business, was announced last week.

The new CATV group is Tele-Vue Systems Inc., headed by Homer A. Bergren, Seattle, cable pioneer. Tele-Vue is a consolidation of operating CATV's in Washington state, Oregon and California, in which Mr. Bergren and other stockholders have had varying interests for a number of years.

Associated in the new company as stockholders and directors are Fred G. Goddard, Aberdeen, Wash.; Ward D. Ingram, Orinda, Calif.; Kenneth Lockwood, Baker, Ore.; William Montgomery, Seattle; Newell Priess, Spokane, Wash.; William B. Smullin, Eureka, Calif., and Lindsey Spight, Orinda, Calif.

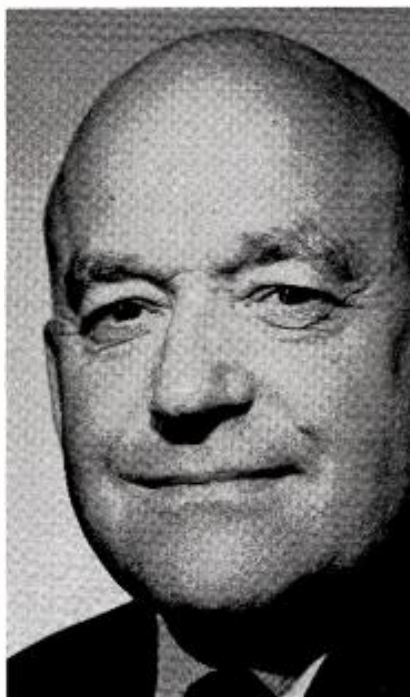
Mr. Ingram is the former president of KTVU-TV Oakland-San Francisco, sold to Cox Broadcasting Co. in 1963 for \$12.3 million. Mr. Lockwood is the owner of KBKR Baker, Ore. Mr. Smullin is a principal in Southern Oregon stations. Mr. Spight is the cofounder of Blair Co., station representative firm, who retired in 1958.

Among major stockholders who are broadcasters: Gordon Capps, KRSV Ontario and KLBK La Grande, both Oregon, and William Shaw, KSFO San Francisco.

CATV Pioneers ■ Messrs. Bergren, Goddard and Montgomery have been active in CATV since the 1950's. They have owned systems in Washington and Oregon which they have sold. Both Mr. Bergren and Mr. Goddard have been on the board of the National Community Television Association.

Mr. Bergren is president of the new company; Mr. Spight, executive vice president for the southern division; Mr. Goddard, executive vice president for the northern division, and Mr. Montgomery, secretary-treasurer.

Systems, valued at about \$5 million, coming under the Tele-Vue Systems



Mr. Bergren

canopy include: Seattle; Everett, Wash.; Roseburg, Grants Pass, Medford, Ashland, and Klamath Falls, all Oregon; Dublin and San Ramon Valley, Pleasanton, Corte Madera, Larkspur, San Rafael, Marinwood, Terra Linda, Santa Venetia, Petaluma, Antioch and Livermore, all in the San Francisco Bay area.

Mr. Bergren has ownership interests in five other systems not yet brought into the Tele-Vue Systems group. They will be in a few years, he said.

Rochester ETV group agrees to quit ch. 13

The board of trustees of the Rochester Area Educational Television Association has agreed to a plan wherein it will withdraw from the Rochester, N. Y., channel 13 proceeding and apply for UHF channel 21 instead (BROADCASTING, Sept. 6).

The board of trustees, in a statement to members and supporters, said that the reopening of the channel 13 proceeding, now almost four years old, could result in another lengthy delay in the resolution of the case. There are 11 applicants for the VHF, that have operated jointly WOKR-TV since 1962 on an interim basis.

A joint proposal for shared-time operation by RAETA and Rochester Tele-casters Inc. was recommended for ap-

proval by a hearing examiner in January 1964 (BROADCASTING, Feb. 3, 1964).

However, on May 13, 1965, the case was sent back for further hearing by the FCC for a determination of whether alternative means are available for broadcasting the kind of program RAETA proposes to carry (BROADCASTING, May 17). The FCC also sought a determination as to whether a share-time operation could provide an effective competitive outlet for ABC-TV network service.

RAETA said it was influenced in its decision to apply for channel 21 by two trends favorable to UHF that were not factors in 1961 when RAETA first applied for channel 13: The marked technical improvements in UHF and the passage of the all-channel receiver act in 1962. RAETA expects that by 1970, 90% of the TV sets in the Rochester area will be UHF-equipped.

RAETA also cited need for an immediate decision on whether to activate channel 21. It said that failure to do so before March 31, 1966, would mean the loss of state and federal capital construction grants in excess of \$400,000.

The association pointed out that the state university will be installing a statewide ETV network in 1966 and ETV is needed in Rochester to complete this network.

FCC authorizes first high-power translator

The first grant of a high-powered VHF-TV translator station came last week when the FCC's Broadcast Bureau authorized KMSO-TV Inc., Kalispell, Mont., to operate a translator on channel 9 with a power of 100 w. This is the first action under rules adopted by the commission last Aug. 16.

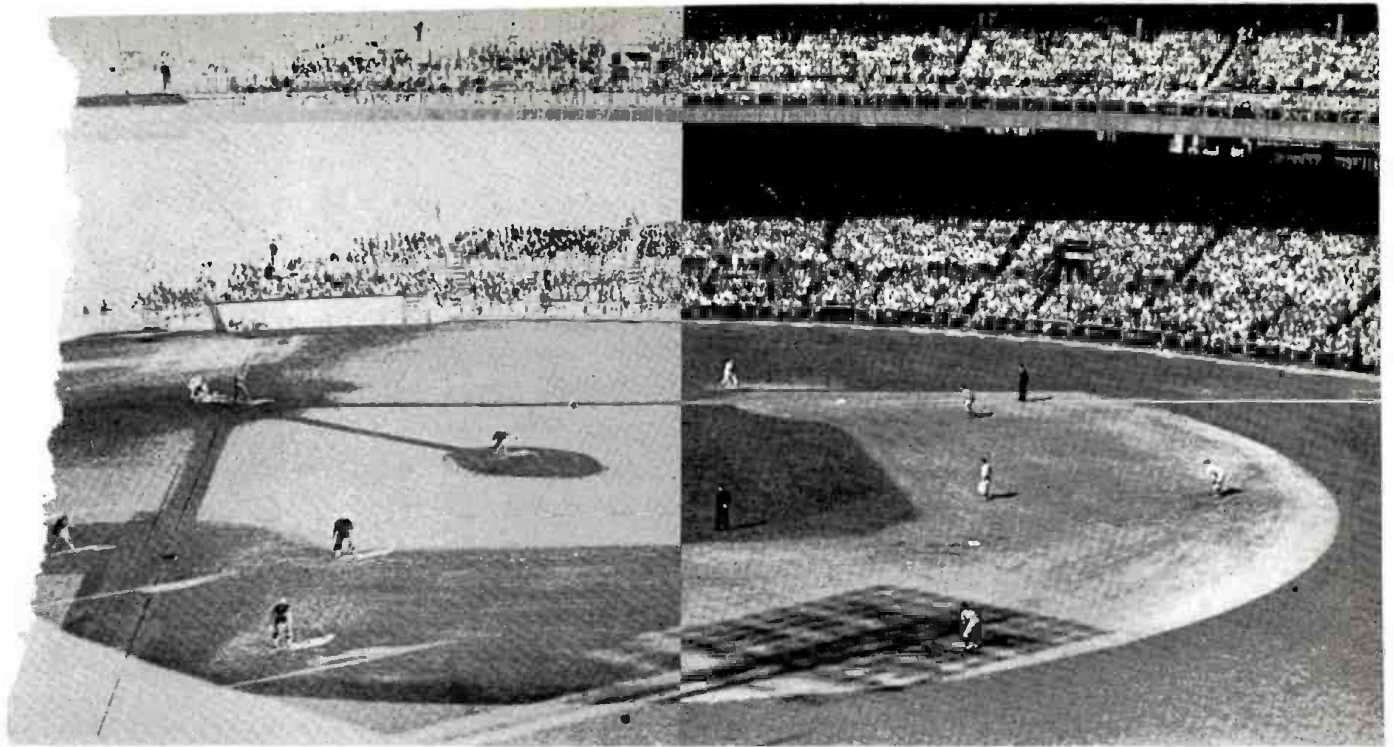
Establishment of the translator will bring television service to Kalispell for the first time since May 1959. KGEZ-TV, later changed to KULR-TV, went on the air unsuccessfully twice in Kalispell on channel 9. The first time was in 1957. The station ceased operation less than a year later. A second start in late 1958 ended unsuccessfully in May 1959, and subsequently the station relinquished its license in 1962.

The August alteration of commission rules provided for the construction of translators in areas totally without TV service. Present regulations permit translator stations to operate on unoccupied VHF or UHF channels with up to 100 w.

Currently before the commission are 12 applications for high power translators in the VHF region. Applications for the UHF band at present number six.

Panel to discuss satellites

A seminar on "The Sociological Implications of Communications by Satellite" has been set for Oct. 12 at the International Club of Washington. Panelists will be Dr. Frank Stanton, president, CBS Inc.; Dr. Joseph Charyk, president, Communications Satellite Corp., and James W. Cook, vice president, AT&T.



NIGHT...

DAY...

A BROADCASTER'S DILEMMA... SOLVED BY RCA 8092A IMAGE ORTHICONS

One of our broadcast customers got a hooker thrown at him when he found he had to do a daytime ballgame after a long night stand at a ball park. He did not have time to change his Image Orthicons to tubes that would produce the best picture under bright daylight conditions.

He had been using our RCA-8092A Image Orthicons in his color camera for nighttime baseball pickup since they produced the best possible sensitivity. We introduced the 8092A several years ago after we were able to provide the increased sensitivity, improved signal-to-noise, and eliminated some of the graininess in the picture...problems which had plagued some of the earlier attempts to use these Image Orthicons in quality television pickup.

This broadcaster was very happy with the nighttime operation because he could put a zoom lens on the camera and still obtain good picture quality with infield illumination from about 150 foot candles. When he had to run the outdoor game the next day in broad daylight he certainly didn't need the high sensitivity.

We told him to go ahead and try them out in daylight, feeling that the tube should produce a good picture if he could "stop" the camera lens down far enough to keep from overloading the tubes. We felt that the contrast should be pretty well handled by these RCA 8092A's.

Well, he tried it, and, surprisingly without stopping the lens down all the way, he found that the 8092A's were

able to pull a lot of the low-light signal out of the mud and beat down the highlight signal without washing out the highlights.

He could pan the camera from the brightly-lighted infield to the shadows of the stadium and look into the dugout without seriously upsetting the color balance, or he could watch the runner on first base without having the brightly-lighted outfield overload the picture.

He has been using his 8092A's for both outdoor daylight and nighttime broadcasts ever since.

Of course, he can not get the color fidelity and the signal-to-noise ratio that might be expected from some of our studio tubes. But the operational flexibility and the fact he has all the sensitivity he needs for nighttime pickup are the things that put him into business day after day with no changes of tubes between games.

These tubes do require a little consideration in handling since they have a gossamer thin target which can be damaged by the wrong kind of jolts or camera handling but if you treat them right, they will give you good service and a wide range of operation.

For further information on the RCA-8092A, ask your RCA Broadcast Tube Distributor for a copy of the RCA-8092A bulletin.

This is one of a series of interesting field situations faced and solved by broadcasters through the coordination of RCA Broadcast Tube Distributors and RCA sales and factory engineers.

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States grab for CATV

Most state utility commissioners favor utility plan for cable TV

State utility commissioners appeared last week to be itching to gain regulatory control of community antenna television systems and an FCC commissioner indicated the way should be open for them to do so in areas of rate regulation and quality control.

Delegates to the annual convention of the National Association of Railroad and Utilities Commissioners were set to vote Saturday (Oct. 2) on a resolution to declare CATV a public utility. Indications were that they would endorse the resolution.

FCC Commissioner Kenneth A. Cox, describing the commission's rules and proposed rules for controlling CATV said: "We're only doing a part of the job, leaving a lot to you gentlemen."

The FCC commissioner noted concern at the commission about telephone company attitudes toward the FCC's CATV controls as implied in tariff filings by Bell systems in various states for CATV microwave and wire facilities.

Letter to AT&T ■ Mr. Cox said a letter had gone out from the commission on Sept. 15 to AT&T and Bell System associates reminding them of commission rules regarding CATV and asking whether microwave facilities were being leased to antenna operators without regard to the commission's rules protecting local television stations.

Questioned later, Commissioner Cox said there have not yet been any replies to the letters. In the case of facilities leased to CATV users by telephone companies, he said, the commission was worried that the phone companies might be pre-empting for themselves franchising jurisdiction which might rightfully belong to the local government.

Commissioner Cox said that the FCC has undertaken to regulate only to the extent necessary to insure "orderly development of our television system." He said he believed CATV operators would prefer federal control to state regulation, "but on terms spelled out by Congress."

Referring to the hearing the Connecticut Public Utilities Commission has been holding on CATV applications, Eugene Laughlin, chairman of the Connecticut PUC, cited testimony of an operator making 200% after-tax profits

on his investment, another borrowing 90% of capital invested in his operation and a general practice of rapid depreciation of plant as "obvious reasons" for the state to protect consumers by regulating wire systems.

Course Defended ■ Mr. Laughlin defended his state's legislation which placed control of community television in the hands of the PUC. He advised the same course for other states.

Ernest Gibson, chairman of the Vermont Public Service Board, described CATV's growth as "nothing short of phenomenal" and said it is unmistakably clear that joint regulation by FCC and state authorities is the proper approach to controlling it.

Mr. Gibson described CATV as not unlike the telephone industry, suggest-



Commissioner Cox

ing that CATV's are now providing "virtually an essential commodity" and that they are active participants in the communications industry.

Essential or Luxury ■ Mr. Gibson's position that CATV was in the nature of an essential commodity was questioned by Richard J. Thompson, president of the North Dakota Public Service Commission, who felt it should be considered more of a luxury than a necessity considering that "we have as much free television available to us as we presently have."

Connecticut is the only state that has passed legislation imposing a public utility bond on CATV. During this year alone, legislation to make CATV a public utility was introduced in more than a dozen state legislatures. So far none of the proposals have been reported out of committee.

Two years ago, the Philadelphia PUC ruled that CATV is not a public utility.

Hearings set on two fines

Moves mark change in previous policy on FCC forfeitures

Broadcast licensees facing fines, the FCC in the future will be able defend themselves in commission hearings, at least in "significant" and contested cases.

This is the implication of commission decisions handed down last week citing KABL Oakland, Calif., as liable for a forfeiture of \$10,000 and KISN Vancouver, Wash., as liable for one of \$2,000.

Both stations were said to have violated commission rules by failing to identify properly the communities which they are licensed to serve. KABL was said to have identified itself as a San Francisco station, and KISN as a Portland, Ore., outlet. KISN was fined \$2,000 for the same offense in 1963.

But in a sharp departure from its forfeiture-proceeding practices, the commission ordered a hearing in Oakland to determine whether McLendon Pacific Corp., licensee of KABL, should forfeit \$10,000 or some lesser amount. Besides station-identification rules, the station is said to have violated rules requiring sponsorship identification.

The KISN hearing was designated in an order requiring the licensee, Star Broadcasting Inc., to show cause why the station should not cease and desist from "further failure" to obey station-identification rules.

However, the commission said the order was to be considered also as a notice of apparent liability—and then went on to afford the station an opportunity to contest the proposed forfeiture in the hearing. The hearing will be held in Vancouver.

New Tack ■ Until last week, the commission practice in such proceedings has been to notify a station of an apparent liability and then, after receiving the station's response, impose a forfeiture. Stations determined to establish their innocence have the option of forcing the government to hale them into federal court for a trial on the merits of the commission's complaint.

However, some commissioners, notably Lee Loevinger, have been critical of that procedure. They feel that at least in "significant" cases in which facts are contested, the commission should not rely on paper pleadings and staff investigations for a resolution of



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BROADCASTING, October 4, 1965

the facts. They have recommended a hearing in which an examiner would take testimony, examine evidence and make a recommendation to the commission.

This was the procedure adopted by the commission last week. And commission officials predicted that some licensees in future forfeiture cases would request the same treatment, and would, most likely, be given it.

The commission said monitoring of KISN on four different days between Jan. 8, 1963 and Dec. 17, 1964 provided evidence the station was identifying itself as a Portland outlet.

The commission's authority for imposing forfeitures extends to only the 12-month period preceding a notice of liability. Accordingly, the alleged violations on only two days—Nov. 4 and Dec. 17, 1964, could be made subject to the notice of apparent liability.

KABL Proceeding ■ The KABL case arose out of the complaints of Oakland city officials that the station was publicizing and promoting San Francisco interests, not Oakland's, and was identifying itself as a San Francisco

station.

The station had argued that San Francisco, Oakland and Berkeley are an integral parts of a unified metropolitan area. It also said that it had searched out programing needs of Oakland and had not "directly or indirectly" suggested it was licensed to San Francisco.

The Oakland city attorney, in commenting on that response, said that Oakland is distinct from San Francisco, having its own cultural, economic and civic interests "which need and deserve radio programing" for promotion.

The commission said that its monitoring of the station on Feb. 17-18, 1965, and Aug. 19, 1965, revealed that the station was carrying announcements identifying it as a San Francisco station. One such announcement was, "This is Cable—K-A-B-L music on aisle 96 from San Francisco."

The commission also said its monitoring indicated that the station had not properly identified sponsors of commercial announcements. The commission added that the station managers acknowledged that between Feb. 1 and 19, 1965, the station broadcast 57 an-

nouncements which were sponsored by United States Steel Corp. but which carried no sponsorship identification.

The commission directed Chief Hearing Examiner James D. Cunningham to preside at the hearing and issue an initial decision. The mayor, city manager and city attorney of Oakland will be given an opportunity to participate.

Court reverses FCC on Laredo TV case

The economic ability of Laredo, Tex., to support a second television station apparently is going to be the subject of a hearing before the FCC, following reversal of the commission's 1964 grant without hearing of channel 13 there by the U. S. Court of Appeals in Washington last week. FCC attorneys are considering whether or not to seek rehearing.

The court, by a 2 to 1 vote, said the FCC had not warned KGNS-TV Laredo that its economic protest against a grant without hearing did not contain allegations with sufficient detail. The com-

TIO library's role expands with passing time

An extensive bibliography, *Careers In Television*, is being compiled by the library of the Television Information Office for distribution later this year.

The bibliography is the fourth in a series issued by the TIO library, which marks its sixth anniversary this month as an information center for the industry and the public.

"Hopefully our latest bibliography will be out by the end of the year," Catharine Heinz, TIO librarian ventured in an interview last week.

The library's growth and accelerated activities can be gauged by these statistics: Since its founding in 1959, its regular and selective mailing list has grown from less than 10,000 to about 23,000 this year; requests for information have jumped from 709 in 1959 to more than 5,000 this year; the number of persons requesting information by phone or letter has increased from 1,214 to more than 8,000 this year.

The library contains books, general magazines, trade publications and government documents and transcripts concerned with the social and cultural aspects of television (but not the economic phases of the medium). These resources are valuable to librarian Heinz and her



Surrounded by reference books and source material, Catharine Heinz, TIO librarian, and her staff answer more than 5,000 questions a year on subjects connected with television.

associates—assistant librarian James Poteat and supervisor of mailing, Alva McKee—in replying to such inquiries as: "How can a college course in communications be established?" "Is there any evidence that

TV is aiming for the teen-age market?" "How does television operate in Africa?"

The library is responsible particularly for two projects—the bibliography series and the TIO Index. In response to continual demand for references to source material on TV, the TIO initiated the bibliography series in 1962, and three already have been published: *Television and Education*, *Television: Freedom, Responsibility, Regulation*, and *Television in Government and Politics*.

The index resulted from the need to organize and keep track of the diversified material mailed to its members. TIO to date has distributed more than 450 items. The index of this material has been sent to all TIO stations and networks.

Roy Danish, director of TIO, is particularly proud of the record of accomplishment by the library, and comments:

"Our library is constantly growing and serving more and more people. The 23,000 on our regular mailing list is no indication of the actual potential because we purposely keep the list down to reach selective individuals. And I'm pleased to say that the TIO library has access to all aspects of TV, including material that is pro- and anti-TV."

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mission, according to the court, had sent to all then pending protestants a copy of the court's ruling in the 1964 KGMO Radio-Television Inc. case which said the FCC was required to notify objectors to applications of the kind of information it deemed relevant for a hearing to be held. KGNS-TV Laredo, on channel 8 and affiliated with all three networks, told the FCC it did not intend to submit additional information.

The FCC on Nov. 18, 1964 denied the objection by KGNS-TV and granted channel 13 in Laredo for KVER-TV to Southwestern Operating Co., licensee of KZTV-TV Corpus Christi, Tex. (channel 10 and affiliated with CBS).

The court majority was made up of Senior Circuit Judge Walter M. Bastian and Circuit Judge Carl McGowan, who wrote the opinion. Chief Judge David L. Bazelon dissented, contending that the majority ruling would impose undue delays in bringing additional television to the public.

Supreme Court may get Miami ch. 10

Possibility that the Miami channel 10 case may be appealed to the U. S. Supreme Court was raised last week when South Florida Television Corp. filed a "notice of designation" with the U. S. Court of Appeals for the District of Columbia asking that the record in the case be forwarded to the Supreme Court and indicating that it planned to file a petition asking the Supreme Court to review the appeals court decision.

The appeals court, in a 2 to 1 decision last July, upheld the FCC's 1964 grant of a full license to WLBW-TV Miami (BROADCASTING, July 12). The commission's grant to WLBW-TV was initially made in 1961 when it found that applicant to be the only one among the four original 1953 applicants which did not attempt to influence the commission. This took place after the commission revoked its grant of channel 10 to a National Airlines' subsidiary because of ex parte contacts with the late FCC Commissioner Richard A. Mack.

But the FCC gave WLBW-TV only a four-month license and three other applicants filed for the facility at that time. In addition to South Florida, which was recommended for the channel by the hearing examiner, the other applicants were Miami Television Corp. and Civic Television Inc. All appealed the FCC decision on the ground that the commission had treated the WLBW-TV application as a license renewal rather than as a new application. Civic Television later withdrew.

Creditor must await hearing, FCC rules

The FCC last week denied a petition for a grant without hearing of the license-renewal application of WTID Newport News, Va. and thus made clear again it has no special sympathy for creditors of insolvent broadcasting stations whose licenses are in jeopardy.

The commission had designated the station's renewal application for hearing to determine, among other things, whether the licensee, Twelve-Seventy Inc., had made misrepresentations to the commission and failed to disclose ownership interests in the corporation.

However, the hearing order was issued in May, about two years after the station's license period had expired and about 18 months after the station had filed a voluntary petition for bankruptcy.

In September 1964, a court-appointed trustee took over operation of the station. And it was he who asked the commission to reconsider the hearing order and make the grant as part of a plan to pay off debtors. The plan provides for sale of the station.

But the debtors, the commission said in effect, will have to take their chances on a favorable verdict coming out of the hearing proceeding. It took the same position in denying applications for the license renewal of KSHO-TV Las Vegas and transfer of the licensee corporation (BROADCASTING, Aug. 2).

