

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NAB in Chicago: The issues are as complex as ever. p39

Ratings fix case: Nielsen points finger at Sparger. p128

Pay-TV's future: FCC proposes a pattern. p100

Fourth spot: Other networks spurn ABC-TV idea. p60

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SERIALS LIB
USAF AIR UNIV
UNIT ACQ BRANCH
MAXWELL AFB
AL

MH EXP 2/66
36112



what Twin City TV Station delivers over
ONE MILLION MORE VIEWER HOURS
per week than its closest competitor? *

*** ANSWER:**

Total Weekly Hours Viewed Per Station—
1965 ARB Coverage Study

9,004,100 • **WCCO TELEVISION**

7,900,200 • STATION "B"

5,252,800 • STATION "C"

4,161,200 • STATION "D"

And, we always say... "Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods."

This viewer preference combined with the FIVE National News Awards, including the 1965 Radio-Television News Directors Award, indicates the professionals join Northwest viewers in recognizing WCCO Television's efforts toward excellence.

YOU CAN COUNT ON WCCO TELEVISION TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION

WCCO TELEVISION



Reps: Peters, Griffin, Woodward, Inc.



Leading Broadcasters rely on JERROLD

Depend on us

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Visit us

At our exhibit—Booth #322.

JERROLD

CATV Systems Division
JERROLD ELECTRONICS CORPORATION
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KTVI PRESENTS
A BRILLIANT ASSEMBLAGE OF
JUSTIFIABLY RENOWNED TALENT



SPENCER ALLEN NEWS

6:00 AND 10:00 P.M.
MONDAY THRU FRIDAY

Deftly balances vital local, national and international news to present an expertly rounded view of today's myriad happenings.



CHARLOTTE PETERS SHOW

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

Dances lightly across a highly amusing wire from cozy comedy to celebrities to household advice, while her enchanted viewers watch enthralled.



ED MACAULEY SPORTS

6:20 AND 10:20 P.M.
MONDAY THRU FRIDAY

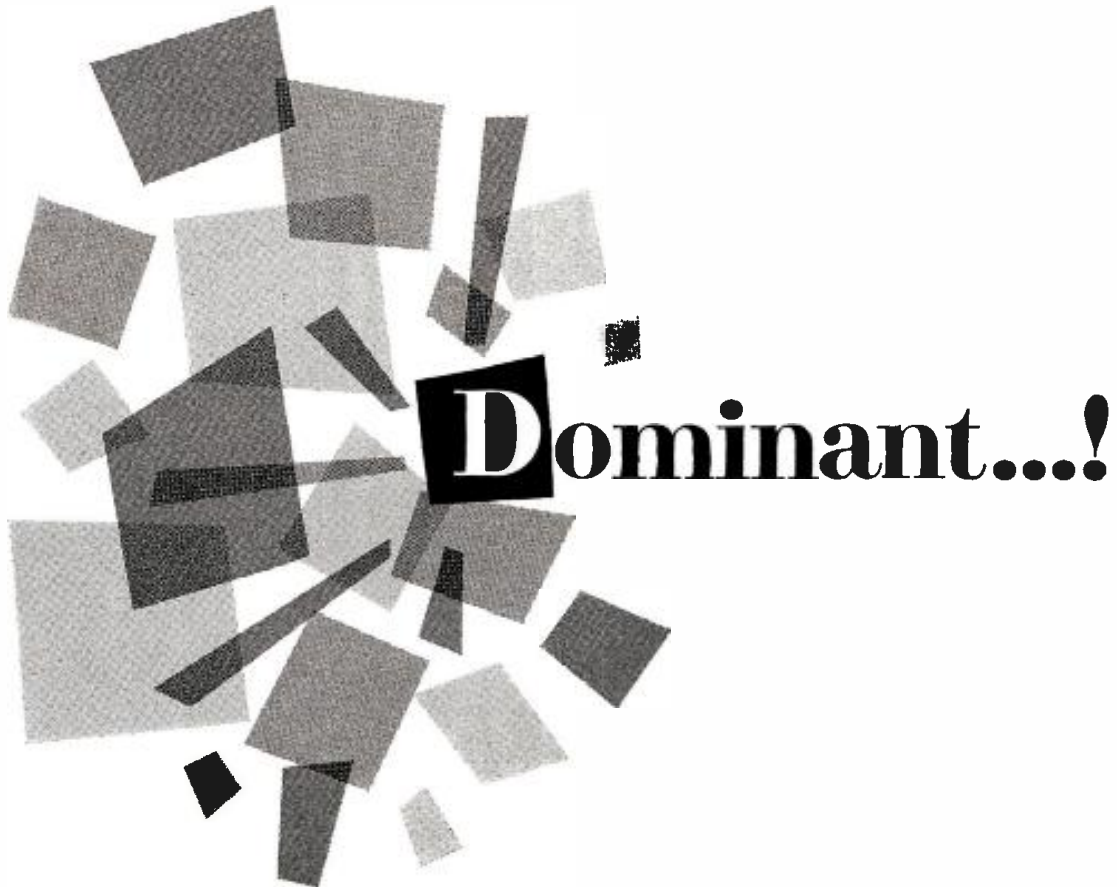
Fearlessly cracks the whip over a colorful array of late-breaking sports news to thrill and edify his many fans.

SEE THIS DAZZLING DISPLAY

OF ENTERTAINMENT AND NEWS ONLY ON THE
EXCITING
NEW

KTVI 2

ST. LOUIS  



The most recent audience survey estimates, Jan./Feb. 1966 ARB Market Report, show the continuing dominance of KRLD-TV in the nation's 12th ranked television market. Monday thru Sunday, 9:00 AM to midnight, Channel 4 leads the second station in the market by 25.9% more homes per average quarter hour.

Contact your Advertising Time Sales representative to take advantage of KRLD-TV's proven dominance.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Sleeper issue that may spring to life this week during annual convention of National Association of Broadcasters is pay TV—which was dominant topic of conventions few years ago but has lately been lost in din over CATV. Last week's announcement of FCC rulemaking to authorize pay TV on air and of inquiry into future of pay TV by wire (see page 100) contained at least as much prospect of change in TV system as CATV ever has.

Popular demand

Movement to draft John F. Dille Jr. for second term as joint board chairman was in high gear on eve of NAB convention. Mr. Dille, however, has remained noncommittal for both personal and business reasons, but its better than even bet he would yield to draft. Only announced candidate so far is Jack W. Lee, vice president, Capital Cities Broadcasting (WSAZ-AM-TV Huntington, W. Va.) incumbent radio board chairman.

Although NAB headquarters staff is precluded from electioneering, there's ample indication that everyone, from President Vincent Wasilewski down, would welcome Mr. Dille's re-election. NAB's eight retiring board members meet tomorrow (Tuesday) as selection committee but election of joint board chairman, plus chairmen and vice chairmen of radio and television boards, does not occur until June 20-24 board meetings in Washington. Joint board chairman must garner two-thirds of votes of directors present. Combined boards total 44.