"The creditor stands in no better position than the broadcaster" the commission said. "Credit cannot be extended in reliance upon the license as an asset from which the licensee's obligations may be satisfied, and the creditor must assume the risk that for good cause shown a license may be revoked, or that a renewal thereof may be denied or an authorization for assignment refused as inconsistent with the public interest."

The commission vote was 4 to 2, with Commissioners Kenneth A. Cox and Robert E. Lee dissenting. Commissioner Rosel H. Hyde was absent.

Commissioner Cox, in a statement in which Commissioner Lee joined, said he would favor grant of the renewal application. He agreed that the commission should pursue policies which will discourage misconduct.

KWK gets reprieve

KWK St. Louis, whose license was revoked in May 1963 for misconduct in connection with the broadcast of two treasure hunt contests in 1960, has

been given an additional 61 days on the air. The FCC last week extended the shutdown deadline from Sept. 30 to Nov. 30.

The commission said it would be in the public interest to allow KWK to continue operation pending review of the commission's review board decision which denied all proposals for interim authority. The review board denied seven applications for interim authority on Sept. 15 (BROADCASTING, Sept. 20).

Networks fight AT&T on private line rate

NBC and ABC have asked the FCC to require AT&T to reimburse them an estimated total of \$200,000 that the networks say the company has overcharged them on private line rates.

At issue are the circuits the networks use to transmit texts of news stories, public announcements and promotional material concerning programming to their affiliates.

AT&T has been charging them nonpress rates since Oct. 1, 1964, when new private-line tariffs were filed with the commission. But the networks said they should be charged the more favorable press rates.

NBC, which filed a formal complaint, as well as a request for reimbursement and an order requiring AT&T to comply with the "applicable" tariff, has been battling AT&T on the issue for a year. The carrier has refused to grant NBC the press rate, asserting that the network uses the private lines primarily for administration purposes.

AT&T filed an amendment to the tariff in February to specify that press user is one who uses more than 50 percent of his private line service for the collection and dissemination of news. The commission suspended the amendment after a protest by NBC, but it is scheduled to go into effect on Tuesday.

ABC, which filed an informal complaint last week, has intervened in NBC's opposition to the proposed AT&T amendment. Thus far, CBS has not participated in the fight with AT&T.

NBC based its claim for reimbursement on private-line charges totalling \$400,348.18 it has paid AT&T between Oct. 1, 1964 and Aug. 30, 1965. ABC said it has paid \$518,533.72 in the 12 months since Oct. 1, 1964.

Both say the precise amounts they should have been charged on the basis of press use "are peculiarly within the knowledge of AT&T." However, based on payments to AT&T before Oct. 1, 1964, NBC estimates it has been overcharged about \$100,000; ABC, between \$7,500 and \$8,000 a month.



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Kaiser and Cox join to build CATV gear

New company, capitalized at \$3 million will manufacture complete line of equipment

Cox Broadcasting Corp. and Kaiser Industries joined forces last week to manufacture and sell community antenna television equipment.

Cox and Kaiser Aerospace & Electronics Corp., a subsidiary of Kaiser Industries, will be equal owners of the new company, Kaiser-Cox Corp., which will be based in Phoenix. Edgar F. Kaiser, president of Kaiser Industries, will be chairman of the board, and J. Leonard Reinsch, president of Cox, will be president.

Kaiser Aerospace, a major factor in research, development and manufacture of electronics equipment for the past 12 years, entered CATV manufacturing two years ago at its Phoenix plant.

Mr. Reinsch, announcing the new plans with Mr. Kaiser at a news luncheon in New York last Thursday (Sept. 30), said Kaiser-Cox would provide a complete line of CATV equipment, provide "doorstep delivery" and give technical assistance to CATV owners.

Warehouse facilities and district sales offices will be set up immediately in St. Louis, Pittsburgh, Atlanta, Phoenix, Oakland, Calif., and Portland, Ore., with additional locations to be selected later, according to officials. Sales engineers will be in charge of parts and services, operating out of these offices.

Quality Control ■ Mr. Reinsch, noting that Cox was one of the first major group station owners to become active in CATV, said the company had long felt a need to get into CATV manufacturing to provide more quality-control equipment—an area in which, he noted, Kaiser Aerospace products in all fields have a strong reputation.

With a line of quality CATV products, he said, "the sky is the limit."

Kaiser-Cox is capitalized at \$3 million, and whatever additional resources are needed are readily available from the two owners, Mr. Reinsch reported. He said ownership was "50-50 right down the line" and that there would be no public financing.

Mr. Reinsch, whose company has CATV operations in 20 communities

in six states in addition to its ownership of five VHF television and four AM and four FM stations, estimated that CATV could grow from a \$100 million annual business now to a \$500 million business within five years.

The next "CATV breakthrough," he predicted, will be in large cities. Over-the-air viewers, he contended, are simply not getting the "transmitter quality" picture that can be delivered by CATV.

Kaiser in TV, Too ■ Kaiser Industries, through a broadcasting subsidiary, owns four UHF stations and one FM station. They are: WKBS(TV) Burlington, N. J. (Philadelphia); WKBD(TV) Detroit; KMTW(TV) Corona, Calif. (Los Angeles), and KHJK(TV) and KFOG (FM) San Francisco. Detroit is already on the air; Philadelphia is due any day now; the other two are scheduled to begin operating next year.

Mr. Kaiser, asked whether UHF and CATV might not be "antagonistic" to each other, replied that "they might be—but that's another reason we ought to be in both."

Mr. Reinsch, however, took the position that instead of being "antagonistic"

CATV would help UHF stations by extending their audiences and enabling them to compete more effectively than they could do with over-the-air audiences alone.

He denied that CATV was being used as a stepping-stone to pay television, which he said he opposed. If pay TV were the objective, he said, it would be less expensive to go into it "from scratch" than to convert to it from CATV.

Cox, one of the leading group station owners, owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; KTVU(TV) San Francisco-Oakland, WHC(TV) Pittsburgh, and WIOD-AM-FM Miami.

Asked whether joint ownership of the new company by two organizations that are both associated with broadcasting properties might not raise multiple-ownership questions before the FCC, both Mr. Kaiser and Mr. Reinsch said the question had been studied—and answered negatively—by legal experts for both companies.

In Top Six ■ Cox authorities say their CATV interests make them one of the top six companies in the field.

With the *Toledo Blade*, Cox also has a permit to wire Toledo, Ohio, with a system involving 745 miles of cable, said to be larger than any CATV system now in operation.

In addition to interests in existing systems, Cox is associated with the *Cleveland Plain Dealer* in applications for CATV franchises in Cleveland and adjacent communities, and with the Perry newspaper interests in applications for systems in several Florida cities, and also has an application pending for Dayton, Ohio.

Kaiser Aerospace officials said Kaiser-Cox equipment would offer advantages of higher quality and greater stability at less expense. Equipment includes all-band and low-band mainline amplifiers, bridging and line extender amplifiers, power supplies, couplers, line splitters, and coaxial cable fittings. In addition development is underway on a full line of head-end and microwave equipment.

Officials said production at the Kaiser plant is at a high level now and that the company would offer equipment for a complete system even though some parts would be subcontracted until Kaiser-Cox's line is complete.

Cox Broadcasting's 1964 net income was \$3.2 million on \$21.3 million operating revenues, and for the first half of this year the company reported net income of almost \$2.1 million on operating revenues of about \$14.5 million. Officials have estimated that earnings per share this year would reach \$1.60 to \$1.65 as against \$1.32 in 1964.



Mr. Reinsch (l) and Mr. Kaiser

FAA veto power over towers feared

The FCC rulemaking proposal to establish antenna farms for tall broadcast towers was criticized last week by the National Association of Broadcasters on the grounds that the Federal Aviation Agency would be given a veto power over the selection of farm sites.

NAB was one of three parties submitting comments on the proposed rulemaking issued June 1 (BROADCASTING, May 31). The others were the National Association of Educational Broadcasters and Wometco Enterprises Inc., a group station owner.

The rulemaking was instituted, the commission said, as a means of accommodating tall towers, and, at the same time, maintaining air safety. Under the proposal, most new or modified towers more than 1,000 feet tall would have to be located in antenna farms established after consultation with the FAA.

NAB said that under the proposal the FAA could veto a proposed farm site simply by submitting a letter to the FCC stating that the proposal would constitute a hazard to air navigation.

The association said that any interested party should be allowed to initiate an antenna-farm proposal. All interested parties including the FAA should then be offered the opportunity to participate in the proceeding, NAB said.

When ruling on a proposed site, the FCC should consider other factors as well as hazards to air navigation, according to NAB. Other important considerations are zoning, available real estate, mileage separations, proximity to power and roads, coverage and propagation.

The association emphasized that even though it is critical of the FCC rulemaking proposal, it supports the basic antenna farm concept.

NAEB said that it also supports the antenna farm idea but that the FCC proposal "contains a number of seriously objectionable features." The association was critical of the veto power it said the FAA would have over site selection.

The association also said that the commission rules should recognize a "dichotomy in interest" between educational and commercial broadcasters and either exempt educational broadcasters from the proposed regulations, or, at the very least, allow educational interests to make special waiver showings based upon educational broadcast considerations.

The association pointed out that

whereas commercial broadcasters tend to group in the population centers, educational broadcasters seek maximum coverage of both rural and metropolitan areas.

Wometco, in its comments, urged that the commission take action to make clear to aviation interests that towers of at least 1,500 feet will be permitted in the antenna farms. The station contends that aviation interests wish to limit antenna heights to 1,000 feet.

The commission last week extended the time for filing comments on the proposed rulemaking from Sept. 30 to Oct. 7 and for replies from Oct. 15 to Oct. 22.

Hope dims for U. S. color system abroad

Dr. George H. Brown, RCA vice president for engineering research, has dim hopes that European countries will agree on a single TV color system, let alone the U. S. standards.

Speaking to more than 200 engineers and guests at the Broadcasting Symposium in Washington Sept. 24, Dr. Brown ventured the belief that European countries will adopt either of three color systems—the U. S.'s National Television Systems Committee standards; France's SECAM (line sequential) system or West Germany's PAL (phase alternation) system, all with their own variations.

The symposium, sponsored by the Professional Group on Broadcasting of the Institute of Electrical and Electronic Engineers, also heard about:

- A single transmitter, using a Kly-

stron power tube which transmits both video and audio signals, described by George Townsend, consulting engineer. The transmitter is in use at WISF-TV Philadelphia (Jenkintown) on channel 29, and is reported to result in savings not only in initial cost, but also in power use and maintenance.

- An electronic attenuator for level adjustments of audio signals, by Rodger Beck, McCurdy Radio Industries, which holds promise of obviating noise in level circuits now prevalent because of contact controls.

- A new sync-lock servo system for video-tape recorders, by Robert Kuhl, Visual Electronics Corp., said to improve time-base stability due in part to instantaneous line-by-line torque correction.

- TV camera advances by J. F. Wiggins, General Electric; R. T. Cavanaugh, North American Philips, and S. Lasof, RCA.

- Most complaints by FCC inspectors made against stations, submitted by Frank M. Kratokvil, chief of the commission's Field Engineering Bureau—for AM radio, equipment performance measurements, indicating instruments and logs; for FM radio, maintenance logs, operating power and logging; for TV, transmission standards, operating power and engineering charts.

TV antenna makers join in promotion

A campaign that is now being run in more than 50 markets under the joint auspices of television broadcasters and home receiver antenna manufacturers and their distributors is expected to spread throughout TV-land in the next few months.

The campaign is principally aimed at selling outdoor antennas to improve the reception of color TV. According to some community antenna sources, it also bears the faint earmarks of an anti-CATV bias. The promotion was fathered by the Association of Maximum Service Telecasters and was soon joined by a home antenna manufacturer-inspired American Institute for Better TV Reception (AIBTR) established last July as the brainchild of the Washington and New York public relations firm of Robert R. Mullen & Co. The Mullen firm represents the anti-CATV Television Accessories Manufacturers Institute (TAME) and many TAME members are also members of AIBTR.

This connection is minimized by Mr. Mullen, who points out that Jerrold



RCA's Dr. Brown

Electronics Corp., Philadelphia CATV manufacturer and system owner, is a member of the better reception group. Jerrold makes home TV antennas among other consumer products.

Starts in Seattle ■ The movement started last year in Seattle after the Bonneville International group (Mormon church) took over KIRO-TV there. Arch Madsen, president of the Bonneville stations, undertook a campaign in Seattle to get the public to reorient its antennas toward the KIRO-TV tower. He discovered that many antennas were old and deteriorated, reducing their efficiency in bringing in clear, crisp pictures. Mr. Madsen reported his findings, and the successful results of his Seattle campaigns, to colleagues on the AMST board. AMST thereafter took up the campaign.

During July of this year, AMST sponsored three regional meetings—in Charlotte, N.C., Houston and Chicago. Graydon R. Powers Jr., assistant executive director of AMST, was in charge. During these meetings, AIBTR made its presentation.

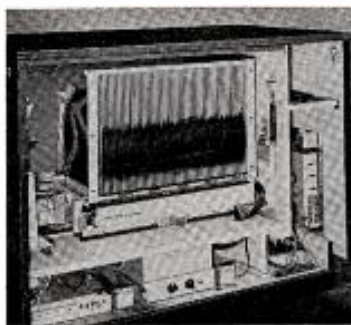
The AIBTR also mailed out to distributors and dealers of home antennas a four-page brochure for distribution to the public that calls on viewers to have their antenna installations serviced every two years. Rabbit ears, the brochure says, cannot give good reception for TV sets at "considerable" distances from the station transmitting towers and are "rarely" adequate for good color reception or UHF.

Among cities in which the antenna campaign has been conducted—generally jointly by all the TV stations—with reportedly good success are Seattle, Charlotte, Salt Lake City, Winston-Salem, Buffalo, Baton Rouge.

AMST stands fast on frequency sharing

The Association of Maximum Service Telecasters last week again filed comments with the FCC opposing the proposal that land mobile radio services be allowed to operate on VHF television frequencies.

AMST asked the FCC to dismiss the application of Douglas Aircraft Co. which is seeking a construction permit for an experimental low-power one-way paging system to operate on frequencies within the band allocated to television channel 6 in the Los Angeles area. The association also asked the commission to deny a petition for rule-making, filed by the National Association of Manufacturers, looking toward the sharing of VHF television channels by one-way paging systems throughout the country (BROADCAST-



Seeburg aid to radio

A possibility for automated radio stations, due to be shown to broadcasters for the first time at the Nov. 4-5 FM multiplex conference by the Georgia Association of Broadcasters in Atlanta, is Seeburg Corp.'s new stereo music system.

The system, which plays both sides of 12-inch records, whether they are 33 $\frac{1}{3}$ rpm or 16 $\frac{2}{3}$ rpm, remembers program selections through a memory device utilizing computer techniques. Seeburg, which is a major manufacturer of coin-operated music machines headquartered in Chicago, is also producing a special 12-inch background music record at 16 $\frac{2}{3}$ rpm which is said to provide 1 $\frac{1}{4}$ hours of music per side. The instrument shown above stores up to 50 records and plays them either in stereo or monaural at both speeds on an intermixed basis. It will be leased to stations.

Last spring, Seeburg established its own performing rights company, Coin-Operated Phonograph Performing Society (COPPS) which, it said, would function only in the jukebox field (BROADCASTING, May 17).

ING, Aug. 23).

NAM and Douglas Aircraft asked that the question of frequency sharing be deferred until requested tests are completed on Los Angeles channel 6.

AMST contends that the sharing of television channels with land mobile services "is not even theoretically possible, and that the arguments advanced by sharing proponents are so lacking in merit that no useful purpose would be served by field tests of their proposals."

The association argued that the sharing of television frequencies would cause both co-channel and adjacent channel interference.

Urges Use of Existing Frequencies ■ AMST also contends that Douglas and

NAM have failed to demonstrate any need for additional frequencies. The association said that if the need does exist, there is no allegation that cannot be met within the existing manufacturers radio service bands or in the numerous other frequencies in the business and citizens radio service bands.

AMST admits the increasing demand for frequency space by the land radio mobile services but advocates the principle of selective licensing with priorities based on need.

The NAM proposal, intended to alleviate what land mobile radio operators say is their urgent need for additional spectrum space, was originally made in a petition filed with the FCC last year. The proposal was made again in April when the NAM requested a field test of the idea in Los Angeles on unassigned channels 14 and 15 (BROADCASTING, April 13).

Comments opposing the NAM petition were also filed last week by the National Association of Educational Broadcasters. The educational group said that the NAM proposal is incompatible with the FCC national communications policy of an 82-channel television system.

Encourages 'Nibbling' ■ The Douglas request, if granted, the educational association warned, may lead to a whole series of requests from users in other services. "The commission should not encourage this type of frequency allocation by users nibbling at bits and pieces of other services," it said.

In another filing AT&T said it did not oppose the request of Douglas although the bulk of its petition dealt with a request submitted to the FCC last year asking for an amendment of the rules so that landline telephone companies could use the frequency 152.486 mc for providing a one-way signaling service. AT&T suggested that if its petition were adopted, Douglas's need for a one-way paging system would be satisfied.

Comsat wants to build four more satellites

The Communications Satellite Corp. last week asked the FCC for authority to build four new satellites, each twice as large as the Early Bird satellite now in position over the Atlantic. The new satellites, two for launch and two for back-up, would be used both in the Apollo space project and commercially.

The request followed a letter from the National Communications System, an agency coordinating government communication needs, to Comsat asking for ways that satellites could be used in the Apollo moon project.



Film couldn't. Scotch® Brand Video Tape did.

Kept her face soft and lovely for cosmetics spot!

KPRC-TV, Houston, will tell you: "Scotch" Video Tape cured "skin blemishes" in filmed TV commercials. With a demonstration that won OJ's Beauty Lotion over from film to tape. And the commercial production business over to KPRC!

Live picture quality was the big reason. Tape faithfully presents the full softness and delicacy of a woman's face—*every time*. Film, in contrast, just couldn't look live on tv, because quality gets lost in the optical-to-electronic translation. And with repeated showings, film tended to gather dirt, which appeared to be on the girl's skin, KPRC pointed out.

What's more, tape offers greater production convenience than film. You see what you've shot immediately. Most special effects are pushbutton fast. There's never a time-out for processing. Both time and money savings are usually part of the bargain.

KPRC is one of more than 200 stations actively participating in 3M's comprehensive program to help advertisers and agencies take full advantage of video tape. These stations offer helpful reference materials as well as production service. Call your local stations for details. Or write 3M Magnetic Products, Dept. MBX-105 St. Paul, Minn. 55119.



Magnetic Products Division



SCOTCH™ AND THE FLAID® DESIGN ARE REG. TMS OF 3M CO. © 1965, 3M CO.

I-A rules adopted for I-B AM stations

Rules relating to skywave transmission for standard broadcast stations were amended last week by the FCC to combine regulations for class I-B and class I-A clear channels. Curves now appearing in commission rules applicable to class I-A clear channels will be employed to determine transmission for class I-B channels.

AM stations authorized before the effective date of the amendment will not be affected by the ruling. Applica-

tions pending at the commission prepared before the effective date will likewise not be effected.

Technical topics . . .

German buy ■ Channel Master Corp., Ellenville, N. Y., has sold its aluminum division to V. A. W. United Aluminum Works of America Inc., subsidiary of Vereinigte Aluminium-Werke, Bonn. The transfer, effective Sept. 24, includes all staffs, land, buildings and equipment owned by Channel Corp.

For CATV ■ Now available for distribution lines of community antenna tele-

vision and closed-circuit TV is the Viking solid state tap No. 566 with four back-matched taps. Line insertion loss amounts to only one-half db maximum as a result of the use of a compact, two transistor in-line amplifier which compensates for the tap attenuation.

Trunk line splitters ■ New trunk line splitters that pass up to 8 amps, DC or AC, for community antenna TV, closed-circuit TV or sub-channel application are now offered by Viking, Hoboken, N. J. Two models are available, No. 525 featuring a "T" design and No. 528 featuring a single fitting on one side with two fittings on the opposite side.

FINANCIAL REPORTS

Red ink is turned black by Four Star

Four Star Television closed its fiscal year with gross revenues up 60% and earnings of 54 cents a share following a net loss in 1964.

Four Star President Thomas J. McDermott said diversification is now providing the company with greater stability. He noted that more than one-third of Four Star's gross revenues now comes from sources outside of network television.

This year the TV production and distribution company has four film series playing in network prime time; three on ABC-TV (*The Big Valley*; *Amos Burke*, *Secret Agent*, and *Honey West*) and one on CBS-TV (*The Smothers Brothers Show*).

The company said its international operation, Four Star Television International, had increased volume during the year without an appreciable increase in costs. Since Four Star International's formation two and one-half years ago it has grossed more than \$5.5 million.

	1965	1964
Earned per share (loss)	\$0.54	(\$1.41)
Gross income	18,101,568	11,383,374
Pre-tax income	358,638	(1,491,551)
Net income	358,638	(941,551)
Shares outstanding	665,950	665,950

Wometco sets record in 3d quarter earnings

Earnings and operating revenues of Wometco Enterprises Inc. climbed to new highs in the third fiscal quarter and the 36-week period both ended Sept. 11. Over the past three months, per share earnings increased 26.5%, or 37 cents up from 29 cents over a similar period last year. Net quarterly income rose to \$823,363 compared to \$649,958 for the period in 1964. Fig-

ures released are adjusted for the 25% stock distribution of December 1964.

Three months ended Sept. 11:

	1965	1964
Per share earnings	\$0.37	\$0.29
Cash flow per share	0.61	0.48
Gross income	9,689,592	7,347,752
Net income	1,463,363	1,244,958

CBS Inc. to acquire textbook publisher

CBS Inc. and Allyn & Bacon Inc. last week reached an agreement in principle under which the broadcasting organization will acquire the textbook publishing firm through an exchange of stock valued at \$41 million. The proposed transaction is subject to the approval of the boards and stockholders of both companies.

Under the terms of the proposal, CBS would create a new \$4 convertible preferred stock. These shares would be exchanged at a rate of three-tenths of the new CBS preferred for each of the 1.4 million Allyn & Bacon shares currently outstanding, the companies said. Approximately 420,000 new CBS shares would be required for the transaction.

Each share of the new preferred would be convertible into two shares of CBS common and would be callable after 7½ years from the closing of the transaction at \$103.75 a share. After 10 years, it would be callable at \$102 and after 13 years at \$100 a share.

Textbook publishing profits are said to come in the summer when TV activities and profits are at their lowest, but a CBS spokesman said that this consideration did not enter into the proposed transaction. He noted that CBS produces a considerable amount of educational material related to television and radio activities and presumably Allyn & Bacon would be able to handle at least a portion of these projects in the future.

Screen Gems sets record for 7th year

Record sales and earnings for Screen Gems Inc. for the fiscal year ended June 26 were announced last week by A. Schneider, president of SG.

He noted that this marks the seventh consecutive year the company showed an increase in profits. Mr. Schneider said the new highs reflect "substantial gains made by our diversified operations, along with increased sales and profits in the international and syndication divisions."