More sweet than sour?

FCC Chairman E. William Henry is keeping unusually quiet on thrust of his major address before NAB luncheon in Chicago Tuesday. It's hinted he has couple of new tacks, departing from hitherto bellicose manner. There may be more praise than criticism of broadcasters' performances.

Rep notes

Two shifts in national station representation in offing are: WHBF-AM-FM-TV Rock Island, Ill., to Edward Petry & Co., KTVH-TV Hutchinson-Wichita, Kan. to Avery-Knodel.

Taft hangs on

Question of NBC-TV affiliation in Kansas City, Mo., and Buffalo, N. Y., has been decided—in favor of Taft stations, which have them now. Other outlets had approached NBC about getting franchises away from WDAF-TV Kansas City and WGR-TV Buffalo (CLOSED CIRCUIT, March 7). But after seeing Taft's presentation and considering those submitted by rivals, NBC officials decided to stand pat.

Object of affections

With station business in Los Angeles, San Francisco, Seattle and Portland up for grabs, Golden West Broadcasters is going to be belle of ball at NAB convention. Its severance from long-time station rep, AM Radio Sales (BROADCASTING, March 21) was adroitly timed. Station group has indicated that it may do its own radio selling, but it can expect to be wooed with ardor at convention by reps seeking to dissuade any such notion. There are too few opportunities left in major markets for mass control by reps to let this choice business go without one whale of effort.

Shot down

That idea of selling exclusive package rights to Democratic national conventions to single network apparently has gone down drain. Democratic National Committee top echelon, it's understood, has decided to forget project suggested by Wayne Phillips, who was DNC public relations director until last week. Mr. Phillips has been named chief of public affairs in newly created Department of Housing and Urban Development.

Ups and downs

Never has cyclical pattern of Hollywood production been more apparent than in coming 1966-67 season. Up companies are Talent Associates, Mirisch-Rich, 20th Century-Fox TV, MGM-TV and Desilu. Production houses skidding are Warner Bros., Bing Crosby Productions, United Artists TV and Four Star TV. Screen Gems, Quinn Martin Productions and Universal just about kept positions in changing tide. Most significant repercussions from this new order is that with increased production Desilu now has chance to rescue foundering syndi-

cation operation. Although company denies it, Hollywood grapevine has Four Star up for sale or merger.

Grey's new man

Shortly to be announced: appointment of Jerome Feniger as vice president-television director of Grey Advertising Inc., New York. For nearly five years he has been general corporate executive in charge of broadcast activities of Cowles Communications Inc. and prior to joining Cowles was vice president-radio and television director of Cunningham & Walsh.

Curtain raising?

After fruitless isolated efforts by individual U. S. companies to exchange TV programs with Soviet Union, this objective now seems attainable. Representatives of Motion Picture Export Association of America and of Soviet Union reportedly agreed during meeting of MIP-TV Program Exchange in Cannes, France, last week to start exchange of TV programs between U. S. members of MPEAA and Soviet Union film makers.

Buddy system

It's now learned that Representative Brock Adams, new addition to House Commerce Committee (BROADCASTING, March 14), is former law partner of FCC Commissioner Kenneth H. Cox. Mr. Adams, Democrat, also is reported to be intimate of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

New knot in wire

FCC's next step into community antenna television regulation may be in connection with filing of telephone company tariffs for intrastate service to CATV's. Commission staff has proposed notifying AT&T and independent telephone companies that these tariffs should be filed with commission, not states. Staff says this action would be in line with previous commission holdings that common-carrier service used for distribution of television or radio signals is interstate communication, even if service is wholly within one state. Action, if adopted by commission, would not have direct effect on rates CATV's charge subscribers.



YOUNG LOVE,



IN THE FRENCH STYLE

AN AMERICAN GIRL...AND A TALE OF LOVE IN PARIS..."IN THE FRENCH STYLE." WRITTEN FOR THE SCREEN BY IRWIN SHAW, JEAN SEBERG AND STANLEY BAKER STAR. ONE OF THE SIXTY GREAT POST-60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's. **SCREEN GEMS**



WEEK IN BRIEF

CATV and suggested fourth spot in prime-time program are two big topics of concern as broadcasters and engineers gather for 44th annual National Association of Broadcasters convention in Chicago. See . . .

COMPLEX AS EVER . . . 39

Perhaps beginning of end of CATV problem is at hand as Staggers starts House hearing on FCC's proposed bill to give it authority over all cable systems. Many offer dissents including some committee members. See . . .

PROS AND CONS . . . 84

Broadcast Advertising Club of Chicago hears many views on CATV just before start of NAB convention. Marketing seen to suffer with systems as market boundaries will be extended and overlapped. See . . .

WINDY CITY TALKATHON . . . 92

A. C. Nielsen files \$1.5 million damage suit against Rex Sparger, former Harris aide on ratings quiz; charge he tried to inflate audience sample of 'Channing,' but no co-defendant is named. See . . .

ACCUSES RATINGS FIXER . . . 128

ABC's top echelon gets word on what they'll receive if stockholders agree to merger with ITT. For most part, salaries will stay at same level but differences arise in deferred payments and stock options. See . . .

FINANCIAL OUTLOOK . . . 109

FCC proposes rules to establish off-air pay-TV system; will ask comments on possibility of allowing complete wired systems; feels free vs. pay competition will improve quality of programming. See . . .

FUTURE FORM OF PAY TV . . . 100

CBS and NBC expected to side against ABC in asking that fourth spot be withdrawn. Showdown on policy set for last Saturday in Chicago. NBC openly critical; CBS at new point in registering disapproval. See . . .

SPURN FOURTH MINUTE . . . 60

STV, on ropes since its battle with theater owners, got shot in arm with 'substantial' investment by Shasa Telecasting, which will control STV. Pat Weaver resigns presidency of STV in April. See . . .

NEW LIFE BLOOD? . . . 76

Television's top-100 spenders topped again by P&G with record \$160.8 million, more than double second place Bristol-Myers. To qualify for top-100 list, advertiser had to place over \$5 million on TV. See . . .

TOP SPENDERS IN '65 . . . 50

FCC grants acquisition of WUHF(TV) Milwaukee by WKY without hearing on ground that station must be given to entity that can afford to make it competitive. Commission finds 'compelling affirmative showing' by WKY. See . . .