For the fiscal year ended June 26, 1965 and June 27, 1964:

	1965	1964
Earnings per share	\$1.48	\$1.29
Net profit	4,691,000	4,082,000
Gross income	66,966,000	57,162,000
Profit before taxes (estimated)	8,559,000	7,711,000
Federal, state & foreign taxes	3,868,000	3,629,000

Rust Craft turns from loss to profit

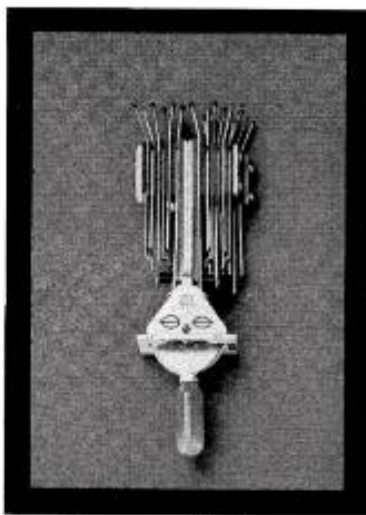
Rust Craft Greeting Cards Inc. reported net earnings of \$90,000 for the six months ending Aug. 30 compared to a loss of \$391,000 in the same period last year. Also reported to shareholders was the acquisition of WJMJ Philadelphia. New call letters of WRCP have been assigned to the Rust Craft Philadelphia outlet.

Rust Craft manufactures greeting cards, gift wrappings and paper party goods. Through subsidiaries it controls four TV and six radio stations with a UHF outlet under construction.

Six months ended Aug. 30:

	1965	1964
Earnings (loss) per share*	\$2.28	(\$0.06)
Nonrecurring earnings per share	2.16	0.48
Net operating earnings (loss) per share	0.12	(0.54)
Net sales	17,278,000	15,201,300

*Including nonrecurring items.



The pop-click-hum bug is dead.

Collins' new Speech Console hasn't a mechanical contact in the program circuits.

Photoconductive cells instead of relays and switches.
No contacts to wear and get dirty. Nothing at all to keep clean. Result: your most troublesome maintenance problem is ended. Also: no pops, clicks and hums from mechanical switches. Your audio is the cleanest, clearest audio on the air.

A lot less wire (and a lot less hum).

Audio doesn't have to travel to front panel and back. This means you have a lot less wire to pick up noise. (There is no noise, either, from attenuators. They are sealed in protective capsules.)

Module design ends time-wasting troubleshooting.
Simply take out one card and plug in another. Replace attenuator, input switches, and amplifier output switches with one quick shuffle of cards.

The Collins solid state 212S-1 is for stereo and dual channel operation for FM, AM and TV stations. The companion 212M-1 Console has fewer modules for mono program and monitor outputs.

For details, call your Collins representative. Or write: Broadcast Communication Division, Collins Radio Company, Dallas, Texas 75207.



This is the
Collins 212S-1
that killed the
pop-click-hum bug.



COMMUNICATION / COMPUTATION / CONTROL • COLLINS RADIO COMPANY / WORLD HEADQUARTERS / DALLAS, TEXAS

Arbitrons place two networks in tie

CBS, NBC in dead heat, but 26-city Trendex shows NBC ahead with ABC in second place

In the overnight national Arbitron ratings, NBC-TV and CBS-TV ended the seven-day period through last Wednesday night (Sept. 29) in a dead heat: Each had a 17.2 average rating and a 33 share. ABC for the same period (Sept. 23-29) had a 14.5 average rating and a 27 share.

Over the period NBC and CBS also were tied in the number of half-hour wins—21 for each network. ABC won in seven half-hour segments.

In the Trendex 26-city report covering those seven nights the standings looked different. NBC led with a 16.8

average rating and 33 share. ABC was next with 15.9 and 31, and CBS was last with 15.3 and 30. In Trendex half-hour wins the order was altered again: NBC 23, CBS 15 and ABC 12.

NBC saw in all of the rating reports thus far available in the new season evidence portending its leadership in the national Nielsen report that will rate the first two weeks of the current season. The national NTI will be out next Monday (Oct. 11).

NBC proclaimed its expectations to affiliates last week, noting that for the first two weeks of the new season it was

up 12% from last season in the Arbitron overnights, while, it claimed, CBS and ABC were down 6% and 12%, respectively. NBC also said its prediction took into account analyses of the Trendex report covering those two weeks and the 30-market Nielsens which rated the first week (BROADCASTING, Sept. 27).

According to NBC, the primary reason for the dominance it anticipates was the "smashing success" of its new programs. The network said eight new NBC shows (*Run for Your Life*, *My Mother the Car*, *Please Don't Eat the Daisies*, *I Spy*, *Dean Martin Show*, *I Dream of Jeannie*, *Get Smart* and *The Wackiest Ship in the Army*) achieved a 30-or-over share for the week ending Sept. 27, compared to five new CBS shows (*Lost in Space*, *Green Acres*, *Wild Wild West*, *Hogan's Heroes* and *Smothers Brothers*) and two new ABC shows (*F Troop* and *Tammy*).

The Nightly Scores ■ The Arbitron nightly rating averages reconcile jump and the number of half-hour wins by network, starting with Friday night (Sept. 24) and ending with Wednesday

Ratings race at the second turn

Friday, Sept. 24

		Arbitron		Trendex				Arbitron		Trendex	
		Rating	Share	Rating	Share			Rating	Share	Rating	Share
7:30											
ABC	Flintstones (NP)	14.1	29	13.0	32.6	NBC	Flipper (NP)	15.7	34	14.9	33.6
CBS	Wild West (N)	15.7	32	12.8	32.0	8:00					
NBC	Camp Runamuck (N)	10.9	22	11.3	28.5	ABC	King Family (NP)	9.6	18	11.2	21.5
8:00						CBS	Jackie Gleason (NP)	21.6	41	19.1	36.6
ABC	Tammy (N)	16.8	34	16.0	37.1	NBC	I Dream of Jeannie (N)	17.7	33	18.5	35.6
CBS	Wild West (N)	18.0	36	14.7	34.2	8:30					
NBC	Hank (N)	9.4	19	11.6	27.2	ABC	Lawrence Welk (NP)	20.2	35	20.4	37.2
8:30						CBS	Trials of O'Brien (N)	15.9	28	10.3	19.0
ABC	Addams Family (NP)	15.0	29	18.7	36.3	NBC	Get Smart (N)	19.1	33	20.9	38.6
CBS	Hogan's Heroes (N)	23.2	44	23.0	44.7	9:00					
NBC	Convoy (N)	9.5	18	6.7	13.0	ABC	Lawrence Welk (NP)	18.1	34	20.1	38.9
9:00						CBS	Trials of O'Brien (N)	13.3	25	10.7	20.8
ABC	Honey West (N)	13.4	26	23.6	42.4	NBC	Saturday Night Movies (NP)	20.0	37	20.3	39.3
CBS	Gomer Pyle (NP)	24.5	47	20.4	36.9	9:30					
NBC	Convoy (N)	9.2	18	10.7	19.3	ABC	Hollywood Palace (NP)	15.6	29	18.8	37.5
9:30						CBS	The Loner (N)	12.9	24	9.7	19.4
ABC	Peyton Place III (NP)	17.9	35	21.4	39.9	NBC	Movie (NP)	20.0	37	19.5	38.9
CBS	Smothers Brothers (N)	17.0	33	21.4	39.7	10:00					
NBC	Mr. Roberts (N)	11.4	22	9.8	18.3	ABC	Hollywood Palace (NP)	15.8	30	15.7	31.0
10:00						CBS	Gunsmoke (NP)	15.6	29	13.2	26.1
ABC	Jimmy Dean Show (NP, NT)	11.5	23	10.5	20.3	NBC	Movie (NP)	19.4	36	21.0	41.5
CBS	Slattery's People (NP)	8.2	17	9.2	18.0	10:30					
NBC	Man from U.N.C.L.E. (NP, NT)	23.6	48	26.5	51.8	ABC	Scope (NP, NT)	—	—	—	—
10:30						CBS	Gunsmoke (NP)	17.5	35	16.4	34.3
ABC	Jimmy Dean Show (NP, NT)	10.9	21	10.7	21.9	NBC	Movie (NP)	19.7	40	21.4	44.8
CBS	Slattery's People (NP)	7.9	16	6.0	12.6	Sunday, Sept. 26					
NBC	Man from U.N.C.L.E. (NP, NT)	25.2	50	27.7	57.2	7:30					
Saturday, Sept. 25						ABC	Voyage to Bottom of Sea (NP, NT)	13.9	28	13.8	29.5
7:30						CBS	My Favorite Martian (NP)	20.2	41	15.8	33.7
ABC	Shindig II (NP, NT)	7.7	17	8.9	20.1	NBC	Walt Disney (NP)	13.6	28	11.3	24.2
CBS	Jackie Gleason (NP)	16.9	37	15.9	35.9	8:00					
						ABC	FBI (N)	15.9	25	16.1	29.6

night (Sept. 29) were as follows:

Friday (Sept. 24)—ABC 14.2 (28 share), CBS 16.4 (32), NBC 14.2 (28). Wins: ABC 1, CBS 4, NBC 2.

Saturday—ABC 14.5 (28), CBS 16.2 (31), NBC 18.8 (36). Wins: ABC 1, CBS 2, NBC 4.

Sunday—ABC 13.4 (25), CBS 18.9 (35), NBC 19.9 (37). Wins: ABC 0, CBS 3, NBC 4.

Monday—ABC 13.5 (25), CBS 17.9 (33), NBC 16.5 (30). Wins: ABC 0, CBS 3, NBC 4.

Tuesday—ABC 17.5 (33), CBS 16.2 (30), NBC 16.6 (31). Wins: ABC 3, CBS 2, NBC 2.

Wednesday—ABC 12.6 (24), CBS 18.2 (35), NBC 18.0 (34). Wins: ABC 0, CBS 4, NBC 3.

The Trendex nightly network averages and half hour wins:

Friday (Sept. 24) — ABC 16.3 (33.1), CBS 15.4 (31.3) and NBC 14.9 (30.5). Wins: ABC 3 and one tie; CBS 1 and one tie, NBC 2.

Saturday—ABC 15.9 (31.1), CBS 13.6 (26.9), NBC 19.7 (38.9). Wins: ABC 0, CBS 2, NBC 5.

Sunday—ABC 14.5 (28.0), CBS 17.5 (33.8), NBC 16.9 (32.7). Wins:

ABC 0, CBS 4, NBC 3.

Monday—ABC 14.4 (27.3), CBS 16.7 (31.9), NBC 16.7 (32). Wins: ABC 0, CBS 2, NBC 5.

Tuesday—ABC 20.1 (39.0), CBS 13.9 (26.3), NBC 15.9 (30.9). Wins: ABC 6, CBS 0, NBC 1.

Wednesday—ABC 13.8 (27.2), CBS 16.6 (32.8), NBC 17.7 (35.0). Wins: ABC 0, CBS 2, NBC 5.

1.5 million to be polled for WBBM-TV

One of the largest viewer opinion research projects ever undertaken by a broadcast station in terms of those participating, is planned by WBBM-TV Chicago. An expanded "Feedback" program is planned for Nov. 7 to obtain answers to questions from 1.5 million people on their reactions to a special religious documentary that night.

WBBM-TV began its "Feedback" system of obtaining and airing viewer comments on current issues three years ago. Its normal opinion panel involves 60,-

000 people, according to the station.

WBBM-TV's expanded project will be done in cooperation with the Illinois Bell Telephone Co., sponsor of the periodic full hour *I See Chicago* prime-time documentaries on the CBS-owned station through N. W. Ayer & Son there. The phone company, which monthly mails out 2.2 million bills to Chicago residents, this month will include the IBM opinion answer cards in more than half of this mailing for use during the Nov. 7 program.

The special show, 9-10 p.m., will be titled "Revolution in Religion" and will show how churches today are moving out of their traditional patterns to serve society on its own levels. The questions to be asked of viewers will be drawn up after consultation with religious and community leaders there, making the project a sort of market research study in their behalf.

Edward R. Kenefick, WBBM-TV vice president-general manager, said processing of the opinion cards will take about two weeks. Feedback consultant is Dr. Gary Steiner, professor of psychology at the University of Chicago Graduate School of Business.

		Arbitron		Trendex	
		Rating	Share	Rating	Share
CBS	Ed Sullivan (NP)	21.7	40	20.8	38.1
NBC	Walt Disney (NP)	15.4	29	14.7	26.9
8:30					
ABC	FBI (N)	16.8	28	19.1	35.9
CBS	Ed Sullivan (NP)	26.0	44	23.6	44.4
NBC	Branded (NP)	15.7	27	8.6	16.2
9:00					
ABC	Movie (NP)	11.0	19	13.8	25.6
CBS	Perry Mason (NP, NT)	15.7	28	11.9	22.1
NBC	Bonanza (NP)	28.5	50	23.9	44.3
9:30					
ABC	Movie (NP)	12.3	21	12.3	21.8
CBS	Perry Mason (NP, NT)	16.3	28	17.5	31.0
NBC	Bonanza (NP)	29.1	49	25.8	45.9
10:00					
ABC	Movie (NP)	12.7	25	14.7	29.4
CBS	Candid Camera (NP)	17.7	35	18.2	36.4
NBC	Wackiest Ship in Army (N)	17.9	35	15.9	31.8
10:30					
ABC	Movie (NP)	11.5	23	11.7	24.7
CBS	What's My Line? (NP)	14.9	30	14.5	30.5
NBC	Wackiest Ship (N)	19.0	39	18.1	38.0

Monday, Sept. 27

7:30					
ABC	12 O'Clock High (NP, NT)	12.6	23	12.7	26.1
CBS	To Tell the Truth (NP)	14.7	27	15.1	31.1
NBC	Hullabaloo (NP, NT)	16.4	30	16.1	32.9
8:00					
ABC	12 O'Clock High (NP, NT)	14.0	25	15.8	30.6
CBS	I've Got a Secret (NP)	18.8	33	16.8	32.7
NBC	John Forsythe Show (N)	13.7	24	14.2	27.5

		Arbitron		Trendex	
		Rating	Share	Rating	Share
8:30					
ABC	Legend of Jesse James (N)	15.5	26	16.1	30.1
CBS	Lucy Show (NP, NT)	23.4	39	20.2	37.5
NBC	Dr. Kildare I (NP, NT)	15.7	26	12.8	23.7
9:00					
ABC	Man Called Shenandoah (N)	16.7	29	16.2	28.3
CBS	Andy Griffith (NP, NT)	22.2	38	17.5	30.5
NBC	Andy Williams (NP)	15.4	27	17.9	31.2
9:30					
ABC	Farmer's Daughter (NP, NT)	12.7	23	16.7	28.7
CBS	Hazel (NP, NT)	18.6	33	16.6	28.7
NBC	Andy Williams (NP)	19.0	34	19.8	34.0
10:00					
ABC	Ben Casey (NP)	12.3	24	11.2	22.1
CBS	Steve Lawrence (N)	14.7	29	14.6	28.7
NBC	Run for Your Life (N)	17.2	34	21.3	42.3
10:30					
ABC	Ben Casey (NP)	10.7	23	12.0	25.8
CBS	Steve Lawrence (N)	12.7	27	16.1	35.1
NBC	Run for Your Life (N)	18.0	38	16.5	35.5

Tuesday, Sept. 28

7:30					
ABC	Combat (NP)	14.8	30	15.6	33.8
CBS	Rawhide (NP, NT)	10.8	22	10.3	22.3
NBC	My Mother, the Car (N)	15.7	32	15.1	32.6
8:00					
ABC	Combat (NP)	16.6	30	17.2	35.8
CBS	Rawhide (NP, NT)	13.7	25	9.3	19.5
NBC	Please Don't Eat the Daisies (N)	19.0	35	18.2	37.8

Continued

		Arbitron		Trendex				Arbitron		Trendex	
		Rating	Share	Rating	Share			Rating	Share	Rating	Share
8:30						8:00					
ABC	McHale's Navy (NP)	14.1	25	21.7	39.1	ABC	Patty Duke Show (NP)	11.7	22	14.9	30.6
CBS	Red Skelton (NP)	22.9	40	16.6	29.8	CBS	Lost in Space (N)	16.9	31	15.3	31.5
NBC	Dr. Kildare II (NP, NT)	17.4	31	16.6	29.8	NBC	The Virginian (NP)	19.0	35	16.7	34.6
9:00						8:30					
ABC	F Troop (N)	16.6	29	22.1	37.2	ABC	Gidget (N)	12.8	22	13.9	27.6
CBS	Red Skelton (NP)	24.8	43	19.4	32.6	CBS	Beverly Hillbillies (NP, NT)	20.6	36	18.5	36.6
NBC	Tuesday Night Movies (NP, NT)	13.5	23	14.5	24.4	NBC	The Virginian (NP)	19.5	34	14.1	27.9
9:30						9:00					
ABC	Peyton Place I (NP)	19.9	34	23.8	42.8	ABC	The Big Valley (N)	14.6	25	14.7	25.5
CBS	Petticoat Junction (NP)	18.4	32	13.7	24.6	CBS	Green Acres (N)	20.7	36	20.8	36.0
NBC	Movie (NP, NT)	16.6	29	14.0	25.3	NBC	Bob Hope/Chrysler Theater (NP, NT)	19.7	34	18.0	31.3
10:00						9:30					
ABC	The Fugitive (NP)	20.4	41	21.5	43.7	ABC	The Big Valley (N)	15.1	27	15.1	27.2
CBS	CBS Report (NP)	6.4	13	7.3	14.9	CBS	Dick Van Dyke Show	22.2	40	17.5	31.6
NBC	Movie (NP, NT)	17.2	35	16.4	33.3	NBC	Bob Hope/Chrysler Theater (NP, NT)	17.4	32	20.9	37.6
10:30						10:00					
ABC	The Fugitive (NP)	20.0	43	18.6	40.4	ABC	Amos Burke, Secret Agent (NP)	12.8	25	13.6	27.0
CBS	Local					CBS	Danny Kaye (NP)	17.0	34	15.2	30.3
NBC	Movie (NP, NT)	17.0	37	16.6	36.2	NBC	I Spy (N)	16.3	32	19.9	39.6
Wednesday, Sept. 29						10:30					
7:30						ABC	Amos Burke, Secret Agent (NP)	11.4	26	13.0	27.2
ABC	Ozzie & Harriet (NP)	9.9	20	11.3	25.2	CBS	Danny Kaye (NP)	13.5	31	13.8	29.2
CBS	Lost in Space (N)	16.3	33	15.3	34.0	NBC	I Spy (N)	16.2	37	17.5	37.1
NBC	The Virginian (NP)	18.1	36	16.7	36.9	For Thursday ratings see "At Deadline"					

NBC Films handling first feature package

NBS Films last week acquired distribution rights to 77 first-run, post-1960 features from Medallion Pictures Corp., marking the first time that the company has engaged in the full-scale syndication of theatrical films.

In the past, NBC Films has marketed an occasional feature but not an entire package. Morris Rittenberg, director, NBC Films, said the majority of the features are in color and include mysteries, spy thrillers, science-fiction stories, dramas and war stories.

Though titles were not divulged, it is believed that the films are primarily foreign productions. The roster of stars, NBC Films said, includes Van Heflin, Mel Ferrer, Alan Ladd, Bing Crosby, Steve Allen, Ricardo Montalban, Linda Christian, Virna Lisi and Aldo Ray.

NBC Films will hold a sales meeting on the package on Oct. 14, following which titles will be released.

New show for top 40 stations

Braverman, Shaw & Associates, Santa Monica, Calif., program production firm, has announced a new open-end interview show for top 40 stations. Titled *Top 40 Talk*, the daily series offers three-and-one-half minute interviews with top recording artists on tape, plus a script for use by the station disk jockey or announcer to make the show sound like a live interview at the sta-

tion. Howard Braverman, director of sales for BS&A, said the company is working with several national advertisers and plans an initial distribution of the series to 50 major market radio stations.

BMI awards

Broadcasting Music Inc., New York, is conducting its 14th annual Student Composers Awards contest with \$17,950 in grant aids to student composers who are under the age of 26. Each contestant may submit up to three works

Crane to exit again?

ABC-TV was reported last week to be preparing alternative programming to replace the Les Crane *Nightlife* (Monday-Friday, 11:30 p.m.-1 a.m.) in mid-December—unless the current series perks up in ratings. The network is said to be considering a 45-minute nightly dramatic serial to substitute for a portion of the Crane program and to return the remainder of time to ABC-TV affiliates.

A network spokesman indicated that no final decision has been reached. If *Nightlife* is replaced, it would mark the second time that a late-night show starring Mr. Crane has been dropped. ABC-TV introduced *The Les Crane Show* in the fall of 1964 and replaced it after several months. The current program began last June.

for prizes ranging from \$250 to \$2,000. Applications for competition, ending Feb. 15, 1966, are available from Oliver Daniel, Director, SCA Project, BMI, 589 Fifth Ave., New York.

DGA's loyalty oath challenged in court

Six television and film directors have started an action in the U. S. District Court for the Southern District of New York, challenging the loyalty-oath requirement of the Directors Guild of America.

Judge Richard H. Levet reserved decision on the plaintiffs' petition for a preliminary injunction forbidding DGA to refuse them membership because of their refusal to sign a non-Communist oath. The directors formerly were members of the Screen Directors International Guild, which merged with DGA last July. SDIG did not have a loyalty-oath requirement for membership.

The action, prepared by the American Civil Liberties Union, was brought on behalf of these directors: Leo Hurwitz, Gene Searchinger, Darrell Randolph, Hillary T. Harris, Lee R. Bobker and Robert Braverman. They said they refused to sign a loyalty affidavit "as a matter of principle." They claimed that denial of DGA membership to them because of their refusal to sign the non-Communist affidavit is a violation of the First and Fifth Amendments "by imposing a requirement for membership which is unreasonable and which restricts freedom of expression."

Some plain talk from Kodak about tape:

Noisemanship...modulation noise... and how to get extra dbs. of silence

Noisemanship is a very hip subject. The more noise your sound system has, the muddier your reproduced signal. Which brings up the subject of defining tape noises, how they occur, how they are measured, and what can be done to reduce them. Like at the start of Salome's dance, there's a lot to uncover.

Starting at the beginning

Kodak tape is mighty quiet when it leaves the factory. Because of special milling techniques and our now-famous "R-type" binder, the gamma ferric oxide particles are more uniform in size and shape and more uniformly dispersed than was ever before possible. Result: a superior degree of magnetic randomness, and thus, built-in quietness. To make sure that the roll of Kodak tape you purchase is as "quiet" as possible, we also bulk erase each roll. By "randomizing" the particles' polarity in *all* dimensions, foreign signals picked up during manufacture are eliminated.

This fairly pristine state doesn't last long. Once the tape has been subjected to the erase field and record bias from your recorder, a certain degree of randomness is lost. So-called zero-signal noise results because a recorder's erase system is not as efficient as a bulk eraser. Whereas bulk erasers cause 3-dimensional decay of the remnant signal, an erase head causes decay in one dimension only—along the length of the tape. This explains why zero-signal noise is always higher than bulk-erase noise.

Blue plate special—noisewise

Noise in the presence of a recorded signal—modulation noise—is the real

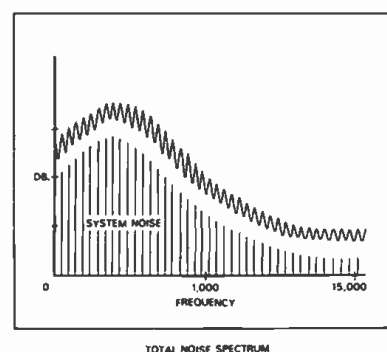
meat and potatoes of tape performance. Testing for modulation noise is a bit tricky, however, because both ac program and noise get mixed up in the amplifier. And if we are to determine the amount of noise in a system, it's imperative that we distinguish between one and the other. One way to do this is to use what our scientists refer to as a dc equivalent in r.m.s. milliamps of an ac signal.