HOLE IN DIKE WIDENS . . . 80

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Broadcasting

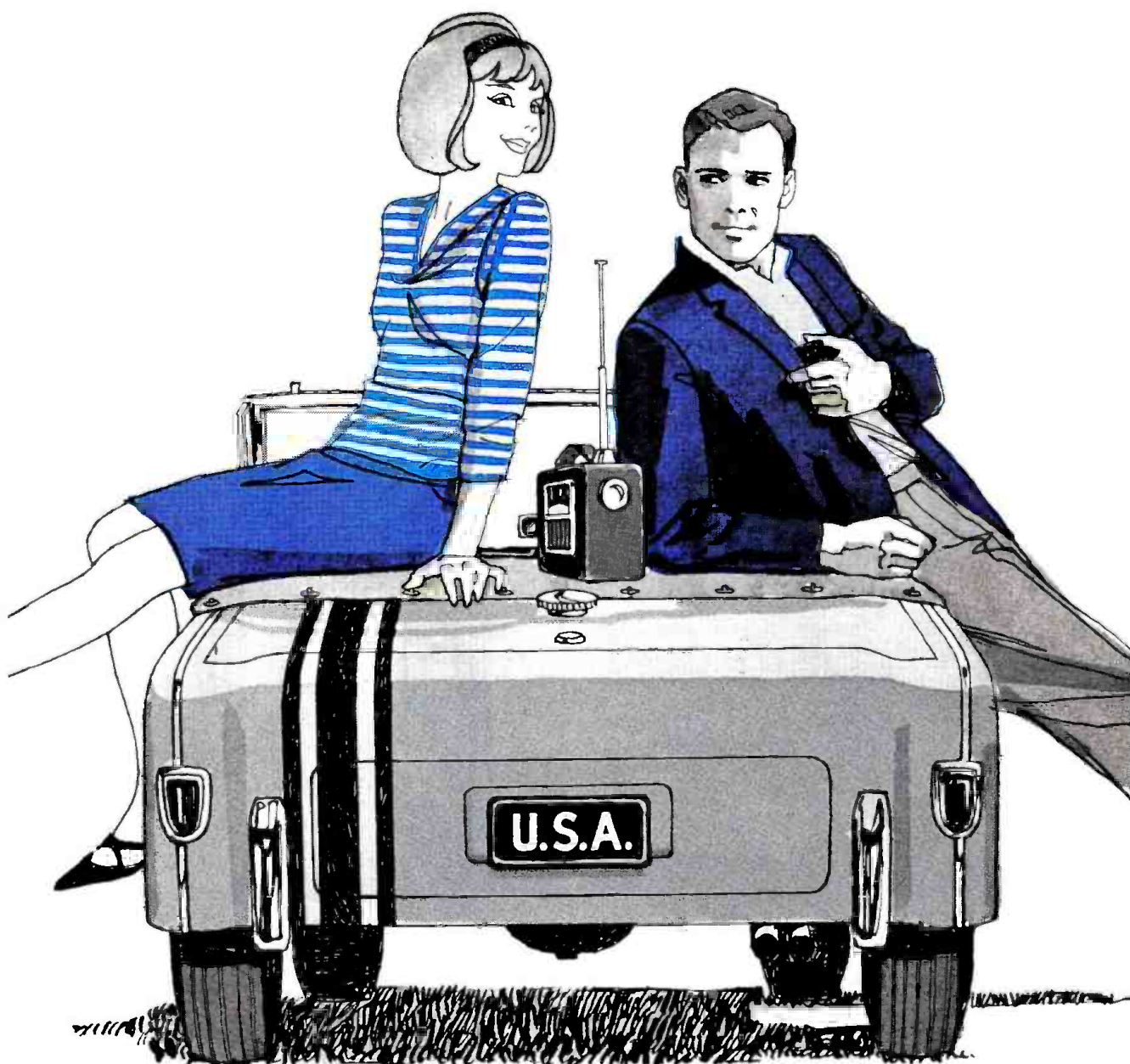
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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what is an influencible?



One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The influencibles are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the influencibles.®

STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Open door policy on license renewals

Federal court in Washington Friday (March 25) told FCC that representatives of "listening" audience have standing and that when they ask for hearing they should be granted one.

In one of broadest decisions affecting right of public to appear before commission in opposition to performance of broadcast station, three judges of U. S. Circuit Court for District of Columbia told FCC it should grant church group standing and should hold requested hearing against license renewal of WLBT(TV) Jackson, Miss.

Church group was one of several protesting alleged racial policies of WLBT. FCC last June issued one-year renewal to station on promise of future fairness on racial subjects, but denied protestants standing as parties in interest. FCC said it had looked into charges and considered them in granting short-term renewal. Renewal was appealed by United Church of Christ, Tougaloo, Miss., and Negro civil rights leaders.

Decision, written by Circuit Judge Warren E. Burger, finds that audience of broadcast station "with such an obvious and acute concern" should not be excluded.

"This much seems essential," Judge Burger wrote, "to insure that the holders of broadcasting licenses be responsive to the needs of the audience without which the broadcaster could not exist."

Concurring in decision were Circuit Judges Carl McGowan and Edward Allen William Tamm. Commission sources said Friday it was too early to determine next step if any.

Instant color

NBC will use new RCA color TV cameras in news studio this fall. Transistorized camera cuts long warm-up time, RCA announcement said today (March 28).

Okays tar, nicotine mentions

Federal Trade Commission reversed 10-year old ruling Friday (March 25) and said cigarette manufacturers could identify on label and in advertising nicotine or tar content of their products.

Commission said statement of tar and nicotine content must not accompany claim that product will eliminate or reduce health hazards. FTC also said

that statement should be supported by "adequate records of tests."

Decision was incorporated in identical letters to cigarette manufacturers and to Robert B. Meyner, administrator of Cigarette Advertising Code.

It's understood American Cancer Society and other groups had urged move for some time.

Sparger says he rigged Bob Hope, others, too

Rex Sparger, investigator for Oren Harris in ratings probe of 1961-63, told *Oklahoma City Times* Friday (March 25) he had rigged Nielsen ratings on four network shows. Day before Nielsen had sued him for \$1.5 million on charge he rigged Carol Channing special on CBS-TV (see page 128).

Mr. Sparger told *Times* he also rigged Bob Hope Christmas special from Vietnam on NBC. He refused to identify others. "I want to see if Nielsen can find out which ones they were," he was quoted by *Times* as saying.

He reportedly said he identified sample homes by trailing Nielsen field man. He assertedly said he had "considerably more" than 58 homes that Nielsen alleged were compromised.

In *Times* story Mr. Sparger was quoted as saying he fixed ratings to get material for book "which I hope will be profitable." He denied anyone paid him to send questionnaires to sample homes that had to view certain programs in order to supply answers.

Ellis to lead NAFMB

Elmo Ellis, WSB-FM Atlanta, elected chairman, National Association of FM Broadcasters, in Chicago Friday (March 25). Abe Voron, WQAL(FM) Philadelphia, chairman for past two years, elected president.

Gale McGee leaves committee

Man who sparked forthcoming Senate hearing on FCC's fairness doctrine is leaving Commerce Committee. Senator Gale McGee (D-Wyo.) is swapping committee assignments with Senator Russell B. Long (D-La.), who is leaving Foreign Relations Committee for Commerce Committee. Swap became known Friday (March 25).

Fairness doctrine hearing will continue, committee sources said, indicating that Senator John O. Pastore (D-R. I.), Communications Subcommittee chairman, is still interested.