Simply explained, we select the ac signal level that represents the practical limit for linear recording—2% third harmonic distortion. Then we apply a dc signal to the record head and increase the record current until it reaches the same level as that of the above ac signal. On the tape we have recorded a "zero frequency" program plus the modulation noise contributed by both equipment and tape. Since the reproduce amplifier filters out dc signals, only the modulation noise comes through, and this can be measured by an output meter.

Strike up the band pass

Final proof-of-the-pudding is to examine the total noise spectrum through band pass filters. Fun! One could, for example, measure the noise that comes through a 1-cycle band pass filter—even get a signal-to-noise ratio of about 115 db. But this really tells nothing about the tape's practical performance. For as the graph shows, there is much more noise in the lower frequencies than in the higher. For more meaningful evaluation, we specify two signal-to-noise ratios . . . one for the average low frequencies (20-1000 cycles at 15 ips) and one for the high frequencies (1000-15,000 cycles at 15 ips). We are happy to report that Type 31A (Kodak's

general-purpose/low-print tape) rates as much as 6.5 dbs better in the low frequencies and 1.5 dbs better in the high frequencies. At Kodak, "shhh" is the word.



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Section 315 a problem in N.Y.

Plethora of candidates for mayoralty and strike complicate radio-TV plans for campaign debates

Broadcasters in New York City, trying to provide a forum for debates between mayoral candidates, are stumbling over a familiar block—the FCC's political time rules which provide that all bona fide candidates, major, minor and in some cases, laughable, be given equal amounts of radio-TV exposure.

The situation in New York is further aggravated because the majority of the city's daily newspapers are hit by a strike, making the broadcaster's job of presenting the candidates all the more important. The major mayoral runners in New York are Democrat Abraham Beame, controller in the current Wagner administration, and Republican Representative John Lindsay. William Buckley Jr., of the Conservative Party is also a well-known candidate. But there are many others who filed to have their names put on the ballot for mayor, such as William Klenosky of the Loser's Party, Vito Battista of the United Taxpayers' Party; Clifton De Berry of the

Socialist Workers and Eric Hass of the Socialist Labor Party.

The city's board of elections conducts a hearing today (Oct. 4) to determine which of these are bona fide candidates.

Both television and radio stations have hesitated to provide the major candidates with time to debate issues, not knowing which of the minority candidates might pop up with demands for equal air exposure.

Inevitable Fact ■ Despite this threat many New York stations were moving ahead with plans to present the candidates, accepting the fact that they might be laid open to requests from office-seekers they consider not deserving of the time.

WNBC-TV, which had planned an earlier one-hour debate between Messrs. Beame and Lindsay only to have it cancelled due to equal-time considerations, has now scheduled a one-hour debate among candidates Beame, Lindsay and Buckley on Sunday, Oct. 31 (1-2 p.m.).

On its one-hour Sunday news program *Direct Line*, produced in cooperation with the League of Women Voters, the station plans separate interviews with each of the major candidates. A spokesman for WNBC-TV said that the only effect Section 315 had on the station's scheduling of debates was to move them into fringe time. WCBS-TV, Sunday Sept. 26 staged a three-way debate among Messrs. Beame, Lindsay and Buckley. Thus far only the United Taxpayers' Vito Battista has requested equal time. The station said it would give him a half-hour. This is the only debate planned by the station.

WABC-TV Oct. 31 will present another Beame-Buckley-Lindsay debate — the same day the trio appears on WNBC-TV. The station will offer equal time to the fringe candidates prior to Oct. 31 in order, "to get them out of the way."

WPX-TV has met the problem by inviting the possible mayoral candidates to tape their views on campaign issues for a series of five half-hour broadcasts to be scheduled twice each day, beginning Oct. 17. A spokesman for the station called Section 315 "a nebulous provision that tends to attach equal importance to each candidate."

Radio Plans ■ WMCA, which a few weeks ago staged a Beame-Buckley-Lindsay debate on its late-night *Barry Gray Show*, said it would offer equal time to any mayoral candidate who wished to appear. Mr. De Berry is scheduled to appear on the Gray program Thursday, Oct. 28. This week candidates for the city council presidency, Democrat Frank O'Connor and Republican Timothy Costello, will debate on Mr. Gray's show. The station said it did not know whether this debate entitled minor candidates for city council president to equal time under Section 315—but that if it did, the time would be offered.

During the next five weeks, WABC will devote its Sunday half-hour *Press Conference* program to a discussion of the issues and of the amendments to the state constitution that will be voted on in the election. The program is conducted in association with the League of Women Voters. WABC is also negotiating with the major candidates to appear on Howard Cosell's 10-11 p.m. Sunday interview program *Speaking of Everything*. The station feels the program does not fall under Section 315. WABC said it would also probably interview the other candidates on Mr. Cosell's program "but not for the whole length of the program."

WCBS plans a debate between the three major candidates on Thursday, Oct. 28, probably from 4:05 to 5 P.M. Equal time will also be offered to the other candidates. The station said that it would also schedule interview programs with the major candidates.

TV is favored form of entertainment

Television has fared well in a survey of the 11-county Milwaukee market that was sponsored by WTMJ-TV Milwaukee. Conducted last spring by Frank N. Magid Associates of Des Moines, Iowa, the survey shows that nearly 53% of the respondents listed TV as their favorite form of entertainment; 40.1% named sports; 24% named movies, and 16.3% said reading.

Nearly 57% said TV was the medium they "enjoy most;" newspapers were selected by 23.3% and radio by 18.2%. The respondents apparently like what they see on TV as 55% said they would like local programming to "remain as it is now," and 41% said they would like a change. Of those desirous of a change, about 33% wanted generally improved quality; 21% wanted fewer commercials; 16% asked for more cultural and educational programs; 16% wanted fewer crime and horror shows, and 12% said they would like fewer reruns.

In the area of news, 45% named TV as the medium giving the "fairest, most unbiased news," with 26% naming newspapers and 20% nam-

ing radio. TV and radio were each named by 43% as the medium with the "latest news most quickly."

About 58% said they preferred local newscasts and 31% preferred network news. Nearly 93% said they were satisfied with on-air times of the newscasts and nearly 92% felt enough newscasts are now being broadcast.

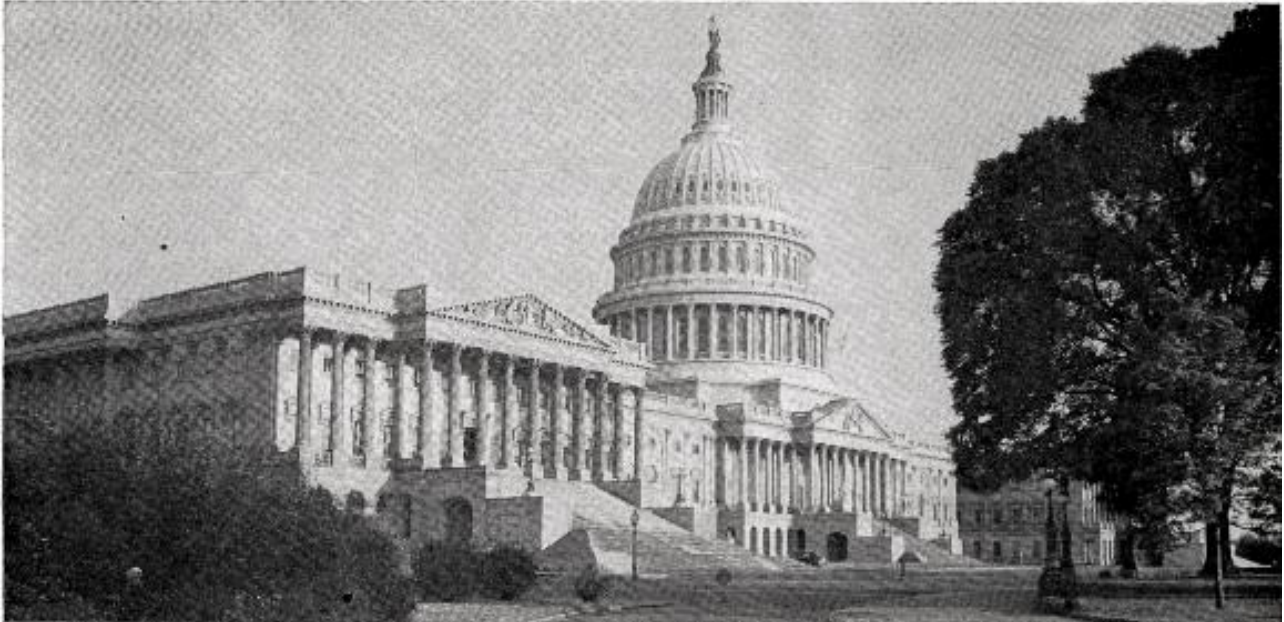
About 75% said they felt TV editorials are a good idea and 10% said they did not. Asked if editorials made a difference in their outlook toward a station, about 58% said it made no difference and 27% said it did make a difference.

More than half the respondents (51%) said they would watch a good movie over a network program; about 25% said they would prefer the network show; 23% weren't sure.

Asked what a station should do for the community, about 40% said "provide unbiased local news coverage;" about 34% said "provide good, varied entertainment;" and nearly 19% wanted them to "promote community projects."

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Mid America spins out tape 24 hours a day

The increasing use of video tape for television programs and commercials, especially for color, has become evident in the mushrooming business of Mid America Video Tape Productions, Chicago, a division of WGN Inc., the operator of WGN-AM-TV there.

Besides considerable program production and syndication, the facility now is turning out video tape commercials at a rate of 2,000 a year. Nine out of ten are in color. Based on industry estimates, the division's gross volume appears to be pushing the \$1 million mark and it has only recently marked its fifth birthday.

Mid America began in 1960 with the first of four annual musical program series for syndication, *Great Music*, but now has five different programs in the domestic or international market and more are in prospect. Just three years ago it began to move slowly into commercials and since then has produced over 2,000, the annual rate at which it is now working. The manager is Brad Eidmann, a WGN veteran.

Round-the-Clock ■ Using the technical facilities of WGN-TV, including six video tape machines (two Ampex,

four RCA), Mid America also draws upon the staffs of the WGN stations which total over 450 people at the broadcast center in northwest Chicago. The tape machines have been running 24 hours daily, except for maintenance, to keep up with tape duplication and production demands.

The William Morris Agency has signed Mid America as its video tape production facility for the preparation of pilots for potential network exposure. If a sale is made, the series would be produced at Mid America. The WGN-TV division also may supply program ideas to Morris for the same purpose.

Mid America presently is producing virtually all of the video tape commercials of the Leo Burnett Co., Chicago, Mr. Eidmann said, as well as nearly all of those of J. Walter Thompson Co., Chicago, and some for JWT in New York. One week's production included spots for Santa Fe and Schlitz out of Burnett, Amana freezers out of Earle Ludgin & Co. and Phillips Petroleum out of JWT. The sponsor list also includes, among others, Budweiser, RC Cola, United Airlines, Sears, Western Union and the Yellow Pages.

Star-Studded Series ■ Mid America's latest half-hour syndication series is *An Evening With*, available in either color or black-and-white, and featuring stars like Julie London, Louis Prima, Dennis Day, Phyllis Diller, etc. WABC-TV New York last month (Sept. 18) aired the Julie London show as an opener and has put the series of 26 shows in prime evening time after *Hollywood Palace*, pre-empting its own ABC-TV fare to do so. A heavy New York area radio spot schedule is promoting it.

Mid America also has sold the program to KBTU(TV) Denver but will not put it into syndication elsewhere until after the first of the year. In Denver the show will compete with KCTO(TV), newly purchased there by WGN Inc. subject to FCC approval (BROADCASTING, Sept. 6).

Mid America has a full hour one-time special, *The Best of Country and Western*, which is sold to Shurfine Central, a major food co-op, through Norman, Nevin, Moore & Baird, Grand Rapids, Mich., for prime evening showing in 67 markets nationally Oct. 25-27. All of the stations involved are network affiliates who will preempt for the

Program notes . . .

Education study ■ *Revolution of the 3 R's*, a one-hour documentary look at new advances in the American educational system narrated by Van Hefflin will be produced this fall for the 3 M Co., Minneapolis, by David Wolper Productions, Hollywood. The program is tentatively scheduled by ABC-TV for next spring.

New cartoons ■ Hal Seeger Productions, New York, is developing a new TV cartoon series for the 1966-67 season. The series will feature lead characters named The Moonsters, Stool Pigeon and Poquito Mosquito.

Comic build-up ■ NBC-TV has signed comedian Don Rickles to an exclusive contract beginning with pilot production *Stone Walls Do Not*, a color half-hour comedy series for 1966-67 season. Mr. Rickles will act as ringleader of wild group of prisoners who enjoy being in prison but hope for release.

Mirror, mirror . . . ■ Avon Products Inc., through Association Films Inc., both New York, has available on a free-

loan basis to TV stations, colleges and women's groups a 12½-minute color 16mm film, *Lessons in Loveliness*.

Toscanini index ■ RCA Victor Records, New York, has published a discography of the recordings of Arturo Toscanini through 1965. The listing of 253 individual recordings and 59 special albums was compiled by the Maestro's son, Walter. Each listing contains the name of the work, the composer, the recording date, the running time, and the catalogue number. The free booklet is available to stations and can be obtained by writing to RCA Victor Records, 155 East 24th Street, New York.

Science-fiction series ■ Trans-Lux Television Corp. has obtained the TV distribution rights to *Gigantor*, an animated science-fiction adventure series of 52 half-hour episodes, it has been announced by Richard Carlton, vice president and general sales manager of Trans-Lux TV. Initial sales have been made to WPIX(TV) New York and WGN-TV Chicago. Trans-Lux TV acquired the programing from Delphi Associates, New York. Plans now are

being formulated for a tie-in merchandising campaign.

Radio series ■ Olga Blohm Associates, Hollywood, has announced the availability of 26 hour-long open-end radio shows, *At Home with Calvin Jackson*, in which the jazz pianist interviews such other well-known musicians as Duke Ellington, Count Basie, Steve Allen, Peggy Lee and Della Reese in an informal atmosphere. OBA is also offering five packages of open-end Christmas jingles from Music Industries and the *Cal-Al* show, the latter also featuring Calvin Jackson.

For the girls ■ ABC-TV will present a special music-variety show in February 1966, featuring George Burns as host only to female guests. Co-sponsor of the program is Consolidated Cigar Corp., New York, for its El Producto brand. Mr. Burns will do the commercials on the special.

Show news ■ WINS New York, an all-news station, has begun out-of-town reports on theatrical productions heading for Broadway, to be broadcast this fall and through next spring. When the

special. The placement is unique in that the week also is a double rating period, the first of the new season.

Another Mid America series, *The Big Bands*, 26 half hours in color, is going into syndication through 20th Century-Fox TV. So far it has scored in five U. S. markets and 31 foreign markets.

An initial 26 half-hours of *Barn Dance* in color and monochrome have been sold for 43 markets of which 15 start this month. A second series is in production. *Great Music*, the full hour symphony series including shows produced in London and Paris as well as Chicago, all black-and-white, has had considerable U. S. and foreign sale each year.

Over the past few months in the ours from 10:30 p.m. to about 6:30 a.m., the WGN-TV video tape machines have been spinning away to help Mid America video tape productions fill a major program syndication order for another firm, Olas Corp. of Cleveland. Olas is marketing 160 full color hours, *Of Lands and Seas*, a travel and adventure series. The series took nine weeks of all-night shooting at WGN-TV.

show opens on Broadway, Doug Edelson will report on first-night activities along with critic reaction.

Daytime serial ■ A new weekday serial drama in color, *Days of Our Lives*, distributed by Screen Gems, will begin on NBC-TV on Monday, Nov. 8 (2-2:30 p.m. EDT). The program will feature Macdonald Carey in the role of a physician and instructor at a university hospital.

Americans and their cars ■ CBS-TV will present a one-hour news special, *The Great Love Affair*, a pictorial essay on the relationship between Americans and their automobiles on Oct. 12 (10-11 p.m. EDT). Narrated by CBS News correspondent Harry Reasoner, the telecast is timed to coincide with the introduction of 1966 model cars. Andrew A. Rooney and Richard Ellison, also producers of the special, together wrote the chronicle on the role of the auto from business, art collector's item, to status symbol.

New awards ■ San Francisco International Film Festival, to be held at the Masonic Auditorium, Oct. 21-31, will this year for the first time include

a worldwide TV program competition. Golden Gate awards will be presented to three TV films, judged the outstanding entertainment film, the outstanding single-station documentary and the outstanding multi-station documentary.

Recent films for TV ■ Landau-Unger Co. has appointed Television Enterprises Corp., Hollywood, as sales representative for its current and future motion picture product to be released to TV. Among the films to be turned over to TEC are "The Pawnbroker," "The Fool Killer," "The Servant," "Long Day's Journey Into Night," and "The Umbrellas of Cherbourg."

Study of the riot ■ Westinghouse Broadcasting Co. Sept. 24 began a special journalistic-sociological report, "Los Angeles: Profile of a Riot," on its six stations (BROADCASTING, Aug. 30). The six Westinghouse stations are: WINS New York, WBZ Boston, KYW Philadelphia, KDKA Pittsburgh, WOVW Fort Wayne, Ind., and WIND Chicago.

Steel film ■ The American Iron and Steel Institute through Association Films Inc., both New York, is distributing on free-loan a 16mm film, *Miracles of Modern Steel*, to TV stations, schools and organizations. The five-minute film features three experiments with Dr. Jonathan Karas demonstrating the properties of steel. Regional libraries of Association Films are in Ridgefield, N. J.; Oakmont, Pa.; La Grange, Ill.; Hayward, Calif., and Dallas.

Film sales . . .

Judge Roy Bean (Banner Films): WFBC-TV Greenville, S. C.

Something Special: Miss Peggy Lee (Four Star Television): KTLA-TV Los Angeles; WGN-TV Chicago; WBAL-TV Baltimore; CKLW-TV Windsor, Ont.-Detroit and KGMB-TV Honolulu.

Bobby Lord Show (WSM-TV Nashville): WDEF-TV Chattanooga and WJHL-TV Johnson City, Tenn.; WCSC-TV Charleston, S. C. WNCT-TV Greenville, WLOS-TV Asheville and WSJS-TV Winston-Salem, all North Carolina; WXEX-TV Petersburg-Richmond, Va.; WIMA-TV Lima, Ohio, and WJRT-TV Flint, Mich.

The Professionals (Seven Arts): WNEW-TV New York; WTTG-TV Washington; WMAR-TV Baltimore; WTTV-TV Bloomington-Indianapolis, Ind.; KIRO-TV Seattle; WTVT-TV Tampa-St. Petersburg, Fla.; WLKY-TV Louisville, Ky.; WKTV-TV Utica, N. Y. Now in 14 markets.

March of Time (Wolper Television Sales Inc.): WHNB-TV New Britain and WNHC-TV New Haven, both Connecticut; KOVR-TV Stockton-Sacramento, Calif., and KING-TV Seattle.

A day in a Pope's visit

Radio-TV to follow

Pontiff's every public step during stay in U.S.

The mingled awe and excitement of today's (Oct. 4) visit by Pope Paul VI to New York and the United Nations—the first trip by a pontiff to this country—will be given TV and radio coverage of virtually unprecedented intensity.

Live television coverage, which will include color transmission of an outdoor mass by the Pope this evening at Yankee Stadium, is being pooled by the networks and by three independent New York stations—WPIX-TV, WOR-TV and WNEW-TV. NBC-TV will coordinate coverage.

Because of the importance and dignity of the event, NBC, ABC and CBS said that their continuing TV and radio coverage would be carried without commercial interruption. ABC-TV said that it was limiting its station breaks to three seconds.

NBC-TV plans continuous coverage from 9 a.m., shortly before the Pope's scheduled arrival, until 6 p.m., and from 7:30 to 11 p.m., with regular commercial news shows between 6 and 7:30. CBS-TV's continuous coverage will run from 9 a.m. to 4:30 p.m. and from 8:30 to 10 p.m., with 4:30 to 6:30 turned back to affiliates, regular commercial news shows at 6:30 and regular commercial entertainment at 7:30 to 8:30 p.m.

ABC-TV's coverage will begin at 9 a.m. EDT and continue until 5 p.m. At that time the network will resume regular programming until 8 p.m., when it will broadcast the papal mass. ABC's coverage of the mass will be "in pattern" in various time zones across the country. Thus, for example, West Coast viewers will see a taped replay at 8:30 p.m. PDT, instead of a live broadcast that would reach them at 5:30 p.m.

Live network coverage will include, in addition to the Pontiff's arrival and departure, his motorcade into New York for a planned meeting with President Johnson and meetings with Francis Cardinal Spellman at St. Patrick's Cathedral; his greeting by President Johnson at the Waldorf-Astoria hotel before the two retire for a one-hour private talk; his appeal for peace at the United Nations General Assembly beginning around 3:30 p.m.; the outdoor mass celebration, and on NBC-TV and CBS-TV, the Pope's scheduled visit to

Coming: more depth in radio-TV news

A call for broadcasters to do more in-depth reporting, more commentaries and more "explaining" of the news, has been sounded by executives of two networks.

Robert F. Hurleigh, Mutual president, told the Minnesota Broadcasters Association conference in Minneapolis last Friday (Oct. 1) that the customary five-minute newscast on radio no longer suffices to tell the public all it needs to know. He called for stations to expand newscasts, recommending addition of at least four daily 15-minute news programs.

A week earlier at the Tennessee Association of Broadcasters meeting in Nashville, Fred W. Friendly, CBS News president, said that electronic journalists had provided a "mirror" for the day's events long enough. Today, he said, more is needed because the scope of today's problems—governmental, sociological and political—is too great to present facts alone. They must be explained, he said, adding the explanation should include the causes, the results and the possible solutions.

Mr. Friendly said the day has passed when a man was considered a good announcer if he could ad lib for half an hour. Today a newsman must be educated and knowledgeable about news and not be just a talker.

Mr. Hurleigh said that at next month's meeting of the Mutual Affiliates Advisory Council in Chicago he would recommend stations add the 15-minute newscasts and that they also use in-depth news commentaries.

Noting that some stations had begun extending newscasts, the Mutual chief said "the widely accepted pattern of five-minute radio newscasts on the hour or half-hour, or both, cannot by itself do justice to the listeners' desire to know what's happening, while it's happening in this rapidly changing world."

The five-minute newscast is in reality a four-and-a-half minute program, which after commercial time is subtracted leaves a three-minute report, he said, and this "is enough for a capsule review, but not enough to present the news with reasonable thoroughness."

the Vatican Pavilion of the World's Fair before he departs.

Baseball Conflict ■ ABC-TV's papal coverage may be complicated by a previous commitment to broadcast any possible play-off games in the National League, beginning today. A Giant-Dodger tie could result in a West Coast game that would begin at 3 p.m. EDT. ABC-TV's President Thomas Moore said that in such an event, the network would carry the Pope's UN address and cut back to the ball game when the Pope is resting or involved in private

meetings.

Anchormen for NBC-TV coverage of the Pope's visit will be Frank McGee; for ABC-TV Peter Jennings, Howard K. Smith and John Casserly, and for CBS-TV Harry Reasoner and Winston Burdette. Each network also has engaged prominent American Catholic clerics as special commentators for the Pope's visit: The Most Reverend Fulton J. Sheen, auxiliary bishop of New York, for CBS-TV and CBS Radio; the Reverend Robert O'Donnell of the American College in Rome for

NBC-TV and the Reverend Edward Heston, C.S.C., procurator general for the Congregation of Holy Cross, for ABC-TV.

Radio Plans ■ The radio networks—ABC, CBS, NBC and Mutual—are also planning extensive coverage. ABC Radio, for example, said it would broadcast 7½ hours of live coverage, headed by anchormen Don Gardiner and Baden Langton.

CBS Radio and NBC Radio said they would cover live all major events during the Pope's visit, with the exception of his private conferences. CBS Radio anchormen are slated to be Douglas Edwards and Richard C. Hottelet. NBC Radio's anchor position will be occupied by Russ Ward.

Mutual's live coverage will include the Pope's visit to St. Patrick's Cathedral, his address to the UN and the outdoor mass. Jack Allen will be anchor man for MBS and will be assisted by the Reverend C. J. McNasty, S.J., who will serve as consultant on the mass.

Among station group owners, the Westinghouse Broadcasting Corp. and RKO General Stations plan to provide independently extensive live coverage from New York for their own outlets.

In New York the mass, which will be covered by a pool, will be broadcast simultaneously in color by WNBC-TV, WABC-TV, WCBS-TV, WOR-TV, WNEW-TV and WPIX-TV.

NBC said its radio and television coverage will be carried in Canada by the Canadian Broadcasting Corp. and will be broadcast in Spanish in Mexico by Telesistema Mexico. Live and tape coverage of the Pope's visit will also be transmitted to countries behind the Iron Curtain by Radio Free Europe.

The pool will have access to television pictures of the Pope's departure from Rome at 12:30 a.m. EDT to be transmitted to this country via Earl Bird satellite. Coverage of the Pope New York visit also will be made available to Eurovision's television facilities in Europe by Early Bird.

ASCAP 8-month income tops \$29 million

In the first eight months of 1961 the American Society of Composers, Authors and Publishers had gross receipts of \$29,230,429 according to a interim financial report presented Wednesday (Sept. 29) at the semi-annual meeting of ASCAP's West Coast members.

Salaries paid to the 651 employees and other expenses totaled \$5,295,591, leaving \$23,934,838 for distribution to the society's writer and publisher members. Not included in those figures is an item of \$300,139 collected from radio net-

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works, which is being held apart pending the outcome of litigation as to the proper amount the radio networks should pay for their use of ASCAP music. Since the last West Coast membership meeting on Feb. 24, ASCAP has added 344 writer members and 130 publishers, bringing the membership to 8,112 writers and 2,674 publishers, ASCAP President Stanley Adams reported.

Network program chiefs scheduled for forum

The three network TV program chiefs will exchange views on programming Oct. 14 at the first forum of a 1965-66 series to be held by the New York Chapter of The National Academy of Television Arts and Sciences, beginning 7:30 p.m., at the New York Hilton hotel.

Scheduled to speak on "Television Programming: Where From? Where To?" are Edgar J. Scherick, ABC-TV vice president in charge of programming; Michael Dann, CBS-TV vice president, programs, and Mort Werner, NBC-TV vice president, programs. The audience will be invited to question the panelists. Moderator will be Richard A. R. Pinkham, senior vice president in charge of media and programs, Ted Bates & Co., New York.

Close to 500 academy members and guests are expected for the program, produced by Herbert H. Strauss of Doyle Dane Bernbach Inc., and associate producer Thomas R. Fuld of Young & Rubicam. Program committee chairman is Ralph M. Baruch, vice president, international sales, CBS Films Inc.

Radio series sales . . .

School Safety Twins (Broadcasters Exchange Enterprises Inc.): WRAG Carrollton, Ala.; KPIN Casa Grande, Ariz.; KLRA Little Rock, Ark.; KMYC Marysville, Calif.; KDEN Denver; WOMN Decatur and WDUN Gainesville, both Georgia; WLDS Jacksonville and WROK Rockford, both Illinois; KBAR Burley, Idaho; KLOE Goodland, Kan.; KTIB Elkhart, La.; WGMZ(FM) Flint, Mich.; WRCR Maplewood, Minn.; KXEO Mexico, Mo.; WCJU Columbia, Miss.; WMON Great Falls, Mont.; KUVR Holdrege and WJAG Norfolk, both Nebraska; KEYJ Jamestown and KOVC Valley City, both North Dakota; WOTW Nashua, N. H.; KPBM Carlsbad; N. M.; CLTR Blackwell and KGFF Shawnee, both Oklahoma; WDRK (FM) Greenville and WMWM Wilmington, both Ohio; WROW Albany, N. Y.; WCRQ(FM) Providence, R. I.; KFCB Redfield, S. D.;

ARB: Older adults lean towards all-news format

The greatest appeal of the all-news programming format is to adults 35 years old or over, according to radio audience reports compiled by American Research Bureau, Beltsville, Md.

The four metropolitan areas in the survey—New York, Los Angeles, Chicago and Washington—are now served by all-news stations, and in all cases, the adult audience to these stations was dominated by the 35-and-over age group.

The survey, released last month by the ratings firm, also included figures for Detroit radio, but that city does not yet have an all-news station (BROADCASTING, Sept. 20).

Seventy-five percent of the adult male New York all-news audience fell into the 35-and-over group; 94% in Los Angeles; 80% in Chicago, and 58% in Washington.

Women in the 35-and-over group

also dominated the survey in the makeup of the adult all-news audience. In New York women in this age group accounted for 67% of the total female audience; 98% in Los Angeles; 80% in Chicago, and 60% in Washington.

ARB said that 75% of the total audience for all-news programming is in the 35-and-over category, on the average, for all four markets.

In New York, 70% of the total audience for news fell into the 35-and-over group; Los Angeles 80%; Chicago 82%, and Washington, 58%.

Total audience figures are based on listeners 12 years old and older, while adult listening includes only those 18 years old and older.

ARB will include the all-news audience of Philadelphia in its next report to be issued in November.

KOCA Kilgore, KSWA Graham and KALT Atlanta, all Texas; WETB Johnson City, Tenn.; WHHV Hillsville, Va., and KHIT Walla Walla, Wash.

Christmas Around The World (Charles M. Conner Productions): WXVA Charles Town, W. Va.; KNIT Alilene. KGNC Amarillo, KRDL Dallas



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Robinson doubts 50-50 rule would improve TV

A former network executive who now heads his own independent television production company told a Washington television audience last week he doesn't think advertisers and agencies "are equipped" to fill 50% of prime-time network programming.

And if they are, he added, he doubted whether the viewer would see any difference in the kind of programs presented.

Hubbell Robinson, a former executive vice president of CBS-TV, commented on the FCC's proposed "50-50 rule" in answer to a viewer's telephoned-in question on WTOP-TV's *Open Line* program. The proposal is designed to open up networks to independent productions by prohibiting the networks from controlling

more than 50% of their nonnews prime-time programming.

Among those answering viewers' questions on television with Mr. Robinson were FCC Chairman E. William Henry, Edmund Bunker, vice president and national director of broadcasting, Foote, Cone & Belding, and Cleveland Amory, television critic for *TV Guide* and co-creator of *OK Crackerby!* a half-hour comedy series on ABC-TV.

Mr. Robinson and Mr. Bunker disputed the assertion, in the viewer's question about the 50-50 rule, that "three men"—the three network chiefs—control what the viewing public sees. They said that many men participate in the decision-making process.

Chairman Henry, however, who

feels some action should be taken to spur competition among program sources, said "the viewer put his finger on the most serious issue."

"I don't know the answer," he said. "But the question is whether three men or three companies have too much control over what people see."

Mr. Amory, who played the role of TV critic throughout the hour program, expressed confidence the 50-50 proposal would result in "a different kind of programming."

At another point, he criticized the networks for "giving the public what it wants." The public, he said, wants things that aren't good for it—like "fried potatoes."

He said he hoped the FCC would alter the situation "over the years."

and KITE Terrell Hills, all Texas.

The Ted Malone Show (Ted Malone Productions): WNOB(FM) Cleveland and WWST Wooster, Ohio.

Doctor's House Call (Signal Productions): KLEM Le Mars, Iowa; WLEC Sandusky, Ohio; WNAX Yankton, S. D., and WEAQ Eau Claire, Wis.

Point of Law (Signal Productions): KNBA Vallejo, Calif., WDBO Orlando, Fla.; WCCM Lawrence, Mass.; WCCO Minneapolis, and WCHE West Chester, Pa.

The World of Money (Signal Productions): WCTA Andalusia, Ala., and WKBN Youngstown, Ohio.

The Shadow (Charles Michelson): WJBK Detroit.

The Clock and the Sealed Book (Charles Michelson): WJPG Green Bay, Wis.

Agenda announced for RTNDA meet

CBS News President Fred W. Friendly will be the main speaker at the Paul White memorial banquet concluding the Radio Television News Directors Association's 20th annual international conference in St. Petersburg, Fla., Oct. 20-23.

The Paul White award is an annual presentation in honor of the late Mr. White, who was former head of CBS News and one of the founders of RTNDA. Last year's recipient was the late Edward R. Murrow.

This year's conference features an optional tour of Cape Kennedy on Oct. 19, the day preceding the formal conference opening. The trip will include

an Air Force-National Aeronautics and Space Administration briefing. Delegates interested in the trip should contact Tom Wright, news director of WTVT(TV) Tampa by Oct. 12.

The convention formally opens Oct. 20 with a talk by John F. Dille Jr., president of Communicana Group of Indiana and board chairman of the National Association of Broadcasters. Luncheon speaker that day will be Charles C. Barry, executive vice president for TV-radio at Young & Rubicam, New York.

At the Oct. 21 RTNDA awards luncheon, Senator Vance Hartke (D-Ind.) will be the featured speaker. He has twice introduced bills to repeal Section 315 of the Communications Act which requires equal time for political candidates.

To be considered at the business sessions are proposed changes in the RTNDA constitution and a new code of broadcast ethics.

Many broadcasters expected for FCPC

Broadcasters will constitute about half of an expected 200 to 500 guests at panel sessions of the Fair Campaign Practices Committee's national conference on broadcasting and election campaigns Oct. 13-14 in Washington, as FCPC spokesman estimated last week.

He said 80 persons had already registered for panel sessions and about 45 for the luncheons, which are ex-

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pected to attract 175 to 200 guests.

Among those who have expressed intentions to attend the panels are one senator, three congressmen and news representatives from ABC, CBS and NBC.

Six members have been added to those previously announced as participating in panel discussions (BROADCASTING, Sept. 13). On Wednesday (Oct. 13) Dr. Hyman H. Goldin, FCC assistant chief for policy and planning (Broadcast Bureau), will address an evening panel, "The Tough Nuts to Crack," on the subject "Time Free and

for Sale." Moderator for the panel will be J. Roger Wollenberg, president of the Federal Communications Bar Association, and member of the law firm of Wilmer, Cutler & Pickering.

On Thursday (Oct. 14) a morning panel, "Misuses and Abuses of the Electronic Media," will be moderated by Paul A. Porter, former FCC chairman and member of the Washington law firm of Arnold, Fortas & Porter. Speaking on that panel will be the writer, Noel E. Parmentel Jr., associate producer of the CBS-TV special *KKK: Invisible Empire*.

INTERNATIONAL

USIA to combine its movie and TV units

Leonard H. Marks, director of the U. S. Information Agency, last week appointed committees to facilitate the combining of the agency's television services department with its department of motion pictures.



Mr. Stevens

Mr. Marks feels that the merger would create significant economies, increase efficiency and improve the output of the departments. Changes effect about 340 staff employes and approximately \$12.4 million in allocated expenses.

The head of the newly created department will be George Stevens Jr., formerly head of the agency's motion picture department. Heading the main committee of five for the combination is Howard Chernoff, former broadcaster, who joined USIA six weeks ago as executive assistant to the director (BROADCASTING, Aug. 9).

Mr. Marks cited the similarities in both objectives and facilities that the two services possess, and said that these similarities must be used to the best possible advantage.

Russians kick out ABC's Moscow man

The Soviet Union expelled Sam Jaffe, ABC News correspondent in Moscow, last Thursday (Sept. 30) and gave as the reason "false reports about the Soviet Union." There was no elaboration on its move.

Elmer W. Lower, ABC News presi-

dent, said the organization would protest this action to the Russian government through its ambassador in Washington and urge that the decision be reconsidered.

Mr. Lower claimed that Mr. Jaffe's ouster resulted from a report originating with ABC News diplomatic correspondent John Scali in Washington on Sept. 15. Mr. Scali said at that time there was a power struggle within the Kremlin that could result in a shakeup involving Premier Alexei Kosygin and Party Chairman Leonid Brezhnev.

Mr. Jaffe had been scheduled to leave Moscow on Dec. 1 for a new post as Hong Kong bureau chief.

Mr. Lower noted that the Soviet Union stipulated it was not closing the ABC News bureau, but he said it has cancelled a visa for George Watson, an ABC News correspondent in Washington, who was to replace Mr. Jaffe.

"Obviously, our Moscow bureau becomes inoperative without an American correspondent," Mr. Lower observed.

BBG clears way for sale of CJOR

Sale of CJOR Vancouver, B.C., for between \$400,000 and \$500,000 to Vancouver businessmen Ralph Cunningham, drug chain president, and James Pattison, car dealer, has been recommended by the Board of Broadcast Governors of Canada. New licensee, if approved by the Department of Transport, would be Caulfield Broadcasting Co. Ltd., in which CJOR employees would have an interest.

The sale of the station was required under a BBG ruling, made earlier this year, that license would not be renewed to the present owners, the family of the late George Chandler, because of certain types of open-end programs broadcast in the past year. The current license expires Oct. 31 for the 10-kw fulltime station on 600 kc which began operating in 1926.

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Emmy gets her face lifted

NATAS will honor excellence but also have categories; programs on two or more stations will be eligible

Another rebuilt Emmy was unveiled by the National Academy of Television Arts and Sciences last week, her architects clearly having shaped her to please all who had faulted her 1965 form.

Now the award is open to any program aired over two or more television stations instead of being virtually confined to network performances.

Part of her is reverting to a category system of selecting winners; part is sticking to this year's method of judging nominations against a standard of excellence.

Educational television programming, which she once ignored, is now eligible to receive her favors.

The academy has reversed its field on these issues in an apparent attempt to mend Emmy's compromised reputation and she is now left with something of a split personality.

Following a slap in the face last year in the form of threatened boycotts by CBS and ABC—CBS News still refuses to recognize her—the Emmy was changed to honor excellence wherever it occurred rather than restricting awards to single winners in a number of categories (BROADCASTING, Nov. 2, 1964).

Partial Reversion ■ Next year there will be a return to the category system for programs, performers, writers and directors. But in craft and news programming the academy has defined 12 areas of achievement for which single or multiple awards would be possible.

This year's system of having the general membership enter nominations, having selection committees in the

academy's nine chapter cities refine these entries, and then having "blue ribbon" panels of experts select final winners will be retained.

The new changes in the awards were adopted by the academy's trustees after a series of meetings last week. The decision to go back to the category system for most of the awards apparently was reached as a result of last month's Emmy telecast, which most academy members considered a failures.

Perhaps the most significant change in Emmy announced by the academy last week is that she now will embrace any program or contribution to a performance so long as its viewing circulation goes beyond that of a single station. This appeared to be a result of the flap last June when the nomination of a Metromedia-produced program, *My Childhood*, was ruled out by the academy as an unfortunate mistake.

At that time it was explained that one requisite for an Emmy award was that a program be seen over enough TV stations to have a potential audience of half the television homes in the country.

Repercussion ■ Following that explanation, Bennet Korn, president of the Metromedia television stations, announced his stations' resignation from the academy.

Questioned on how this position had changed since then, an academy spokesman last week said that, in effect, a program would probably have to achieve a substantial distribution in order

to be recognized.

A formal announcement of the academy's new approach to this problem said that productions of group station operators which appear in more than one television market will be eligible for Emmys.

The Categories ■ The 21 categories in which single winners will be chosen for 1965-66 Emmys are: producers and stars of outstanding comedy series, variety series, variety special and outstanding musical program; outstanding dramatic series; outstanding dramatic program; outstanding children's program; outstanding single performance by actor and actress in leading and supporting roles in both single drama and dramatic series; outstanding performances by supporting actor and actress in comedy program or series; writing achievements in drama, comedy, variety and directorial achievement in drama, comedy and variety or music.

Areas in which more than one award may be given are defined as program and individual achievement in news and documentaries, daytime programming, sports, and educational television. Also individual achievements in music, art direction, cinematography, film editing, sound editing, electronic production and engineering development. There is also an undefined area for awards to "unique achievements."

Brightman opens public relations firm

Samuel C. Brightman, public affairs official for the Democratic National Committee, has formed his own public



Mr. Brightman

relations firm specifically oriented toward campaign affairs. Mr. Brightman, deputy chairman for public affairs for the DNC, leaves that post after 18 years with the party organization.

A graduate of Washington University and the University of Missouri School of Journalism, Mr. Brightman served with the *St. Louis Star-Times*, the *Cincinnati Post*, the *Louisville Courier-Journal* as Washington correspondent and KSP St. Louis. Subsequently, he joined the Democratic organization and worked through five national conventions.

Mr. Brightman's public relations firm will have its headquarters in Washington.



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BROADCAST ADVERTISING



Mr. Simpson



Mr. Nalle

Howard K. Simpson, copy group director of N. W. Ayer & Son, Philadelphia, and **Horace D. Nalle**, formerly VP and general manager of Erwin Wasey, Ruthrauff & Ryan, Philadelphia, elected VP's of Ayer.

Campbell M. Brown, president and co-owner of Finlayson-Brown Advertising, Salt Lake City, named advertising officer of Bank of America, San Francisco.

Carol Oelbaum, copy group head at Sullivan, Stauffer, Colwell & Bayles, New York, joins Foote, Cone & Belding, that city, as copy supervisor on Clairol account.

Philip Capice, elected to newly created post of VP in charge of program development at Benton & Bowles, New York.

Jack Keane, formerly with Needham, Harper & Steers, Chicago, joins Wade Advertising, there, as account supervisor for Hamilton Beach.

Cecillia Odziomek and **Richard Stevens**, media supervisors at Compton Advertising, Chicago, elected VP's.

William H. Fallon, national sales manager of WHDH-AM-FM Boston, appointed general sales manager of WJAR Providence, R. I.

Homer Odom, general sales manager in Los Angeles of XTRA Tijuana, Mexico, promoted to national sales director of The McLendon Corp., Dallas (KLIF and KNUS-FM Dallas; KILT and KOST (FM) Houston; KTSB San Antonio, Tex.; WYSL-AM-FM Buffalo, N. Y.; KABL-AM-FM San Francisco-Oakland; WNUS-AM-FM Chicago, and XTRA).

Peter M. Schulte, on sales staff of Eastman Radio division of Robert E. Eastman & Co., New York, named manager of Robert E. Eastman, Chicago.

Alan Perry, group supervisor at Cunningham & Walsh, New York, appointed VP. **Ray Perkins**, at Papert, Koenig, Lois Inc., that city, joins C&W as account supervisor.

Richard J. Christensen, assistant director of advertising for Gould National Batteries Inc., St. Paul, joins Knox Reeves Advertising Inc., Minneapolis,

as account executive.

Robert D. Gilman, formerly with RKO-General Radio, Boston (WNAC-AM, WRKO-FM), joins WRCP Philadelphia, as account executive.

Leland S. Barnhart, brand manager on evaporated milk for Pet Milk Co., St. Louis, joins Bonsib Inc., Fort Wayne, Ind., as account executive.

James D. O'Rourke, assistant national sales manager for WTVJ (TV) Miami, appointed account executive at WJXT (TV) Jacksonville, Fla.

Dennis Altman, formerly VP and creative director of Earle Ludgin & Co., Chicago, joins Wade Advertising, that city, in newly created position of VP for creative services.



Mr. Altman

Dale W. Stevens, VP and manager of Robert E. Eastman & Co., Chicago, joins WIND, that city, as sales manager. He replaces **Don Frost** who resigned to join Peters-Griffin-Woodward.

Harry J. Callahan, account executive with N. W. Ayer & Son, and **Walter S. Clark Jr.**, The Marschalk Co., both New York, named account executives at Hicks & Greist, that city.

Harvey Levin, Broadcast Time Sales, Chicago, joins WBEE Harvey, Ill., as account executive.

Frank Papp, at TV Graphics, New York, joins Video Pictures Inc., that city, as director. **Roger Rothstein**, assistant director at VPI Productions Inc., New York, subsidiary of Video, appointed production manager. He succeeds **Ted Zachary**, promoted to production supervisor.

Gerda Dumpis, with Guild Bascom, Bonfigli, Seattle and San Francisco, joins Hoefer, Dieterich & Brown, San

Francisco, as media buyer.

James H. West, Perrin & Associates Inc., Chicago, promoted to director of broadcast services.

Glenn Holder, merchandising director for McCann-Erickson, New York, named special assistant to president, Bennett Advertising Inc., High Point, N. C. New appointments at Bennett, that city, include: **Eric F. George**, with Henderson Ayer-Gillett Advertising Agency Inc., Charlotte, N. C., named junior account executive; **Janice Hunter**, sales-service department of WNCT (TV) Greenville, N. C., named copywriter. In Charlotte office of Bennett, **David G. Price**, appointed account executive, and **Wayne Blair**, named production manager for all Charlotte accounts.

Jacob Levy, formerly with J. Walter Thompson, New York, named project supervisor in research department of Kenyon & Eckhardt, that city.

Daniel F. Covell, sales representative at Mid-State Stations' WABX-FM Detroit, named manager of Mid-State's WGMZ-FM Flint, Mich.

Richard J. Klaner, formerly group supervisor at McCann-Erickson, Chicago, joins Earle Ludgin & Co., there, as art director.

Donald Macdonald, director of advertising at Dow Jones & Co., New York, elected chairman of Joint Commission of Advertising Federation of America and Advertising Association of the West. Mr. Macdonald replaces **Richard E. Ryan**, general manager of KLOK San Jose, Calif. Other officers of commission named: **Oliver Crawford**, TV Guide, Los Angeles, vice chairman, and **Joe Baker**, KMTV (TV) Omaha, secretary.

Maurice Buchen, president of KAVR



Nebraskans pick Larson

Roger Larson, KFOR Lincoln, elected president of Nebraska Broadcasters Association. Others elected: **Joe DiNatale**, KODY North Platte, VP, and **Amos Eastridge**, KMTV(TV) Omaha, treasurer.

Apple Valley, Calif., and former manager of KRKD Los Angeles, joins sales staff of KALI San Gabriel, Calif.

Hubart S. Lovewell Jr., advertising manager of Snyder's Drug Stores Inc., subsidiary of Red Owl Stores, St. Paul, joins Fischbein Advertising Inc., Minneapolis, as account executive.

Pat McGowan, Taggart and Young Advertising, Los Angeles, appointed creative art director at Martin R. Klitten Co., that city.

Jack Linn, local salesman with WHK Cleveland, named local sales manager.