O&M offering stock to public

Ogilvy & Mather International has filed registration statement with Securities & Exchange Commission looking toward offering of 349,883 shares of common stock to public. Proceeds will go to selling shareholders led by Chairman and Chief Executive Officer David Ogilvy who will sell 61,029 of his present 161,029 shares. Sale will leave management with 51.1% control.

Prospectus says O&M had billings of \$150 million in 1965.

O&M International was formed in January 1965 through merger of Ogilvy, Benson & Mather, New York, with Mather & Crowther, London.

Stop Toledo CATV FCC tells Buckeye

FCC has issued order aimed at requiring Buckeye Cablevision Inc., of Toledo, Ohio, to halt alleged violation of new commission CATV rules.

Commission gave Buckeye 30 days to show cause why it should not be ordered to stop importing signals of WKBD-TV (ch. 50) Detroit and WJIM-TV (ch. 10) Lansing, Mich. Order is first of its kind in connection with new CATV rules.

Commission said relay of those signals is in violation of rule requiring

CBS stock jumping again

Jump in CBS stock price from middle 40's to over 50 late last week gave rise to—and may in part have stemmed from—new rumors of big merger or acquisition deal. CBS officials solidly denied those rumors, however.

Wall Street sources thought price gain probably resulted from "wire flash" that Merrill Lynch, Pierce, Fenner & Smith sent out Thursday, adding CBS to its recommended-purchase list and projecting CBS 1966 earnings to \$2.75 to \$3 per share, as against \$2.47 last year.

There were also reports of heavy buying of CBS stock by Manhattan Fund and Norton Simon, who once tried to capture seat on ABC board through forays into market.

WEEK'S HEADLINERS



Mr. Werner



Mr. Tinker

Mort Werner, VP, programs, NBC-TV, elected VP in charge of programs and talent for network. He retains "direct overall responsibility" for NBC-TV programing. **Grant Tinker**, VP, programs, West Coast, moves to New York as VP in charge of programs, reporting to Mr. Werner. **Herbert S. Schlosser**, VP, talent and program administration, succeeds Mr. Tinker as West Coast program VP, moving from New York to Burbank. New appointments are effective June 1. Network says Messrs. Werner and Tinker will both get raises and new five-year contracts.



Mr. Schlosser

Mr. Werner first joined NBC in 1951 and by 1955 had been elected VP, national programs. He left company in 1957 to join Kaiser Industries as VP, later served Young & Rubicam agency as VP and director of radio and TV. He re-joined NBC in 1961 as program VP for TV network. Mr. Tinker has been with NBC since 1961, joining as general program executive. He became VP in 1962 and in following year was appointed to coast programing position. Mr. Schlosser joined NBC in 1957, became director, talent and programing administration in 1961. He's been VP since 1962.

Harvey Bennett, director of program development for ABC-TV on West

Coast, will be in charge of network's West Coast programing and is expected to be elected soon as VP. Mr. Bennett will have West Coast program development and current programing activities reporting to him. Mr. Bennett became director of program development in March 1964 after two years as manager in western division. **Leonard Goldberg** had been in Hollywood in charge of current programing before he was named VP in charge of programing for ABC-TV (BROADCASTING, March 7).

Bernard Weitzman, in charge of business affairs for Desilu Productions Inc., named VP and general manager of Desilu Sales Inc. Desilu Sales is wholly owned distribution subsidiary of DPL. Mr. Weitzman will continue to handle business affairs for parent company. He joined Desilu in 1954 as administrative assistant to executive VP and was promoted to director of business affairs. He then was named VP in charge of department. Mr. Weitzman replaces **Richard W. Dinsmore**, whose resignation was announced earlier (BROADCASTING, March 21) after four-year span as head of distribution subsidiary.



Mr. Vrba

John R. Vrba, sales manager of Media Agencies Clients publications, Los Angeles, appointed general sales manager of Mullins Broadcasting-owned KBTU-TV (TV) Denver. He replaces **Robert Brown**, appointed VP and general manager of KARK-TV Little Rock, recently purchased by Mullins Broadcasting. Mr. Vrba formerly was president of Fourth Network, programing organization, and sales manager of KTTU-TV Los Angeles. He assumes his new duties April 4.

Ralph F. Glazer, former national radio sales manager of Westinghouse

Broadcasting Co., New York, elected VP of Broadcast Communications Group Inc., radio division. Mr. Glazer was appointed division's general sales manager earlier this year (BROADCASTING, Feb. 7). **James Richards**, account executive, Blair Radio, New York, joins BCG as eastern sales manager.



Mr. White

Henry S. White, executive VP of Westhampton Films, New York, appointed executive VP of Allied Artists TV in what was said to be expansion in TV activities beyond sale of feature films. Allied TV is expected to become active in co-producing features primarily for TV. Mr. White earlier had been national sales manager for Screen Gems and associate director of networks programing and director of business affairs for CBS-TV. **James C. Stern** continues as VP and general sales manager for Allied Artists TV.

Samuel H. Northcross leaves MCA Inc., New York, where he was VP in charge of eastern operations for about one year, to rejoin Foote, Cone & Belding on May 1 as VP and national director of broadcast. He replaces **Edmund C. Bunker** who has resigned to join Inter-public as senior VP (BROADCASTING, March 14). Mr. Northcross also becomes member of plans board and has responsibility for agency relationships with Radio-TV networks.

Douglas S. Cramer, former VP, program development, ABC-TV, named program development VP of 20th Century-Fox TV. Mr. Cramer left network earlier this month in wake of general shakeup of programing department (BROADCASTING, March 7). Previously he had been with Ogilvy, Benson & Mather as broadcast supervisor and with Procter & Gamble as program supervisor.

For other personnel changes of the week see FATES & FORTUNES

CATV's to obtain commission permission, in hearing, before importing signals beyond their Grade B contour into top 100 markets. Toledo is 26th market.

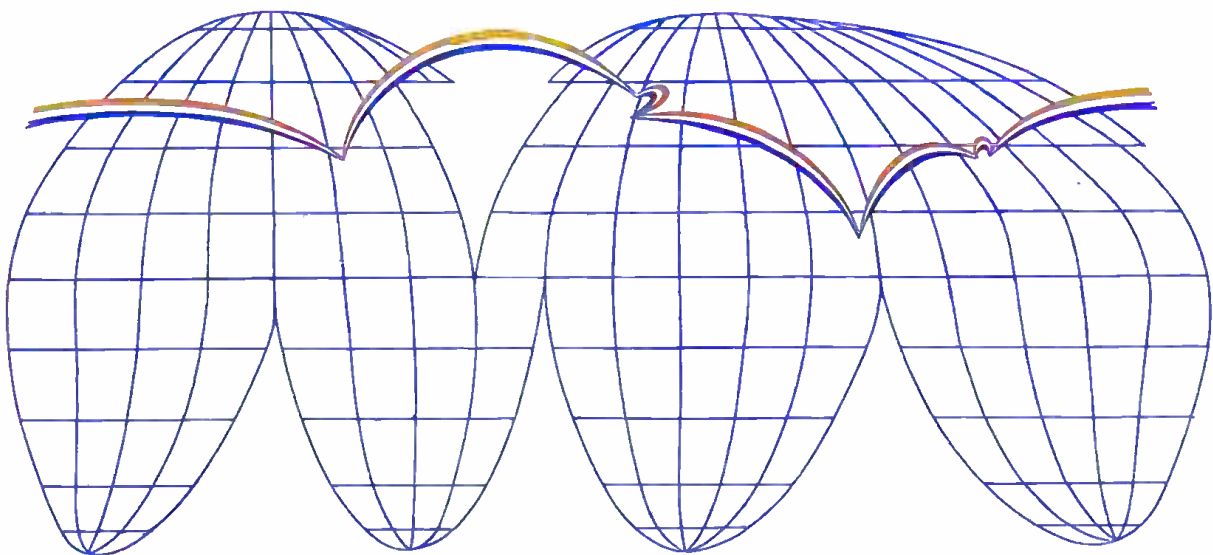
Buckeye, which is jointly owned by Cox Broadcasting Corp. and *Toledo Blade*, began serving customers March 16, day before new rules were published