Edwin S. Gazich, senior project director of Universal Marketing Research Inc., New York, appointed research director of western division of Compton Advertising, New York.

James T. Kennedy Jr., with Weightman Inc., Philadelphia, joins Frahm & Imhof Inc., Baltimore, as creative director.

THE MEDIA

Stan Stydnicki, general manager of operations for KAUS-KMMT(TV) Austin, Minn., named VP of radio and television operations of Minnesota-Iowa TV Co., licensee of KAUS and KMMT(TV).

Ernest A. Johnson, re-elected president of Connecticut Educational Television Corp., licensee of WEDH(TV) Hartford, Conn., noncommercial. Dr.

Howard J. Wetstone, director of research at Hartford hospital, named first VP, and **Mrs. Ralph C. Lasbury Jr.**, renamed VP. **Betty Knox**, member of Hartford city council, and **Francis T. Ahearn**, manager of Insurance Information Office of Connecticut, re-elected secretary and treasurer, respectively.

Charles R. Sanders, general manager of WSPA-AM-FM-TV Spartanburg, S. C., elected VP.

Gordon Jacobs, with Key station KAGO Klamath Falls, Ore., joins KULA Honolulu, also Key station, as general manager. **Mel Freedman**, executive engineer for Key Stations (KFAX San Francisco, KFIV Modesto and KGMS Sacramento, all California; KAGO, and KULA), named operations manager of KULA.



Mr. Parkinson

F. Geer Parkinson, manager of WRYT Pittsburgh, named VP of WRYT-AM-FM.

W. Frank Harden, VP and managing director for WIS Columbia, S. C., elected to board of directors of parent Cosmos Broadcasting Corp. (WIS-AM-TV: WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio, and community antenna systems in Ocala, Fla.; Florence and Sumter, both South Carolina).

J. Kenneth Marston, Aaron B. Robinson Stations, Jackson, elected president of Tennessee Association of Broadcasters. Also elected: **Bert Ferguson**, WDMA Memphis, VP western Tennessee; **William A. Potts**, WDKN-AM-FM Dickson, VP middle Tennessee; **Jack L. Hoskins**, WCLE-AM-FM Cleveland, VP eastern Tennessee. and **Joe P. Van Dyke**, WTPR Paris, secretary-treasurer.

Douglas Shank, manager of Glasgow Cablevision, Glasgow, Ky., system of Kentucky Cable TV Inc., that city, named general manager of Kentucky Cable TV. He succeeds **Leonard**

Gregory, promoted to regional manager of American Cable Television Inc. systems in Decatur, Ala., and Panama City, Fla. Kentucky Cable is division of American Cable Television.



Mr. Shea

Hamilton Shea, former president and general manager of WSVA-AM-FM-TV Harrisonburg, Va., named VP, member of board of directors, and chief operating officer of The Gilmore Group (KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz.; WEHT-TV) Evansville, Ind., and WSVA-AM-FM-TV), following transfer of ownership of stations from Evening Star Broadcasting Co., Washington, and Mr. Shea, Harrisonburg to Gilmore (BROADCASTING, Aug. 16). **D. T. Knight**, KODE-AM-TV, elected to board of directors, and named assistant executive VP of Gilmore. **Fred L. Vance**, KGUN-TV, elected VP of that station. **N. Baird McLain**, Kalamazoo, Mich., appointed assistant to president of Gilmore, **Percy H. Russell**, Washington attorney is named secretary and director of company, and **Robert E. Fredrikson**, Kalamazoo, is treasurer and assistant secretary.

Douglas C. Cole, account executive and director of PR for Van de Car and De Porte, Schenectady, N. Y., appointed director of creative services for WTRY Troy, N. Y.

David E. Steere, formerly operations manager of WKMI-AM-FM Kalamazoo, Mich., appointed general manager.

Michael S. Rice appointed station manager of educational WGBH-FM Boston.

PROGRAMING



Mr. Rhodes

Jack E. Rhodes, formerly central division sales manager of Warner Bros. pictures, New York, named as general sales manager, Westinghouse Program Sales, that city.

Donal W. Joannes, Western division sales manager, 20th Century-Fox TV, Hollywood, named sales representative in MGM-TV's western division, Culver City, Calif.

Jerry Madden, director of special news projects at NBC, New York, named general manager, NBC Sports. **Allen B. Connal**, administrator for NBC Sports, becomes manager of NBC sports programs.

Harry O'Connor, formerly president

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CATV group elects

Sam C. Haddock, Moscow, Idaho, elected president of Pacific Northwest Community TV Association, at fall convention in Seattle Sept. 19-21. He succeeds **Mrs. Pat Hughes**, Moses Lake, Wash. Other officers: **Clay D. White**, Kennewick, Wash., management VP; **Robert J. Brown**, Everett, Wash., technical VP; **H. W. McClure**, Toledo, Ore., secretary-treasurer. Directors chosen: **Glenn Tarbox**, Missoula, Mont.; **Everett A. Faber**, Medford, Ore., and **Mrs. Hughes**.

of Archer Productions, Hollywood, appointed VP of production, Mel Blanc Associates, that city.

Scott Burton, program director at WHK Cleveland, appointed program director of WGGY Minneapolis.

Jerome B. Lee, announcer and music director at KGIL San Fernando, Calif., joins WWTC Minneapolis as program director.

Robert Horvath, on staff of WTAE (TV) Pittsburgh, named staff director.

Salvatore E. Formica, from WTOP-TV Washington, joins WRC-TV, that city, as producer-director.

Jim Ross, air personality for KMA Shenandoah, Iowa, named associate farm service director.

NEWS

Paul Thomas Bryson, producer at WJZ-TV Baltimore, named news director, succeeding **Mel Bernstein**, who becomes assistant program manager.

Jim McGovern, public affairs director of KMSP-TV Minneapolis, appointed news director.

John Webster, from WIL-AM-FM St. Louis, named news editor at WCFL Chicago.

Richard Hildreth, news director of WIRY Plattsburgh, N. Y., and VP of New York State Associated Press Broadcasters Association, elected president of association, succeeding **John B. Lynch**, president of wwsc Glens Falls, N. Y. **Stan Brooks**, news director of WINS New York, elected VP of association.

Martin Weldon, TV-radio public affairs director of RKO General Broadcasting, New York, joins CBS News, there, as special events producer.

Tony de Haro, formerly director of special events and assistant news director of WSAI and WKRC, both Cincinnati,

joins WKBW Buffalo, N. Y. He succeeds **W. Hal Youngblood**, who joined WJR Detroit.

EQUIPMENT & ENGINEERING



Mr. Walker

A. Prose Walker, director, Collins Radio Co.'s broadcast communications division, Dallas, named manager, broadcast marketing at Collins' Washington office.

Logan Z. (Mike) Edwards, chief engineer for McLendon stations, WYSL-AM-FM Buffalo, N. Y., and KLIF-AM-FM Dallas, appointed chief engineer for KPAT-AM-FM Berkeley, Calif.

Robert W. Nielson named chief engineer for Scott Broadcasting stations, WPAZ Pottstown, Pa., and WTTM-AM-FM Trenton, N. J.



Mr. Wetmore

George C. Wetmore, special consultant for Collins Radio Co., Washington, named director of project engineering of Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.), that city.

FANFARE

Henry W. Levinson, manager of affiliate communications for ABC television network, New York, joins Television Information Office, that city, as manager, station services.

Claude O. Brewer, president of Tobias and Brewer, Chicago, joins O'Grady-Andersen-Gray, Park Ridge, Ill., as head of newly created public relations division.

John Dickson, publicity department of KLAC-AM-FM Los Angeles, named director of publicity at KGBS, that city.

J. Joseph Clarke, previously with WRCV-TV Philadelphia, joins WMAL-TV Washington as assistant advertising and promotion manager. Mr. Clarke held same position at WRCV-TV.

Sydney L. Gross, public relations specialist and film industry veteran, joins The Landau-Unger Co., New York, as director of PR.

Edward M. Keyes, VP of Bernard Relin & Associates Inc., New York, appointed eastern supervisor of The McDermott Co., that city.

Gary R. Posner, account executive at Watts, Lee & Kenyon Inc., Cleveland, appointed director of publicity and sales promotion at WGAR-AM-FM, that city.

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INTERNATIONAL

Ted Hudson, VP and director of Leo Burnett of Canada Ltd., Toronto, named president, succeeding **Hubie Sinclair**, who becomes chairman and managing director of London affiliate, **Burnett, Nicholson & Partners**. **Harold Johnson**, VP and account executive **Burnett**, Toronto, named executive VP.

Martin Kiek, managing director of Foote, Cone & Belding de Mexico, S. A., Mexico City, named VP in charge of Latin American services. Mr. Kiek will remain managing director.

Dennis Barkman, formerly at CFAM Altona, Man., named VP of Fraser Valley Broadcasters Ltd., and commercial manager of Fraser stations, CHWK

Chilliwack, and CFVR Abbotsford, both British Columbia.

John E. Baldwin, manager of All-Canada Radio and Television Ltd., Vancouver, B. C., named VP of business development for western Canada.

Patrick Ridett, director of sales for Independent Television News, London, named head of European operations for Fremantle International, London.

G. S. L. Anderson, senior VP of Ronalds-Reynolds, Toronto, named general manager.

Leigh Kelk, formerly at Ogilvy, Benson & Mathers Ltd., Toronto, joins Quality Broadcast Sales Ltd., Montreal, as manager.

Mervyn Stone, program operations

supervisor of Canadian Broadcasting Corp., Edmonton, Alberta, named film procurement officer of CBC, Toronto.

DEATH

Harry Reser, 69, who conducted one of radio's first commercially-sponsored features—the *Cliquot Club Eskimos* on NBC—died of heart attack several minutes before he was to play with orchestra at Sept. 27 Broadway performance of "Fiddler on the Roof." Mr. Reser directed Cliquot Club band as "Chief Eskimo" in broadcasts he helped develop, starting in 1925 and continuing for 10 years. He appeared on several radio broadcasts afterward. Mr. Reser also was on *Sammy Kaye from Manhattan* (ABC-TV).

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 23 through Sept. 29 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Atlanta, Ga.—Alpha Television Corp. UHF channel 66 (782-788 mc); ERP 180 kw vis., 45.3 kw aur. Ant. height above average terrain 760 ft., above ground 659 ft. P.O. ad-

dress: c/o Mr. Albert G. Hartigan, Barnfield Road, Rowayton, Conn. Estimated construction cost \$346,800; first year operating cost \$250,000; revenue \$330,000. Studio and trans. locations both Atlanta. Geographic coordinates 33° 45' 14" north lat., 84° 23' 25" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welsh & Morgan; consulting engineer David L. Steel Sr., both Washington. Principals: Albert G. Hartigan, Frank N. Merklein, Elise E. Allen (each 10.34%); Sunstand Inc. (20.68%); Warren E. Eaton, H. William Smith Jr., Thomas M. Flanagan, James S. Troy, I. Richer Mitchell, Robert L. O'Neill-Butler, Anthony Widmann (each 6.90%). Messrs. Hartigan and Merklein, and Mrs. Allen each hold 10.34% of Omicron Television Corp., applicant channel 35, Orlando, Fla.; Gamma Television Corp., applicant channel 24, Memphis, Tenn., and Delta Television Corp., applicant channel 33, Norfolk, Va. Messrs. Eaton, Flanagan, Troy, Mitchell, Smith, O'Neill-Butler, and Widmann are each 6.90% owners of the above mentioned companies. Sunstand Inc. is 20.68% owner of same. In addition Mr. Hartigan is VP and 5% stockholder of Six Nations Television Corp., applicant for channel 9, Syracuse, N. Y. Mr. Merklein is manager, international production operations, Time-Life Broadcast Inc. Ann. Sept. 28.

Charlotte, N. C.—Charlotte Telecasters Inc. UHF channel 36 (602-608 mc); ERP 602.6 kw vis., 60.26 kw aur. Ant. height above average terrain 1000 ft., above ground 1039.85 ft. P.O. address 4421 Central Avenue, Charlotte, N. C. Estimated construc-

tion cost \$674,750; first year operating cost \$491,971; revenue \$240,000. Studio located in Charlotte; trans. located near Newell, N. C. Geographic coordinates 35° 15' 08" north lat., 80° 41' 10" west long. Type trans. Townsend Assoc. TA-55-AT, type ant. Co. El. CO-33SW. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Harold W. Twisdale, Jerry W. Reece, George A. Jenkins, A. David Moore Jr., Harold M. Edwards, Marshall M. Armstrong, Bob M. Beaty (each 6.79%); J. Vaughn Klutts, Patrick Henry Klutts (each 5.09%), and others. Principals have non-broadcast interests. Ann. Sept. 22.

NEW CALL LETTERS ASSIGNED

■ **WHJR-TV** Clearwater, Fla.—Bay Broadcasting Co.
■ **WRLH(TV)** Lebanon, N. H.—Upper Valley Television Broadcasters Inc.
■ ***KXNE-TV** Omaha—Nebraska Educational Television Commission.
■ **WMET-TV** Baltimore—United Broadcasting Co. of Eastern Maryland Inc. Changed from WTLF(TV).
■ **WSCO-TV** Newport, Ky.—D. H. Overmyer Broadcasting Co. Changed from WNOP-TV.

New AM stations

APPLICATIONS

Booneville, Ark.—Booneville Broadcasting Corp. 1560 kc, 500 w. D. P.O. address c/o W. R. McDaniel, Box 124, Cassville, Ark. Estimated construction cost \$16,895; first year operating cost \$24,000; revenue \$38,000. Principals: W. R. McDaniel (52%); Gerald R. McDaniel (45%), and Doyce McDaniel (3%). W. R. McDaniel is announcer at KTLO Mountain Home, Ark. Mr. G. R. McDaniel and Mrs. McDaniel have non-broadcast interests. Ann. Sept. 22.

Jenkins, Ky.—Cardinal Broadcasting Co. 1000 kc, 1 kw D. P.O. address c/o Dr. E. E. Musgrave, Jenkins Clinic, Jenkins, Ky. Estimated construction cost \$58,022; first year operating cost \$36,000; revenue \$41,000. Principals: Dr. E. E. Musgrave (83½%), and Florene Musgrave (16½%). Mr. and Mrs. Musgrave have interest in hospital and laboratory in Jenkins, and real estate interests. Ann. Sept. 28.

Libby, Mont.—XX Broadcasting Corp. 1340 kc, 1 kw D. 250 w. N. P.O. address Route 2, Box 149, Bozeman, Mont. Estimated construction cost \$39,500; first year operating cost \$30,000; revenue \$35,000. Principals: Richard D. Smiley and Eloise W. Smiley, jointly (98%); Mr. Smiley and Mrs. Smiley, individually (each 1%). XX Broadcasting is licensee of KXXL Bozeman, Mont. Ann. Sept. 17.

Henderson, Nev.—Cragin Broadcasting Co. 1280 kc, 5 kw. D. P.O. address 909 E. Sahara Ave., Las Vegas. Estimated construction cost \$34,338; first year operating cost \$42,000; revenue \$50,000. Principals: Mrs. E. W.



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Cragin (60%) and Horst Schmidt (40%). Cragin Broadcasting is licensee of KRGN (FM) Las Vegas. Station facilities requested are identical to existing KTOO Henderson, Nev. Ann. Sept. 16.

Asheboro, N. C.—Randolph Broadcasting Corp. 1170 kc. 1 kw D. P.O. address 1808 North Fayetteville St., Asheboro, N. C. Estimated construction cost \$15,185; first year operating cost \$36,000, revenue \$48,000. Principals: J. Roosevelt Hinshaw (40%), D. F. Owen (20%), W. B. Belche (20%), C. E. Leeper (20%). Mr. Hinshaw is manufacturer of ladies hose; Messrs. Owen, Belche, and Leeper are principals of WIDU Fayetteville, N. C. Ann. Sept. 23.

Monroe, N. C.—Smiles of Monroe Inc. 1190 kc. 500 w N. P. O. address c/o Norman J. Suttles, 4788 Raeford Road, Fayetteville, N. C. Estimated construction cost \$17,500; first year operating cost \$44,000; revenue \$50,000. Principals: James C. Davis, John T. Minges, Young A. Pully, Bella S. Bowers, Derwood H. Godwin and Norman J. Suttles (each 16%). Messrs. Davis, Minges, Godwin, Suttles and Mrs. Bowers each hold 20% of WISP Kingston, N. C. and 18% of WPVA Colonial Heights-Petersburg, Va. Messrs. Godwin and Suttles, and Mrs. Bowers each hold 10% of WNOH Raleigh, N. C. Messrs. Godwin and Suttles each hold 45% of WFBS Spring Lake, N. C. Smiles of Virginia Inc., licensee of WPVA, has pending application for new FM in Petersburg, Va. Principals of Smiles of Monroe hold identical interests in Smiles of Graham Inc., applicant for new AM in Graham, N. C. Ann. Sept. 22.

Wanchese, N. C.—Douglas Lystra Craddock and Lacy Phil Wicker d/b Outer Banks Radio Co. 1530 kc. 250 w D. P.O. address c/o Douglas Lystra Craddock, Box 632, Leaks-ville, N. C. Estimated construction cost \$29,380; first year operating cost \$27,600; revenues \$42,000. Principals: Douglas Lystra Craddock (50%) and Lacy Phil Wicker (50%). Mr. Craddock owns 100% of WLOE-AM-FM Leaksville, N. C., and has theater interests. Mr. Wicker has interest in theater supply firm. Ann. Sept. 22.

Existing AM stations

APPLICATIONS

KALF Mesa, Ariz.—Maricopa County Broadcasters Inc. Seeks CP to change hours of operation from D to unl., using power of 5 kw. 10 kw-LS; install DA-N, and install nighttime trans. Ann. Sept. 24.

WSEB Sebring, Fla.—H. Philip Nesbitt and Maryan B. Nesbitt, joint tenants, seek CP to increase daytime power from 250 w to 1 kw, make changes in ant. system and install new trans. Ann. Sept. 28.

WLBB Carrollton, Ga.—Faulkner Radio Inc. Seeks amendment to CP which requested increase in power from 250 w to 1 kw and install new trans., to read, increase power to 10 kw, employ DA during CH and make change in ant. system. Ann. Sept. 22.

WLKS West Liberty, Ky.—Morgan County Industries Inc. Seeks CP to increase daytime power from 250 w to 1 kw. Ann. Sept. 24.

WESX Salem, Mass.—North Shore Broadcasting Corp. Seeks CP to change from DA-D to non-directional ant. Ann. Sept. 22.

KBHB Sturgis, S. D.—Sturgis Radio Inc. Seeks CP to change frequency from 1290 kc to 810 kc, increase power from 1 kw to 5 kw, make changes in ant. system, install new trans. and make changes in ground system. Ann. Sept. 22.

NEW CALL LETTERS ASSIGNED

WPAW East Syracuse, N. Y.—Wide Water Broadcasting Co.

WFIA Louisville, Ky.—Producers Inc. Changed from WKYW.

WBZA Glens Falls, N. Y.—Olean Broadcasting Corp. Changed from WSET.

WSMD La Plata, Md.—Charles County Broadcasting Co.

WHYD Columbus, Ga.—WGBA Inc. Changed from WGBA.

WRBN Warner Robins, Ga.—WRBN Inc.

WIXI Irondale, Ala.—Birmingham Broadcasting Co.

New FM stations

APPLICATIONS

Ames, Iowa—KASI Iowa Inc. 104.1 mc. channel 281, 52.9 kw. Ant. height above average terrain 269 ft. P. O. address 415½ Main St., Ames. Estimated construction cost \$30,140; first year operating cost \$25,000; revenue \$30,000. Principals: Ames Broadcasting Co., owned by Dale Cowie (100%). Ames Broadcasting holds interest in WQUA Moline, Ill., and KDAL-AM-TV Duluth, Minn. Ann. Sept. 20.

Louisville, Ky.—Kentuckyans Television Inc. 106.9 mc channel 295, 50 kw. Ant.

height above average terrain 500 ft. P.O. address 320 S. Fifth St., Louisville. Estimated construction cost \$65,789; first year operating cost \$78,800; revenue \$90,000. Principals: George E. Egger, William S. Cutchins (each 16.6%); Dillman A. Rash (15.7%); Holman R. Wilson (9.8%); Rose B. Wilson (6.8%); Archibald P. Cochran (15.7%) and Richard F. Shively (18.8%). Mr. Shively has interests in Telesis Corp., community antenna TV operator; Messrs. Cochran, Cutchins, Rash, Wilson and Egger have non-broadcast interests. Ann. Sept. 22.

Lima, Ohio—Associated Christian Broadcasters 97.7 mc. channel 249, 3 kw Ant. height above average terrain 300 ft. P.O. address 1001 E. Albert, Lima. Estimated construction cost \$19,237; first year operating cost \$20,000; revenue none. Principals: Messrs. Art Arthur, R. Stanley Tam, Rev. Peter H. Courlas, (each 33%). Rev. Courlas is on board of directors of WFCJ-FM Miamisburg, Ohio. Ann. Sept. 24.

Beaumont, Tex.—KJET Inc. 107.7 mc. channel 299, 57 kw. Ant. height above average terrain 249 ft. P.O. address 6222 N. Central Expressway, Dallas. Estimated construction cost \$24,000; first year operating cost \$36,000; revenue \$48,000. Principals: Roy Thomas Gibson (50%) and Edward E. McLemore (50%). Mr. Gibson and Mr. McLemore own equal interest in Tyler Broadcasting Co. licensee of KZEY Tyler, Tex. Ann. Sept. 22.

Lubbock, Tex.—Grayson Enterprises Inc. 94.5 mc. channel 233, 100 kw. Ant. height above average terrain 677 ft. P.O. address Box 1559, Lubbock. Estimated construction cost \$62,665; first year operating cost \$40,000; revenue \$35,000. Principals: Dr. Ellis Carp (33%), Theodore Shanbaum (33%), and Lee Optical and Associated Companies Retirement Pension Plan Trust (33%). Grayson Enterprises is licensee of KLBK-AM-TV Lubbock and KWAB Big Spring, both Tex. Ann. Sept. 23.

NEW CALL LETTERS ASSIGNED

WCHS-FM Charleston, W. Va.—WCHS-AM-TV Corp.

WDEB(FM) Jamestown, Tenn.—Fentress County Broadcasting Co.

WDEA-FM Ellsworth, Me.—Coastal Broadcasting Co.

WSMD-FM Waldorf, Md.—Dorlen Broadcasters Inc. Changed from WSMD(FM).

WFTM-FM Maysville, Ky.—Standard Tobacco Co.

WPHD(FM) Norfolk, Va.—Flanagan Dorsey Broadcasting Enterprises Inc.

WCKW(FM) La Place, La.—222 Corp.

KUKI-FM Ukiah, Calif.—Daniel S. Cubberly.

WTRW-FM Two Rivers, Wis.—Lake-shore Radio Inc.

WMFJ-FM Daytona Beach, Fla.—James W. Walter.

KUNF(FM) La Canada, Calif.—La Canada Unified School District.

KANS-FM Larned, Kan.—Don H. Hoagland.

Ownership changes

ACTIONS BY FCC

WPRN Butler, Ala.—Granted assignment of license from Paul D. Nichols and Houston L. Pearce d/b as Radio Butler Co. to Julian A. Watters III tr/as Butler Broadcasting Co. Consideration \$120,000. Mr. Watters has business interests in Butler. Action Sept. 24.