in *Federal Register*. But, commission said, top-100 market rule was effective for systems beginning service after Feb. 15.

Buckeye on Friday filed pleadings in which it contends commission lacks authority over off-air system without new legislative authority. Pleadings also attack legality of "retroactive" rule.

Buckeye, its principal owners and Ohio Bell Telephone Co. are cited in antitrust suit filed in federal court in Cleveland. Edward Lamb Enterprises Inc. and CATV Inc., Toledo-based companies, are seeking \$68,639,825, charging that defendants conspired to prevent them from entering CATV business in Toledo.

YOUR STATION may be the
one to send its own good-
will ambassador around
the world to tell everybody
about **AMERICA** and about
your hometown...



and

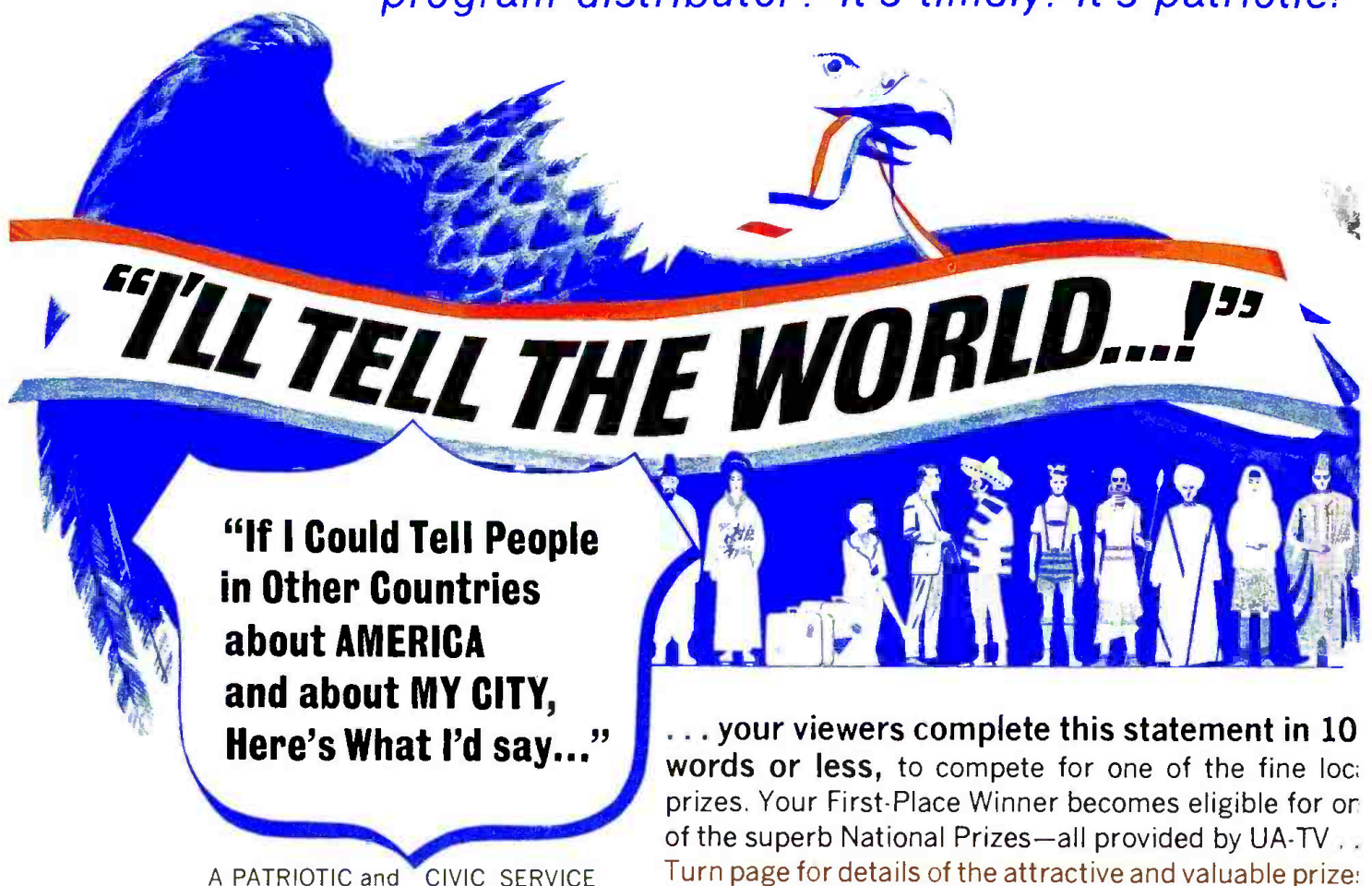
UA PAYS THE WAY!

here's how -



Hi! You know my show—the family comedy series that's been on the network for the past three years—Well, now you can have it in syndication, on your own channel—exclusive in your city. And that's not all...

...How about you and your viewers getting into the most lavish station contest ever turned loose by a program distributor? It's timely! It's patriotic!



"I'LL TELL THE WORLD...!"

"If I Could Tell People in Other Countries about AMERICA and about MY CITY, Here's What I'd say..."

... your viewers complete this statement in 10 words or less, to compete for one of the fine local prizes. Your First-Place Winner becomes eligible for one of the superb National Prizes—all provided by UA-TV ... Turn page for details of the attractive and valuable prize:

A PATRIOTIC and CIVIC SERVICE



Already Sold in

LOS ANGELES

DETROIT

SAN FRANCISCO

HOUSTON

MINNEAPOLIS

PORTLAND, ORE.

TULSA

WICHITA

KNOXVILLE

and other markets.