KGBA Santa Clara, Calif.—Granted assignment of license from George B. Bairey

tr/as Greater Bay Area Broadcasters, to Royal Bear Broadcasters Inc., owned by John B. Jacobs (30.77%), Elise M. Valle (30.77%), Francis M. Dunne (10.77%), Norman S. MacDonnell (9.23%), Roy A. Rowan (7.69%), Martin M. Hill (5.38%), and David P. Boyer (5.38%). Consideration \$182,000. Royal Bear Broadcasters is licensee of KWG Stockton, Calif. Messrs. Jacobs and Rowan are free-lance TV-radio announcers. Mr. Dunne is a free-lance motion picture-TV actor. Mr. MacDonnell is TV producer for Universal Pictures, Hollywood. Mr. Hill is producer for John Guedel Productions, Hollywood. Action Sept. 23.

WMMB-AM-FM Melbourne, Fla.—Granted assignment of license from Indian River Radio Inc., owned by Elizabeth H. Hardy (40%), Warren Munger (20%), Edward B. Williams, Robert E. Haskins, Thomas F. Fitzpatrick and Wilson M. Meeks (each 10%) to Broadcast Enterprises Inc., owned by Lee Ruwitch and Gordon Sherman (each 50%). Consideration \$288,750. Mr. Sherman is officer and director of WMAV-TV Springfield, Ill. and WMTV(TV) Madison, Wis. Mr. Ruwitch is also director and officer of WMTV(TV). Action Sept. 22.

KHON-TV Honolulu; KATV-TV Wailuku, and KHAU-TV Hilo, all Hawaii.—Granted assignment of licenses from Radio Honolulu Ltd., owned by Communications Honolulu Ltd., to Communications Honolulu Ltd., owned by DeSales Harrison Jr., Arthur H. McCoy and Paulette B. Harrison (each 33%). Mrs. Harrison, individually, and as executrix of estate of Vera S. Bragg, holds 13.82% of Hubbard Broadcasting Inc., licensee of KSTP(TV) Minneapolis; KSTP, St. Paul, Minn.; KOB-AM-TV Albuquerque, N. M., and WGTO Clearwater Fla. No financial consideration. Action Sept. 10.

KCOG Centerville, Iowa.—Granted transfer of control of licensee corporation, Hope Inc., from Lambert W. Holland (46.9%), Donald J. Porter (46.9%), Twila J. Holland (2.9%), Harriet J. Porter (2.9%) and M. J. O'Leary (4%), to E. G. Faust, Robert G. Einhaus, Franklin G. Miller and Boyd M. Cambridge (each 25%). Consideration \$85,000. Transferees each own 25% of KJAN Atlantic, Iowa. Action Sept. 24.

WIOS Tawas City-East Tawas, Mich.—Granted assignment of license from Superior Broadcasting Co., owned by Harold L. Gould (9.5%), Irwin O. Schiller (7%), Newell A. Eddy (5.5%), Charles L. Wells, Henry E. Schwartz, Simon Fisher and William J. Anderson (each 5%) and others, to Airway Broadcasters Inc., owned by S. Franklin Horowitz, M.D. and Anthony F. Bielawski (each 50%). Consideration \$58,000. Mr. Bielawski is attorney. Action Sept. 24.

KEED Springfield-Eugene, Ore.—Granted assignment of license from KEED Inc., owned by Glen M. Stadler (74%), Helene N. Stadler (25%) and Walter A. Stadler (1%), to Radio Wonderful Willametteland Inc., owned by Glen M. Stadler (31%), Helene N. Stadler (20%) and Keith D. Skelton (1%). Remainder of stock is held by Radio Wonderful Willametteland Inc. Consideration is assumption of liabilities by Radio Wonderful. Action Sept. 22.

WLVA-AM-TV Lynchburg, Va.—Granted assignment of licenses from Evening Star Broadcasting Co., subsidiary of Washington Evening Star, to WLVA Inc., wholly owned subsidiary of Evening Star Broadcasting Co. No financial consideration. Evening Star Broadcasting owns WMAL-AM-FM-TV Washington. Action Sept. 24.

APPLICATIONS

WRCK Tusculumbia, Ala.—Seeks assignment

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 30

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,004	29	66	352	
FM	1,334	49	210	235	
TV	560 ^a	33	95	135	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 30

	VHF	UHF	TV
Commercial	512 ^a	178	690
Noncommercial	66	62	128

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	558 ^a
CP's on air (new stations)	26	37	33
CP's not on air (new stations)	68	212	96
Total authorized stations	4,100	1,583	690
Applications for new stations (not in hearing)	257	186	75
Applications for new stations (in hearing)	79	49	57
Total applications for new stations	336	235	132
Applications for major changes (not in hearing)	198	47	32
Applications for major changes (in hearing)	35	2	8
Total applications for major changes	233	49	40
Licenses deleted	0	0	3
CP's deleted	0	0	4

^a Does not include three licensed stations off air.

^a Includes three noncommercial stations operating on commercial channels.

of license from Ervin Parks Jr., to Ervin Parks Jr. and Robert Warren Kicker d/b Radio Station WRCK Inc., owned by Ervin Parks Jr. (66%) and Robert Warren Kicker (33%). Consideration \$8,500. Mr. Kicker is minister. Ann. Sept. 24.

KLST-AM-FM Colorado Springs, Colo.—Seeks assignment of license from Little London Broadcasting Co., to David P. Pinkston d/b Western Broadcasting Co., owned by David P. Pinkston (100%). Consideration \$50,000. Mr. Pinkston is sole owner of KDAV Lubbock, KPEP San Angelo, KZIP Amarillo, all Texas, and KPIK Colorado Springs. Ann. Sept. 21.

WSLC Clermont, Fla.—Seeks assignment of license from Duane F. McConnell, to Fidelity Broadcasting Corp., owned by Florida Brace Corp. (100%), in turn owned by Ben B. Moss (80%) and Nat M. Turnbull (20%). Consideration \$45,000. Florida Brace Corp. is manufacturer of orthopedic equipment. Ann. Sept. 21.

WOAH Miami—Seeks voluntary transfer of control of licensee corporation, Latin Broadcasting Corp., from Max C. Tavel (51% before, none after) to Dynamic Broadcasting Inc. (46% before, 100% after), owned by Leonard Walk (50%), James H. Rich (25%), Bernard Friedman (25%). Dynamic Broadcasting Inc. is licensee of WAMO-AM-FM Pittsburgh, 100% owner of WUFO Amherst, N. Y. Ann. Sept. 24.

WSPB-AM-FM Sarasota, Fla.—Seeks assignment of license from Community Broadcasting Corp., to Worth Communications Inc., owned by Worth Kramer (100%). Consideration \$250,000. Mr. Kramer was previously VP of Capital Cities Broadcasting Corp. Ann. Sept. 21.

WHUT Anderson, Ind.—Seeks assignment of license from Radio WBOW Inc., to WHUT Broadcasting Co., owned by J. W. O'Connor (91%) and Edward Ballantine (9%). No financial consideration. Ann. Sept. 20.

WRFL Rockford, Ill.—Seeks transfer of positive control of licensee corporation, Town and Country Radio Inc., from Ward K. Conover (20% before, none after); Fred Becklenberg Jr. (20% before, none after) to John R. Livingston (48% before, 88% after). Consideration \$26,000. Ann. Sept. 24.

KHAL Homer, La.—Granted assignment of license from Homer Radio Co., to Elton Broadcasting Corp., owned by Harvey Elton (90%) and Dorothy Mae Elton (10%). Consideration \$25,000 and agreement not to compete for 10 years in Claiborne Parish. Mr. Elton is program director at Rowley-Taliferro Broadcasting Co., Claremore, Okla.

Mrs. Elton, mother of Mr. Elton, is housewife. Action Sept. 16.

WAAM Ann Arbor, Mich.—Seeks transfer of control of licensee corporation Radio Ann Arbor Inc., from J. W. O'Connor (23% before, none after); Dorothy O'Connor (23% before, none after); Frank Ballantine (2% before, none after), and Thomas A. O'Connor (2% before, none after), to Frank H. Babcock Jr. (50% before, 100% after). Consideration \$50,295. Ann. Sept. 20.

KWKC Abilene, Tex.—Seeks assignment of license from Citizens Broadcasting Co., to Steve Gose Enterprises Inc., owned by Steve Gose (100%). Consideration \$400,000. Mr. Gose has non-broadcast interests. Ann. Sept. 21.

KHGM Beaumont, Tex.—Seeks assignment of license and SCA from Woodland Broadcasting Co., to Joyce Campbell Butter d/b Capital Broadcast News Service, owned by Joyce Campbell Butter (100%). Consideration \$75,000. Miss Butter is owner of audio and visual news service from state capitol (Austin, Tex.), to subscribing radio and TV stations. Ann. Sept. 17.

KTRH-AM-FM Houston, Tex.—Seeks assignment of license and CP authorizing change in site; increase in ERP, and decrease in ant. height above average terrain from KTRH Broadcasting Co., to Rusk Corp., owned by John T. Jones Jr., Winifred S. Jones (each 33.75%); John T. Jones, as custodian (6%); Willard E. Walbridge (10%); Frank E. Warren (6%); and others. Mr. Jones is director of Houston Consolidated Television Co., licensee of KTRK-TV Houston. KTRH Broadcasting Co., licensee of KTRH-AM-FM, and holds other non-broadcast interests. Mr. Walbridge holds interest in KTRK-TV Houston; other principals have non-broadcast interests. Ann. Sept. 22.

WKEE-AM-FM Huntingdon, W. Va.—Seeks assignment of license and SCA from Geyer Broadcasting Co., to WKEE Inc., owned by Reeves Broadcasting Co. (100%). Consideration \$475,000. Reeves Broadcasting is licensee of WUSN-TV Charleston, S. C.; WHTN-TV Huntingdon. Reeves is sole owner of WITH Inc., licensee of WITH-AM-FM Baltimore. Ann. Sept. 21.

Hearing cases

ACTIONS

■ By order, commission granted request by KWK Radio, Inc., for authority to continue operation of KWK St. Louis, from Sept. 30 until end of broadcast day

on Nov. 30; denied request of Beloit Broadcasters Inc., South Beloit, Ill., for reconsideration of July 22 order authorizing KWK to continue operation to Sept. 30, and dismissed as moot pleading by Radio Thirteen-Eighty Inc., insofar as it requested extension of KWK's operating authority. Commissioner Bartley dissented. Action Sept. 28.

■ Applications for review of Sept. 14 review board's action which denied all proposals for interim operating authority are pending commission disposition. Action Sept. 28.

■ By order, commission granted motion by Beamon Advertising Inc. for leave to file responsive pleading to Broadcast Bureau's comments supporting application by Mt. Pleasant Broadcasting Co., Mt. Pleasant, Tex., for review of July 9 decision by review board which granted, with conditions, Beamon's application for new AM in Daingerfield, Tex. Commissioners Bartley and Loevinger dissented and issued statement. Action Sept. 23.

■ By memorandum opinion and order in proceeding on applications of Black Hills Video Corp. for renewal of licenses of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, which were granted on July 2, commission (1) modified condition that non-duplication protection be afforded local TV's within whose grade A contour a community antenna television operates, to extent of permitting duplication where necessary to present two network programs during each time segment or to carry network prime time programs in prime hours when not so carried by local station, and to make available network programs of special significance not carried simultaneously by local stations; (2) provided that program exclusivity need not be maintained on behalf of satellite stations with respect to network color programs not colorcast by local satellite station; (3) deferred required compliance with carriage and non-duplication conditions until Nov. 1; (4) denied in all other respects petition by Black Hills for reconsideration of the July 2 decision, without prejudice to latter filing application for modification or revision of those conditions on or after Dec. 1; (5) on own motion, accepted opposition filing by Turner-Farrar Association, Poplar Bluff, Mo., and made it party to proceeding; and (6) retained jurisdiction of proceeding for purpose of taking action on pleadings by Duhamel Broadcasting Enterprises, Rapid City, S. D., and any responsive pleadings thereto which may be filed. Commissioner Bartley dissented and issued statement in which Commissioner Loevinger joined. Action Sept. 22.

■ Commission invited comments by Oct. 22 to petition by the National Association of Broadcasters for rulemaking to permit remote control operation of VHF-TV stations. Since VHF-TV channels are divided into three groups, and have other services on band edges and between bands, it is proposed to require additional devices at control points to guard against harmful out-of-band spurious emissions. Action Sept. 22.

■ By order, commission (1) granted application by Mid-Carolina Broadcasting Co., Salisbury, N. C., for review of June 4 decision of review board which granted application of Central Broadcasting Co. to increase daytime power of WCGC Belmont, N. C., on 1270 kc. DA-N, from 1 kw to 5 w, continued nighttime operation with 500 w; afforded parties time to Oct. 25 to file briefs and to Nov. 8 for replies, and scheduled oral argument before commission en banc on Dec. 9; and (2) denied untimely filed petition by Gray Broadcasting Co., Stuart, Va., to intervene.

■ By order, commission stayed proceedings on applications of Waynesboro Broadcasting Corp. and WANV Inc., for new FM's in Waynesboro, Va., pending disposition of application by Waynesboro Broadcasting for partial review of review board's July 26 denial to enlarge and modify hearing issues, and until further order of commission. Action Sept. 22.

■ By memorandum opinion and order, the commission designated for hearing applications by Elyria-Lorain Broadcasting Co. for renewal of licenses of WOEL-AM-FM Elyria, Ohio, and transfer of control of that company to The Lorain County Printing and Publishing Co. The Lorain Journal Co., which filed opposing petition, was made party to proceeding. Issues include determination of whether publishing company assumed control of stations in violation of sec. 310(b) of Communications Act, whether transfer would create concentration of control of mass communications media in vicinity, whether forfeiture of \$10,000 or some lesser amount should be ordered and

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cease and desist order issued, and whether renewals should be conditioned to publishing company divesting itself of all interest in licensee. Memorandum opinion granted petition by WBBN Inc., Buffalo, N. Y., and ordered that pre-sunrise operation by WEOL with daytime facilities is precluded pending final decision in Doc. 14419. Chairman Henry and Commissioner Loevinger concurred in part but dissented to inclusion of issue regarding unauthorized transfer of control; Commissioners Lee and Wadsworth concurred in part but dissented to inclusion of issue regarding concentration of control of mass media. Action Sept. 22.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By order, in consolidated proceeding on applications of Webster County Broadcasting Co., Eupora, and Holmes County Broadcasting Co., Lexington, both Miss., held in abeyance further consideration of their joint request for approval of agreement and dismissal of Webster county application, and directed Webster to comply with requirements of publication rule in order to afford further opportunity to other persons to apply for latter's facilities specified in its application. Member Nelson absent. Action Sept. 27.

■ By order, denied petition by Radio Nevada to enlarge issues in proceeding on its application for new AM in Las Vegas, et al. Member Nelson absent. Action Sept. 27.

■ By memorandum opinion and order granted joint motion by Regional Broadcasting Corp. and Evergreen Enterprises Inc., for approval of agreement whereby latter would reimburse Regional \$1,555 for out-of-pocket expenses incurred in prosecution of its application in return for its withdrawal; dismissed Regional's application for new FM in Loveland, Colo., and granted Evergreen's application for new FM to operate on channel 272 in Loveland. Member Nelson absent. Action Sept. 24.

■ In proceeding on applications of United Broadcasting Co., for renewal of license of WOOK Washington, and Bowie Broadcasting Corp. for new AM in Bowie, Md., granted petition by WOOK to extend time to Oct. 13 to file reply to comment of Broadcast Bureau and opposition of Bowie to its petition to enlarge issues. Action Sept. 24.

■ Granted petition by Dover Broadcasting Co., Dover-New Philadelphia, Ohio, to extend time to Sept. 30 to file exceptions to initial decision in proceeding on application of The Tuscarawas Broadcasting Co. for new FM in New Philadelphia, Ohio. Action Sept. 24.

■ Granted request by Broadcast Bureau to extend time to Oct. 1 to file exceptions to initial decision in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Sept. 24.

■ By memorandum opinion and order in proceeding on applications of Reunion Broadcasting Corp. and Eastern Long Island Broadcasters Inc., for new FM's in East Hampton and Sag Harbor, N. Y., respectively, granted petition by latter to extent of enlarging issues to determine whether bank loan Reunion relies upon to finance its proposal will in fact be available to it, and, if not, whether Reunion is financially qualified. Member Nelson absent. Action Sept. 24.

■ By memorandum opinion and order in Chicago TV channel 50 proceeding, granted motion by Chicago Federation of Labor and Industrial Union Council to extent of enlarging issues as to financial qualifications of Chicagoland TV Co. Action Sept. 23.

■ In proceeding on applications of Vaughn-Hanssen Co. and Cape Canaveral Broadcasters Inc., for new FM's in Melbourne and Eau Gallie, Fla., respectively, granted joint request by applicants to extend time to Oct. 22 to submit additional information concerning their proposed merger agreement. Action Sept. 23.

■ In proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Co., Clanton, Ala., granted petition by WKLF-FM to extend time to Oct. 6 to file responsive pleadings to partial opposition to joint petition for simultaneous approval of agreement; dismissal of Beard's application; and grant of WKLF-FM. Action Sept. 23.

■ Scheduled oral argument for Oct. 19 in proceeding on applications, of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc., for new FM's in Kingston and Hyde Park, N. Y., respectively. Action Sept. 23.

ACTIONS ON MOTIONS

■ By order, commission granted in part petition by Communications Satellite Corp. to extent of extending time from Sept. 22

to Oct. 8 to file responses to petitions to deny and other pleadings opposing Comsat's applications for satellite earth station complexes in northeastern and northwestern United States and in Hawaii; dismissed without prejudice petition in all other respects. Action Sept. 27.

■ Commission granted petition by National Association of Educational Broadcasters to extend time from Sept. 20 to Nov. 1 to file comments and from Oct. 5 to Nov. 15 for replies with respect to further notice of proposed rule-making concerning proposal to utilize channels 70-83 for community-type TV's. Action Sept. 22.

By Chief Hearing Examiner
James D. Cunningham

■ Continued Sept. 27 hearing to Oct. 20 in proceeding on application of West Central Ohio Broadcasters Inc., for new AM in Xenia, Ohio, and accepted applicant's late publication of notice. Action Sept. 23.

By Hearing Examiner Thomas H. Donahue

■ By separate orders in San Francisco TV channel 26 proceeding, (1) granted petition by Television San Francisco for leave to amend its application to provide more current and detailed financial data and estimates, and to make minor adjustments in its proposed financing, program plants, and staffing proposals; and (2) granted petitions by Jall Broadcasting Co. Inc. for leave to amend its application as to its financial qualifications and to supplement certain availability of trans. site information. Action Sept. 27.

■ Formalized by order ruling made on Sept. 23 hearing record and granted petition by Naugatuck Valley Service Inc., Naugatuck, Conn., for leave to amend its AM application, and accepted for filing amendment to which it relates. Action Sept. 23.

By Hearing Examiner Charles J. Frederick

■ On own motion, scheduled oral argument for Oct. 1 on joint petition by Charlottesville Broadcasting Corp., Charlottesville, and WBXM Broadcasting Co., Springfield, Va., for leave to amend their AM applications. Action Sept. 21.

By Hearing Examiner Millard F. French

■ On own motion, scheduled a further prehearing conference for Oct. 5 in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala. Action Sept. 22.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. Rio Piedras, and Mid-Ocean Broadcasting Corp., San Juan, P. R., (1) granted motion by latter for order that depositions not be taken as proposed by Abacoa, (2) granted request by Broadcast Bureau that "certain depositions not be taken," that "certain matters should not be inquired into," and that "the scope of the examination shall be limited to certain matters," (3) dismissed as moot Bureau's request for postponement of the taking of depositions, and (4) ordered that depositions desired to be taken by Abacoa in accordance with its Sept. 9 Notice shall not be taken. Action Sept. 22.

By Hearing Examiner Isadore A. Honig

■ On own motion, continued Oct. 6 prehearing conference to Oct. 7 in proceeding on AM application of Darrell E. Yates, Lufkin, Tex. Action Sept. 23.

■ On own motion, continued Sept. 28 hearing to Oct. 28 in proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Co., Clanton, Ala. Action Sept. 23.

By Hearing Examiner H. Gifford Irion

■ In proceeding on AM applications of WFLI Inc., Lookout Mountain, Tenn., and Newhouse Broadcasting Corp., Birmingham, Ala., granted request by WFLI to continue Sept. 24 hearing to Oct. 8. Action Sept. 22.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., TV channel 13 proceeding granted request by W.R.G. Baker Radio and Television Corp. and scheduled further prehearing conference for Oct. 8, and directed all parties to participate. Action Sept. 24.

By Hearing Examiner Forest L. McClenning

■ Formalized by order agreements reached with reference to presentation of rebuttal evidence at Sept. 24 hearing in proceeding on AM application of Oklahoma Press Publishing Co., Muskogee, Okla., and scheduled certain procedural dates and resumption of hearing for Nov. 22. Action Sept. 24.

■ Denied petition by Charles W. Jobbins for leave to amend its application for new AM in Costa Mesa-Newport Beach, Calif., which is consolidated for hearing in the

1110 kc, Pasadena, Calif., area proceeding. Action Sept. 21.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Scheduled hearing conference for Oct. 1 in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago. Action Sept. 27.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, granted request by Crest Broadcasting and continued for seven days each of procedural dates specified in hearing examiner's Sept. 15 order, and continued Oct. 18 hearing to Oct. 25. Action Sept. 24.

By Hearing Examiner Herbert Sharfman

■ In Boston, TV channel 5 proceeding in Doc. 8739, 11070, and 15204-7, granted unopposed petition by WHDH Inc., for leave to amend its application to show that The Herald-Traveler Corp. has acquired majority interest in Entron stock, that George E. Akerson and Harold E. Clancy have been elected to Entron's board of directors; and that Mr. Akerson has accepted an invitation to be Chairman of Entron Board. Action Sept. 27.

■ Further rescheduled Oct. 8 hearing for Dec. 8 in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc., for new FM's in Frankfort, Ky. to permit consideration by the review board of applicants' joint request for approval of agreement, dismissal application of Capital News and grant of application of Capital Broadcasting. Action Sept. 27.

By Hearing Examiner Sol Schildhouse

■ Formalized by order rulings made and agreements reached at Sept. 22 prehearing conference in proceeding on AM applications of Coastal Communications Corp., Carson City, Nev., scheduled certain procedural dates, cancelled Oct. 26 hearing, and scheduled further prehearing conference for Dec. 15. Action Sept. 22.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by American Homes Stations Inc. and Orlando Radio & Television Broadcasting Corp. to extent of continuing Sept. 27 further hearing to Nov. 15 in proceeding on their applications for new FM's in Orlando, Fla. Action Sept. 24.

■ In proceeding on applications of Eastern Long Island Broadcasters Inc. and Reunion Broadcasting Corp. for new FM's in Sag Harbor, and East Hampton, N. Y., respectively, granted petition by Eastern Long Island for leave to amend its application to up-date information as to its stockholders, and to furnish complete figures on costs of construction and initial operation, the financing of same and explanation of staffing plan. Action Sept. 24.

BROADCAST ACTIONS by Broadcast Bureau Actions of Sept. 28

KFMF(FM) Fort Collins, Colo.—Granted SCA on sub-carrier frequency of 67 kc.