Academy Award Winner

PATTY DUKE STAR OF **THE PATTY DUKE SHOW**

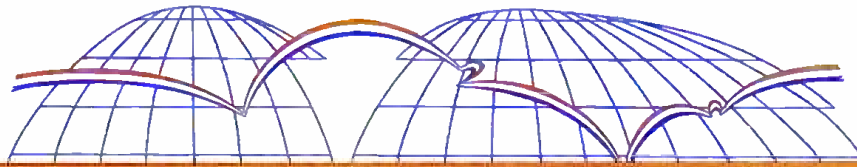
104 Half-Hour Programs

United Artists Television is conducting this nationwide contest for stations carrying "THE PATTY DUKE SHOW" after September 15, 1966, and is making it available to these stations on an exclusive basis in their markets.

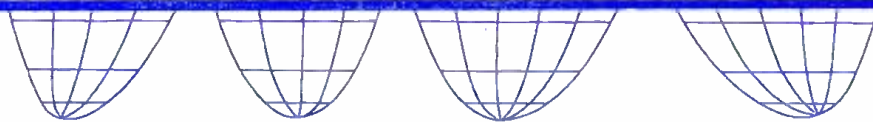
**UNITED
ARTISTS
TELEVISION**

26,000 miles and 26 weeks of intensive promotion for your Station, your City, your Country.

Look at the array of magnificent prizes YOU will award in your city and UA-TV will give to National winners:



FIRST NATIONAL PRIZE . . . A GRAND TOUR OF THE WORLD FOR TWO
BY AIR LONDON! PARIS! NEW DELHI! HONG KONG! TOKYO! 3 Glorious Weeks



and these other valuable prizes . . .



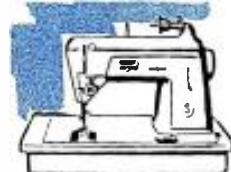
6-day vacation in HAWAII for 2
 at a luxury hotel
 on the most famous
 beach of the Pacific.



6-day vacation in PUERTO RICO for 2
 in the sun-drenched
 Caribbean paradise.



A handsome MOTOROLA
 23" Color TV Console.
 with AM/FM and stereo.
 Drexel-designed in mahog.
 67" long by 30" high.



SINGER 600E
 Touch-and-Sew Machine.

A DUPLICATE PRIZE FOR YOUR STATION. If your local First Prize winner takes one of the National Prizes, UA-TV gives the same trip for two or the same merchandise

. . . and UA-TV provides this "PRIZE PACKAGE" for you to give in your viewing area!



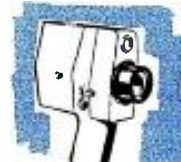
1st Local Prize
MOTOROLA
 1967 COLOR TV
 21" table model



2nd Local Prize
 30-volume
 ENCYCLOPEDIA
 AMERICANA
 a complete library
 for the home



3rd Local Prize
MOTOROLA
 19" portable
 black-white TV.



4th Local Prize
 8mm
 MOTION PICTURE
 CAMERA



5th Local Prize
SINGER
 PHONOGRAPH
 Battery-operated
 33 1/3 and 45 r.p.m.



Get all the details at our Hospitality Suite,
 505 Conrad Hilton Hotel, Chicago — March 27-30.

**No matter who takes the prizes,
 YOUR STATION'S THE WINNER**



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DATEBOOK

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

■Indicates first or revised listing.

MARCH

March 28—Fifth annual Mark Century seminar sponsored by Mark Century Sales Corp. Panelists include Herb Mendelsohn, general manager of WMCA New York, John Sullivan, president of Metropolitan Broadcasting Radio and Jack Stapp, president of Tree Publishing Co. Conrad Hilton hotel, Chicago.

March 28—Annual membership breakfast meeting of TV Stations Inc. Sheraton-Blackstone hotel, Chicago.

March 29—Advertising and sales promotion conference program sponsored by the Premium Advertising Association of America, McCormick Place, Chicago.

March 29—Annual meeting of shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. General Tire & Rubber Co., Akron, Ohio.

March 31-April 2—Southern area conference of the National Association of Educational Broadcasters. Holiday Inn, Rivermont, Memphis.

March 31-April 2 — Texas CATV Association annual convention. Marriott motor hotel, Dallas.

APRIL

April 1—Deadline for comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

April 1 — Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 1-2—Region three conference of Sigma Delta Chi, professional journalistic society. Birmingham, Ala.

April 1-3—Third annual Hollywood Festival of World Television. Speakers include: Ashbrook P. Bryant of FCC; Elliott Averill, executive vice president of Bank of New York; James Haggerty of ABC; Charles Boren, executive vice president of Association of Motion Picture & Television Producers; Jack Dales, executive secretary of Screen Actors Guild; James Webb, president of International Writers Guild; Joe Roizen, Ampex International; Robert Lewis Shayon, *Saturday Review* and University of Pennsylvania, and William Dozier, executive producer of *Batman*. Canyon Club Inn, Palm Springs, Calif.

April 3-5—National Conference on Instructional Broadcasting sponsored by the instructional division of the National Association of Educational Broadcasters. University of California, Santa Barbara.

■April 5—New York regional meeting of Broadcasters Promotion Association. Speakers will be Don Curran, general manager, KGO San Francisco, and George A. Koehler, station manager WFIL-AM-TV Philadelphia. Waldorf Astoria hotel, New York.

April 13—Workshop on advertiser-agency financial relationships sponsored by Association of National Advertisers. Program chairman will be Frank J. Harvey, manager of advertising controls, General Foods Corp. Plaza hotel, New York.

April 14-15—1966 College Conference of the International Radio and Television Society. Hotel Roosevelt, New York.

April 14-25—44th Milan Trade Fair, includ-

ing the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

April 15 — Deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 31.

April 15-16—Spring meeting of West Virginia Broadcasters Association. Speakers include Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee, and Vincent T. Wasilewski, president of National Association of Broadcasters. Wilson Lodge, Wheeling.

April 15-16—Region one conference of Sigma Delta Chi, professional journalistic society. Rochester, N. Y.

April 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

April 15-17 — Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

April 16 — 27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.

April 17-19—National Educational Television affiliates meeting. Statler Hilton hotel, New York.

April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson and Todman Productions, and Thomas Moore, president of ABC-TV. Sheraton Plaza hotel, Boston.

April 20—Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Coliseum, Marion, Ohio.

■April 21—Annual meeting of stockholders of Time Inc. Prudential Building, Chicago.

April 21-22—Spring meeting of the Mid-America CATV Association. Prom-Sheraton Motor Inn, Kansas City, Mo.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

April 22—16th annual conference and banquet of the Radio and Television Guild of San Francisco State College. San Francisco State College, San Francisco.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

April 22-23—Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dam Village State Park, Gilbertsville, Ky.

April 22-30 — 6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles, Lake Charles.

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speak-

Arnold Palmer Golf Tips.

(Delivered by Arnie himself.)



Now available in many markets to radio stations and advertisers — a new series of Arnold Palmer Golf Tips narrated by Arnie himself each approximately 30 seconds in length.

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And there's a "Beat Palmer Tournament" which both station employees and Golf Tip Sponsors may enter.