KLBK-TV Lubbock, Tex.—Granted license covering use of old main trans. as an auxiliary trans.

KXII(TV) Ardmore, Okla.—Granted mod. of license to reduce aurr. ERP to 32.4 kw, and change type aurr. trans.

Metromedia Inc., Washington—Granted CP and license to add new trans. to low power auxiliary station.

WAIR-FM Winston-Salem, N. C.—Granted CP to change ant.-trans. location; install new trans. and new ant., and decrease ant. height to 250 ft.; remote control permitted; conditions.

WEIC-FM Charleston, Ill.—Granted mod. of CP to change type trans. and type ant., and decrease ERP to 2.20 kw.

KGRI-FM Henderson, Tex.—Granted mod. of CP to change type trans. and type ant.

WFMS(FM) Indianapolis—Granted mod. of CP to make changes in ant. system; change type trans.; install new ant., and increase ant. height to 180 ft.

WGAY(FM) Washington—Granted CP to change ant.-trans. and studio location; install new trans. and new ant., and increase ant. height to 370 ft.

WSUN-TV St. Petersburg, Fla.—Granted mod. of license to reduce aurr. ERP to 39.8 kw.

WTOL-TV Toledo, Ohio—Granted mod. of license to reduce aurr. ERP to 38 kw; specify type aurr. trans.

*KTWU(TV) Topeka, Kan.—Granted mod. of CP to reduce aurr. ERP to 31.6 kw, and change type aurr. trans.

WLGN-FM Logan, Ohio—Granted mod. of CP to change ant.-trans. location; change

(Continued on page 96)



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(Continued from page 88)

type trans. and type ant.; decrease ant. height to 240 ft., change studio location, and make engineering changes.

WTFM(FM) Lake Success, N. Y.—Granted mod. of CP to change vertical ant. system, and make engineering changes; remote control permitted; conditions.

WMJR(FM) Fort Lauderdale, Fla.—Granted CP to replace expired permit to change ant.-trans. and studio location and remote control point; install new trans. and new ant., and change ERP and ant. height.

Actions of Sept. 24
WZBN Zion, Ill.—Granted extension of completion date to April 1, 1966.

WQXI Atlanta, Ga.—Granted change in remote control authority.

*WEIQ(TV) Mobile, Ala.—Granted license for noncommercial educational TV.

WLOX-TV Biloxi, Miss.—Granted license covering changes; specify aur, ERP as 57.5 kw.

KCND-TV Pembina, N. D.—Granted mod. of license to reduce aur, ERP to 43.2 kw.

KERO-TV Bakersfield, Calif.—Granted mod. of license to reduce aur, ERP to 14.4 kw.

WDBO-TV Orlando, Fla.—Granted mod. of license to reduce aur, ERP to 20 kw.

KVOO-TV Tulsa, Okla.—Granted mod. of license to reduce aur, ERP to 10 kw.

*KUFM(FM) Missoula, Mont.—Granted mod. of license to change name to University of Montana.

WISN-TV Milwaukee — Granted license covering changes.

WMAR-TV Baltimore—Granted licenses covering changes; and covering installation of auxiliary ant. to present auxiliary trans. KLRN(TV) San Antonio, Tex.—Granted mod. of license to reduce aur, ERP to 58.9 kw.

WLOB Portland, Me.—Granted CP to make changes in DA system and ground system; conditions.

■ Following stations were granted extensions of completion dates as shown: KSHD(TV) Spokane, Wash., to March 24, 1966; WGBX(TV) Boston, to March 24, 1966; WMEG Eau Gallie, Fla., to Dec. 15; WTOO Toledo, Ohio, to March 1, 1966; WPGA Bethlehem, Pa., to Nov. 1; WLDR-FM Traverse City, Mich., to Feb. 1, 1966; WCCO-FM Minneapolis, to April 6, 1966; KRYT-FM Colorado Springs, Colo., to March 14, 1966; KACE-FM Riverside, Calif., to March 29, 1966; WPIN-FM St. Petersburg, Fla., to Nov. 15; WDOV-FM Dover, Del., to Dec. 18; WHIC-FM Holland, Mich., to Nov. 15; WLEO-FM Ponce, P. R., to March 21, 1966; WDUN-FM Gainesville, Ga., to Jan.

30, 1966; WFOR-FM Hattiesburg, Miss., to March 1, 1966; WHAT-FM Philadelphia to Nov. 15; WPAB-FM Ponce, P. R., to March 22, 1966; WGBA-FM Columbus, Ga., to Dec. 22.

KMAU-TV Walluku, Hawaii—Granted CP to change ERP to 14.1 kw vis., and 2.69 kw aur.; change type trans., and make other equipment changes.

KING-TV Seattle—Granted CP's to reduce aur, ERP to 15.1 kw, change type ant., and make other equipment changes; and to install auxiliary ant. system at main trans. and ant. location.

WPIN-FM St. Petersburg, Fla.—Granted mod. of CP to change type trans. and type ant., and increase ERP to 31 kw; remote control permitted.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KCMF-FM and SCA Wichita, Kan.; KTRN Wichita Falls, Tex.; KCPX Salt Lake City, Kelk Elko, Nev.; KHPA Aztec, N. M.; KLGW Logan, Utah; KPST Preston, Idaho; KWTW Douglas, Wyo.; KWOR Worland, Wyo.; KUID(FM) Moscow, Idaho, KCHS Truth or Consequences, N. M.; KHOS Tucson, Ariz.; KRAE Cheyenne, Wyo.; KSET Pocatello, Idaho; KTWO Casper, Wyo.; KTWO-TV Casper, Wyo.

Actions of Sept. 23
*KCTS-TV Seattle—Granted license covering changes; and mod. of license to reduce aur, ERP to 55 kw, and redescribe trans. location.

WEDU(TV) Tampa, Fla.—Granted mod. of license to reduce aur, ERP to 6.92 kw.

KAUZ-TV Wichita Falls, Tex.—Granted CP to change type trans.

WAUK Waukesha, Wis.—Granted CP to change ant.-trans. location to New Berlin and make changes in DA system.

WBAL-TV Baltimore—Granted licenses covering changes.

*WMFE-TV Orlando, Fla.—Granted license for noncommercial TV; redescribe trans. location as Winter Garden, Fla., and studio location; and mod. of license to reduce aur, ERP to 50 kw.

WAUK-FM Waukesha, Wis.—Granted mod. of CP to change ant.-trans. location to New Berlin Wis., and increase ant. height to 270 ft.; remote control permitted.

WOAP-FM Owosso, Mich.—Granted mod. of CP to change type trans. and type ant.; condition.

WMDD Fajardo, P. R.—Granted CP to install auxiliary trans. at main trans. location; remote control permitted.

KFSA-TV Fort Smith, Ark.—Granted mod. of CP to change tower site and make changes in ant. structure.

WKTL(FM) Struthers, Ohio — Granted

mod. of CP to make changes in ant. system, and increase ant. height to minus 13 ft.

Actions of Sept. 22
■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KCND-TV Pembina, N. D.; KSSS Colorado Springs, Colo.

WWAY(TV) Wilmington, N. C.—Granted license for TV.

KHFI-TV Austin, Tex.—Granted license for TV; specify vis. ERP as 468 kw.

WLBC-TV Muncie, Ind.—Granted license covering changes; remote control permitted.

Rulemakings

PETITIONS FOR RULEMAKING FILED

WCGC Belmont, N. C.—Central Broadcasting Co. Requests amendment of rules so as to allocate specific UHF channel to Gastonia, N. C. Received Sept. 14.

■ Palos Verdes Estates, Calif.—Paul E. Morgan. Requests issuance of notice of proposed rulemaking to end that channel 18 may be allocated to Palm Springs, Calif., area, or, alternatively, channel 19, 20 or any other commercial channel in UHF-TV spectrum which commission in its judgement believes will not disrupt its UHF-TV allocation table. Received Sept. 13.

■ Findlay, Ohio—Ohio Radio Inc. Requests that television table of assignments be amended in following respect: Findlay, add 41. Received Sept. 10.

■ KMPL Sikeston, Mo.—Semo Broadcasting Corp. Requests institution of rulemaking proceedings looking toward following change in its FM table of assignments: Sikeston, add 268; Carbondale, delete 269A and add 240A. Received Sept. 9.

New call letters requested

■ Warwick R. I.—Bishop Hendricken High School. Requests WBHS.

■ WDOG Marine City, Mich.—Radio St. Clair Inc. Requests WSMA.

■ WAAP Peoria, Ill.—Peoria Valley Broadcasters Inc. Requests WXCL.

■ Appleton, Minn.—Twin City Area Broadcasting TV Corp. & West Central Minn. Broadcasting TV Co., joint permittees. Request KWCM-TV.

■ Phoenix, Ariz.—Spanish Language TV of Ariz. Inc. Requests KPAZ-TV.

■ WXIV Windermere, Fla.—American Home Stations Inc. Requests WVCF.

■ Birmingham, Ala.—Alabama Educational TV Commission. Requests WFIQ.

■ Cozad, Neb.—Dawson County Broadcasting Corp. Requests KAMI.

■ KARA-FM Albuquerque, N. M.—Star Broadcasting Co. Requests KBNM(FM).

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 29. 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.

Bushnell, Ill.—Fulton Community Antenna Television Systems Inc., Canton, Ill., has applied for a 30-year franchise. The firm offers six stations and free service to public schools with a charge to customers of \$15 for installation and \$5 monthly. The company would pay 3% of the gross.

Loves Park, Ill.—Loves Park CATV Inc. (Harley Swanson, president) and Rockford Community Television Inc. (Vernon A. Nolte, president) have both applied for franchises. Loves Park CATV offered these alternatives: the firm would pay 2% of gross proceeds and charge \$4.75 monthly or pay 5% of the gross and charge \$4.95 monthly. Rockford Community Television would charge \$4.95 monthly and pay 2% of the gross revenue. In addition to the 2% payment the company would annually pay a flat rate to the city.

■ Monmouth, Ill.—Northwest Illinois TV Cable Co. has been awarded a nonexclusive franchise. Under the proposal the company will pay 3% of the gross service charges and carry signals from Davenport, Iowa;

Moline, Ill.; Rock Island, Ill., and St. Louis (BROADCASTING, Aug. 23).

Springfield, Ill.—Lincoln Communications Co. has applied for a franchise. The firm is owned jointly by the *Illinois State Journal and Register*; the *Toledo Blade*; WTAX-AM-FM Springfield, and Cox Broadcasting Co. Officers of Lincoln Communications are James E. Armstrong (publisher of the *Illinois State Journal and Register*), president; Oliver J. Keller (president of WTAX-AM-FM Springfield), chairman; Shelby Harblson (vice president of WTAX-AM-FM Springfield), secretary; John Clark (business manager of the *Illinois State Journal and Register*), treasurer; Marcus Bartlett (vice president of Cox Broadcasting Co.), vice president, and John Willey (treasurer of the *Toledo Blade*), vice president.

Massillon, Ohio—Massillon Telerama Inc., a subsidiary of Cleveland Telerama Inc., has applied for a franchise. The system would provide stations from Detroit and Canada. Principals in the firm are A. Stewart Murray, president of the Tyson Bearing Co.; Creighton Miller, Cleveland attorney and president of Telerama Inc., and James Carney, a stockholder in Telerama Inc. Telerama currently holds franchises in Akron, Beachwood, Warrensville Heights and Shaker Heights, all Ohio.

■ Orrville, Ohio—Armstrong Utilities Inc., Kittanning, Pa., represented by D. A. Sedwick of Sugar Creek, Ohio, has been granted a franchise. Principals in the firm are John Sedwick, president, and Jay Sedwick, engineer.

■ St. Marys Ohio—Shardo Cablevision Inc., Wapakoneta, Ohio, has been awarded a franchise. The company offers 12 stations

and will charge \$10 for installation and \$5 monthly; \$1,000 annually will be paid for the franchise. B. J. Swonger, St. Marys, and Meredith-Avco Inc., Omaha have both withdrawn their bids.

Strasburg, Ohio—Village Television Cable Co. has applied for a franchise.

Aldan, Pa.—Philadelphia Community Antenna Television Co. (WPBS(FM) Philadelphia and publishers of the *Philadelphia Bulletin*) has applied for a franchise. The firm currently holds franchises in Lansdowne and Upper Darby, both Pennsylvania.

■ Brookhaven, Pa.—Delaware County Cable Television Co., Philadelphia, has been granted an exclusive 25-year franchise. The firm will pay 5% of gross revenue and charge \$25 for installation and \$5 monthly. Delaware County Cable Television has also been granted franchises in Ridley, Tinicum and Upper Darby, all Pennsylvania.

■ East Vandergrift, Pa.—General Telephone & Electronics Inc., parent company of General Telephone Co. of Pennsylvania, has been awarded a franchise. The agreement sets a \$10 installation fee and a \$4 monthly fee. The company also has been granted a franchise in Oklahoma, Pa.

■ Irvona, Pa.—CPS Television Cable Co., owned by James Peno, Curwensville, Pa., has been awarded a franchise.

■ Oklahoma, Pa.—See East Vandergrift, Pa.

■ West Chester, Pa.—Chester County Broadcasting Co. (WCOJ Coatesville, Pa.) has been awarded a nonexclusive franchise. The firm offers 12 stations for a \$10 installation fee and \$4.95 monthly. The borough will receive 5% of gross receipts. Chester County Broadcasting has obtained franchises also in Coatesville and West Goshen, both Pennsylvania.

THE practice of conformity for its own sake has never been a desirable course of action to Bob Anderson, vice president and director of BBDO and general manager of the agency's Detroit office.

Many think it is unusual for an advertising executive in the highly competitive automotive business to take this view today while being in a business where the look-alike trend has become popular. But the point is obvious when you see him personally as the robust type who likes to hunt deer with bow and arrow.

Watching the burst of color television commercials hitting the air this past week for the new 1966 line of Dodge cars, it becomes quite easy to understand how Mr. Anderson, and his staff of nearly a hundred creative and production specialists, have had a hand in giving this car a distinctive promotional touch. The new advertising theme is "Join the Dodge rebellion." All rebels, of course, think young. And Dodge helps them swing.

This Rebel Is Modest ■ Mr. Anderson is proud of the degree to which the concept has been coordinated throughout all media and all sales promotion and merchandising materials. But he explains that the campaign represents only another example of how BBDO's "creative advertising is marketing oriented."

A. C. Thomson, manager of car advertising for Dodge, describes the 1966 model year theme as a "light-hearted, fun-type suggestion for new car buyers to rebel against dull driving, cramped compacts and big car prices."

The campaign is a "radical departure from previous ad formats," Mr. Thomson notes, calling it "the most complete use of a single campaign theme ever devised by Dodge." The Dodge debut date this year was last Thursday (Sept. 30.)

Dodge color spots are spanning every day of the week with a heavy schedule on NBC-TV, including *Run for Your Life*, *Tuesday Movies*, *Daniel Boone*, *Laredo*, *Man From U.N.C.L.E.* and *Saturday Movies*. On the same network Dodge is also using Bob Hope's *Chrysler Theater*, World Series baseball, Saturday National Collegiate Athletic Association football and Sunday American Football League football, plus some of the top bowl games.

Spot Support ■ This month Dodge is using an extensive spot TV schedule in fringe time in major markets to support the debut. TV as well as radio continue to be used with considerable success by many of the Dodge dealer associations in the light-hearted "Dodge boys" campaign.

It all began in Detroit in early 1963 and since then the good guys in the white hats have become familiar to

A rebel in the ranks of the look-alikes

car prospects in nearly every part of the country.

"We could not have created the 'Dodge Boys' personality without the personal appeal inherent in the broadcast media," Mr. Anderson feels.

BBDO's Detroit office, in addition to handling the Dodge car and truck accounts for Chrysler Corp. and the dealer associations, represents the Automobile Division of Ford Motor Co., the Pepsi-Cola Bottling Company of Mich-

WEEK'S PROFILE



Robert Edward Anderson — VP-dir. of BBDO and gen. mgr. of its Detroit office; b. June 1, 1912, Brooklyn, N.Y.; U. of Pennsylvania, BA, 1932; reporter, Westchester county (N.Y.) newspapers, 1932-33; salesman, 'Atlantic City (N.J.) Press-Union,' 1934-35; national advertising mgr., 'Elmira (N.Y.) Star-Gazette,' 1936; account representative, BBDO, Buffalo, N.Y., 1936-40; dir. of advertising and sales promotion, National Gypsum Co., Buffalo, 1940-42; U.S. Navy, 1942-45, lieutenant commander; account exec., BBDO, Buffalo, 1945-50; assigned to agency's Detroit office as gen. mgr. October 1950, becoming VP in April 1952 and member of board February 1959; member—immediate past president, Detroit Aircraft Club; former chairman of east-central region, American Association of Advertising Agencies; board chairman, Bloomfield Hills (Mich.) baseball league; m. Suzanne Arnold of Buffalo, April 6, 1942; children—Joan 21, Molly 18 and Doug 14; hobbies—hunting, fishing, golf and squash.

igan Inc. and Detroit's Sheraton hotel.

Trade sources estimate the billings of BBDO's Detroit office at nearly \$30 million. More than three-fourths of this is estimated to involve Dodge, whose advertising budget for the 1966 model year is described as the largest in years.

Sales Push Up ■ Mr. Anderson's group has handled the Dodge account in Detroit since the fall of 1960. Dodge sales have increased substantially during the past four years. In each of the last three years sales have topped all-time records for the car.

"I see television as being extra effective in communicating product news and product attitudes very rapidly to the car-buying public whether in the market right now or not," Mr. Anderson says, relating the Dodge line's new character and personality.

Radio's role is vital, too. "We are also big believers in the use of radio sound to extend the impressions of TV's sound," he explains, citing how radio effectively communicates "the mood, the beat and the reminder of the total theme that Dodge is a young car for young people."

Radio-TV Alter Image ■ The broadcast media have helped Dodge update its popular image, Mr. Anderson notes, overcoming the former tag of a "nice comfortable car for nice comfortable older people."

Mr. Anderson is very bullish about color TV and believes the extra production costs are well worth the investment because of the greater impact of color commercials on viewers. Dodge has made all of its commercials in color for the past three years.

Although his father was a newspaper veteran and he himself started his professional career in that field too, Mr. Anderson has long been familiar with the business of broadcasting. Soon after Alex Osborn, a BBDO founder, invited him to join the agency's Buffalo, N.Y. office in 1936, Mr. Anderson was writing and producing a major live music series on WBEN, there, for Black Horse ale. The musical director was Robert Armbruster. Other pre-World War II radio ventures includes a children's interview series for Bond bread.

Returning to BBDO after his Navy service during the war Mr. Anderson realized television's star was on the horizon so he had better learn all about it. In doing, this he soon wrote success stories for several Buffalo accounts before being moved to Detroit in 1950.

Mr. Anderson believes in using his professional talents during his off-hours. He taught advertising at the University of Buffalo for a while and has been active in association work. His greatest satisfaction: reorganizing baseball for the kids at Bloomfield Hills, Mich., getting rid of "parental control."

The CATV mess

IT'S unfortunate that the controversy over the status of community antenna systems in the television structure has degenerated into name-calling, ineptitude and even stupidity.

New arguments filed with the FCC on proposed rule-making go to unprecedented extremes in epithet hurling and threats. The whole proceeding now is a confused mess.

The National Community Television Association now threatens to sell time on member systems and even is giving thought to converting their operations to pay TV if the FCC "imposes crippling restrictions." That is double-talk and the height of indiscretion.

CATV operators have nothing to sell for their monthly fees (plus installation charges) except the delivery of programs belonging to others. They are out of business without these clearances.

It should be clear that broadcasters who have tolerated CATV development and have even welcomed extension of their programs to white areas, won't stand still if CATV's attempt to sell and program against them. There would be a more unified effort to assert property rights by networks and stations. We have little doubt about the ultimate outcome of such litigation.

It is necessary to bring the whole CATV picture back into focus. Triangle, which is heavily involved in CATV systems as well as in station operations, proposed in its filing that an evidentiary hearing on the rule-making be held because underlying facts have become "obscured in a miasma of contradictory and inconsistent assertions of fact and recommended policies."

We agree. The sooner the better. Time does not run with either side.

What's behind it?

THERE is something of a mystery in the "survey" being conducted by an obscure California firm to obtain opinion on a proposal to tax radio and television advertising. As reported in this publication last week, the Abbott Co. of Concord, Calif., has solicited comment from thousands of broadcasters, publishers and others.

The personal background of the writer of the letter, one R. H. Mitman, may be open to some question, as a story elsewhere in this issue indicates. But apart from that, larger questions are raised by the contents of the letter itself. If Mr. Mitman knows anything about broadcasting, he has concealed it in his communication.

The letter states that the additional cost of a broadcasting tax could be absorbed because "the greater portion of radio and television advertising generates from luxury or high profit items." If Mr. Mitman knew anything at all about broadcast advertising, it would be that the bulk of it comes from foods, drugs, toiletries, tobaccos and other items that generate unit profits in pennies or fractions thereof. Scrap one premise that Mr. Mitman's proposal is built on.

The letter also says that "airwaves are public property" and compares their use to the use of postal services for pay by publications. It neglects to mention that the airwaves are a physical phenomenon that costs the government nothing whatever to maintain while the postal service is man-made, man-powered and the largest employer in the government next to the armed forces. Scrap the second of Mr. Mitman's two main premises.

It is Mr. Mitman's suggestion that a tax be applied not only against the amount of time devoted to commercials

but also, in ascending scale, to commercials whose noise volume exceeds that of surrounding programing. If his purpose (or that of his clients whom he will not identify) is sincerely to explore new sources of taxation, he is on a fruitless tack in the proposal to tax commercials according to their decibel rating. It would be a tax that no government could possibly administer. As the FCC has already said, it has no dependable way to measure loudness.

Somehow this whole "survey" smacks more of anti-broadcast propaganda than of a genuine effort to search for new ways to raise government revenue. Whatever the motivation, Mr. Mitman's letter deserves no replies. Some recipients, we know, have already dropped their copies in the wastebasket. They have set the appropriate example.

One for the trash can

SPOKESMEN of the U. S. Bureau of Standards are disavowing, when asked about it, some of the conclusions reached in a report the bureau commissioned the Consumers Union to submit. The report, as described in BROADCASTING Sept. 20, includes a wholesale attack on advertising as an economic waste and inflator of prices.

Here is one revealing passage from the Consumers Union report for which the Bureau of Standards paid some \$2,400: "Although mass advertising may once have provided an impetus to industrialization, the conclusion is inescapable that the preponderance of contemporary advertising as it has developed contributes mainly to a massive waste of human and natural resources." With language like that contained in what is now an official government document, the potentialities for playback are limitless.

This is the sort of thing that gets into college lectures, theses and texts. It is the sort of thing that can be quoted as "official" information by professors who share the Consumers Union's bleak and unrealistic view of the significance of advertising in the contemporary economy.

As the report now stands, it is available, at \$3 per copy, from the Clearinghouse for Federal Scientific and Technical Information of the U. S. Department of Commerce. The report ought to be withdrawn and officially disavowed, unless the department is out to undercut the commerce it was originally created to encourage. It is not enough that underlings in the Department of Commerce's Bureau of Standards disparage the report when asked.



Drawn for BROADCASTING by Sid Hix

"It's a new hard-sell approach . . . She nags timid husbands into going out and buying the product!"