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#2 ★ CHICAGO

LOS
ANGELES

★ #3

WCCO RADIO'S

54.6% share of audience

SETS NATIONAL RECORD

***TOP ACCEPTANCE!** The new Mediastat Reports reconfirm the traditional leadership of WCCO Radio — both nationally and locally. WCCO's 54.6% share of audience is by far the largest reported for any station in all the markets measured by Media Statistics. The 54.6% also means WCCO Radio delivers more listeners per average half-hour than all other Minneapolis-St. Paul stations combined! (6:00 AM - 12:00 Midnight, 7 days a week) And this is only half the story . . .

Sources: Audience data based on Mediastat estimates, total survey area, Oct. Nov. 1965. WCCO-Land market area based on latest Nielsen Coverage Service estimates. All data subject to qualifications which WCCO Radio will supply on request.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

***WCCO RADIO'S 1,253,000
listeners per week makes
Minneapolis-St. Paul the
nation's No. 4 radio market***

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

When you rank the nation's top radio markets according to the weekly circulation of the leading station in each market, Minneapolis-St. Paul is fourth. That's because WCCO Radio's total weekly audience of 1,253,000 persons is exceeded only by stations in New York, Chicago and Los Angeles. This tremendous total amounts to nearly one million more listeners a week than any other Twin Cities station. And it's solid proof that WCCO Radio has the power — the reach — and the acceptance to produce flag-waving results for you in the big, rich WCCO-Land market.

Northwest's Only 50,000-Watt
1-A Clear Channel Station

REPRESENTED BY

CBS  **RADIO
SPOT
SALES**





ers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

April 24-29—Ameco Management Institute sponsored by Ameco Inc., in cooperation with Arizona State University. Purpose is to give experienced CATV managers and owners an opportunity to explore the economic factors with which they can expect to deal during the next several years, with attendance limited to 20 students. Camelback Inn, Phoenix.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

■April 25-29—Sixth annual TV-Newsfilm Workshop sponsored by the National Press Photographers Association, the University of Oklahoma and the Department of Defense. University of Oklahoma, Norman. Information and registration forms are available from Ned Hockman, Motion Picture Department, University of Oklahoma, Norman.

April 26-28—Institute of Electrical and Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.

April 27—Annual spring meeting of Connecticut Broadcasters Association. University of Connecticut, Storrs.

■April 28-29—Spring convention of the North Central region of the National Community Television Association. Wagon Wheel Inn, Rockton, Ill.

■April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennis (D-Miss.) Broadwater Beach hotel, Biloxi.

April 29—Deadline for comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators. Former deadline was March 28.

■April 29—Annual spring meeting of Arizona Broadcasters Association. Pioneer International Inn, Tucson.

April 29-30—16th annual convention of the Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Robert E. Lee; Robert H. Alter, executive vice president, Radio Advertising Bureau; Jack Lee, WSAZ Huntington, W. Va.; Maurie Webster, vice president, spot sales, CBS; Chet Lauck, executive assistant, Continental Oil Co., and Alf Landon, Kansas broadcaster and 1936 Republican nominee for President. Besse hotel, Pittsburg.

April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

■April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Participants include Milton C. Mumford, chairman of the board and president, Lever Brothers Co.; Harry Harding, corporate executive of Time Inc.; Dr. James L. Goddard, commissioner of food and drugs, Food and Drug Administration; Robert Manning, editor-in-chief of *The Atlantic*; John W. Chancellor, director of Voice of America; and Charles H. Brower, chairman of the board of BBDO. Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

April 30—Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

MAY

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers

■Indicates first or revised listing.



Top banana.

George Stephens, KCMO Radio and Television Director of Agriculture, is the new president of the National Association of Farm Broadcasters, the 3rd Meredith man to serve as president. More recently, Stephens was chosen as one of seventeen American agricultural specialists to accompany Secretary of Agriculture Orville L. Freeman on his history-making trip to Vietnam.

These honors are consistent with the KCMO and Meredith Bunch record of leadership.

George Stephens is one of the nation's most respected farm broadcaster authorities. An agriculture graduate from Kansas State, former teacher of Vocational Agriculture and a County Agent in Kansas, George brings knowledge and stature into sharp focus 6 days every week to the thousands engaged in Mid-America's rich agricultural industry.

We're proud to have him as a top banana at the KCMO Stations.

**one of the
Meredith
bunch**

KCMO AM TV  CHANNEL 5 KANSAS CITY, MO.

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;



PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV



Who buys mo

☐ 18 to 34? ☐ 35 to 49? ☐ 50+?

We'll give you three guesses and 2-to-1 you're wrong—unless you've been doing some pretty substantial research. Like Peters, Griffin, Woodward's research director, Dr. Thayer, who knows who buys your toiletries and drugs.

PETERS, GRIFFIN

New York, Chicago, Detroit, Philadelphia, Atlanta



re toiletries?

He can tell you a lot about supermarket shoppers: how old they are, how much each age group spends, and how important these three age groups are for 7 product categories in this area.

Don't make a check mark at left (or another media decision) until you've checked with Dr. John Thayer at Peters, Griffin, Woodward in New York. Call 212-826-6000. Or use the coupon at right.

Peters, Griffin, Woodward, Inc.
277 Park Avenue, New York, N.Y. 10017.

Dear Dr. Thayer: Who does buy more?

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

WOODWARD, INC. Pioneer Station Representatives Since 1932.

Hotte, Minneapolis, St. Louis, Dallas-Ft. Worth, Los Angeles, San Francisco.

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To: JOURNALISTS
From: Radio Free Europe
Re: Reporting Award

Radio Free Europe announces a **REPORTING AWARD** for outstanding coverage of East Europe during the calendar year 1966. A \$500 award and plaque will be given in each of the following categories:

- RADIO AND TELEVISION
- NEWSPAPERS, WIRE SERVICES
- MAGAZINES

There are no subject restrictions on coverage given to one or all of the following countries — Poland, Hungary, Czechoslovakia, Rumania and Bulgaria.

Judges will be:

Edward W. Barrett, Dean
Columbia University
Graduate School of Journalism

John C. Campbell, Senior Research
Fellow at the Council of Foreign
Relations, New York

John Richardson, Jr., President
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write to:

REPORTING AWARD
Public Affairs Division
Free Europe, Inc.
Two Park Avenue
New York, N.Y. 10016

include Senator George Murphy (R-Calif.).
Sheraton Park hotel, Washington.

May 2—Deadline for reply comments on
FCC's proposed rulemaking limiting to three,
number of TV stations (not more than two
of them VHF's) an individual or corporation
can have interest in or own in one or more
of top 50 TV markets.

May 2-4 — 51st annual conference of the
Association of Canadian Advertisers. Royal
York hotel, Toronto.

May 3—Annual meeting of the shareholders
of Radio Corporation of America. Carnegie
Hall, New York.

May 3-4—Annual general conference of the
CBS-TV affiliates. New York Hilton, New
York.

May 3-6—World meeting of the Affiliated
Advertising Agencies International. Mar-
riott hotel, Philadelphia.

May 5—Seventh annual American TV Com-
mercials Festival Awards Dinner. New York
Hilton, New York.

May 5-8—Fifteenth annual National Con-
vention of American Women in Radio and
Television. Statler-Hilton hotel, Detroit.

May 6—Canadian Film Awards Presenta-
tion, sponsored by the Association of Motion
Picture Producers and Laboratories of Can-
ada. Further information can be obtained
from the association at 1762 Carling Avenue,
Ottawa 13. Queen Elizabeth hotel, Montreal.

May 6-7—Spring regional conference (re-
gions six and seven) of Sigma Delta Chi,
professional journalistic society (meeting
jointly and in conjunction with annual SDX
distinguished service awards banquet). Des
Moines, Iowa.

May 7—Meeting of the Oklahoma AP
Broadcasters. Oklahoma City.

May 7-8—Annual meeting of Kansas As-
sociated Press Radio-TV Association. Kansas
City, Mo.

May 8-11—1966 Catholic Communications
Convention and Seminar sponsored by the
Catholic Broadcasters Association and the
National Catholic Welfare Conference.
Speakers include FCC Commissioner Ken-
neth A. Cox. Fairmont hotel, San Francisco.

May 11-13—Annual NBC Radio-TV Affili-
ates Meeting marking 40th anniversary in
radio-TV. Hilton Hawaiian Village, Hono-
lulu.

May 12—Annual spring managers meeting
of the New Jersey Broadcasters Association.
Rutgers University, New Brunswick, N. J.

May 12-14—Annual spring meeting and
election of officers of Montana Broadcasters
Association. Speakers include Vincent T.
Wasilewski, president of National Association
of Broadcasters. Northern hotel, Billings.

May 15-17 —Annual spring meeting and
election of officers of Pennsylvania Associa-
tion of Broadcasters. Speakers include Vin-
cent T. Wasilewski, president of National
Association of Broadcasters. The Inn, Buck
Hill Falls.

May 16—New deadline for reply comments
on FCC's proposed rulemaking to limit three
major networks (ABC, CBS and NBC) to
equity holdings in no more than 50% of all
nonnews programing between 6 p.m. and 11
p.m., or to two hours of nonnews program-
ing in same period, whichever is greater.
Proposal would also prohibit three TV net-
works from domestic syndication and for-
eign sales of independently produced pro-
grams. Former deadline was March 31.

May 16-20—Seminar on measuring TV
audience including in-depth study of TV
ratings and their use, sponsored by Uni-
versity of Nebraska. Nebraska Center for
Continuing Education, university campus,
Lincoln.

May 16-27—Seminar on earth station tech-
nology and space communications, sponsored
by the U. S. in cooperation with the
International Telecommunication Union.
Richard T. Black, Office of Telecommuni-
cations, U. S. State Department, is coor-
dinator. State Department, Washington.

■Indicates first or revised listing.

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FOR QUALITY PROGRAMMING IT'S
AMERICAN INTERNATIONAL TELEVISION, INC.
WITH THREE NEW PACKAGES OF MAJOR FILM ENTERTAINMENT

CINEMA 20

(IN ASSOCIATION WITH THE LANDAU-UNGER CO.)

*Twenty distinguished motion pictures combining the most
exciting award-winning talents in the entertainment industry...*

*Marcello Mastroianni, Dirk Bogarde, Rod Steiger, Henry Fonda,
Katherine Hepburn, Vittorio Gassman, Alain Delon, Claudia Cardinale,
Jason Robards, Jr., Catherine Deneuve*

*Federico Fellini, David Friedkin, Joseph Losey, Jacques Demy,
Sidney Lumet, Archibald MacLeish, Luchino Visconti, Terrence Young*

DOMINANT 10

*Fast-paced action—exciting stories—top drawing names
David Niven, Ben Gazzarra, Vincent Price, Sean Connery,
Gary Merrill, James Mason, Lilli Palmer—
the ingredients for 'MUST' television viewing and 'top' ratings*

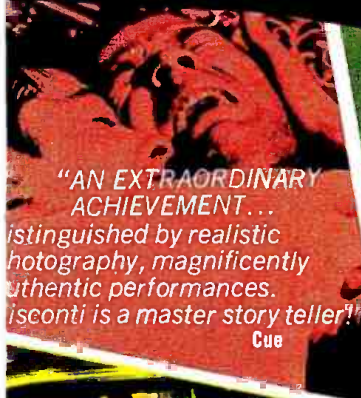
AMAZING ADVENTURES 1967

*From tales of suspense and science fiction to the rock 'n roll swingers;
from secret agent adventures to the jungles of lost worlds;
all this in twenty-six rip roaring action films in color*



**LA DOLCE VITA ■ THE PAWNBROKER ■ ROCCO
■ THE UMBRELLAS OF CHERBOURG ■ THE ELE
THE SANDS OF BEERSHEBA ■ LONG DAYS JO
■ THE FOOL KILLERS ■ ROPE AROUND THE NI
THE THREE SISTERS ■ THE SERVANT ■ THE GI**

WAR



"AN EXTRAORDINARY
ACHIEVEMENT...
distinguished by realistic
photography, magnificently
authentic performances.
Disconti is a master story teller!"
Cue



"A film of internal
brilliance, perhaps
the most exciting
picture Orson Welles
has made."
Time Magazine



"The anatomy of
corruption in brilliant detail."
Judith Crist,
N.Y. Herald Tribune



"One of the 10 best
of the year!"
by Crowther, N.Y. Times
Veiler, N.Y. Times
Cook, World Telegram & Sun



HIS BROTHERS ■ THE SWINDLE ■ THE TRIAL
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EY INTO NIGHT ■ 90 DEGREES IN THE SHADE
LIFE UPSIDE DOWN ■ THE SECRET AGENTS ■
TTERS ■ GIRL IN ROOM 13 ■ I SPY, YOU SPY ■



Please visit Stanley E. Dudelson
in AI-TV's hospitality suite
at the Conrad Hilton
Suites 528A-530A

AMAZING ADVENTURES 1967

APACHE FURY (COLOR)

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DEATH PAYS IN DOLLARS (COLOR)

THE EYE CREATURES (COLOR)

FROM ISTANBUL, ORDERS TO KILL (COLOR)

GO GO MANIA (COLOR)

THE HUNT (COLOR)

HUNTER OF THE UNKNOWN (COLOR)

LOST WORLD OF SINBAD (COLOR)

MASTER OF THE WORLD (COLOR)

MMM 83 (COLOR)

OPERATION ATLANTIS (COLOR)

OPERATION COUNTERSPY (COLOR)

PLANET OF BLOOD (COLOR)

PORTRAIT IN TERROR (B & W)

PRISONER OF OF THE JUNGLE (COLOR)

SAVAGE GRINGO (COLOR)

SPECIAL CORRESPONDENT (COLOR)

TIGER OF THE SEAS (COLOR)

TRACK OF THE VAMPIRE (B & W)

VOYAGE TO THE PLANET OF

PREHISTORIC WOMEN (COLOR)

VOYAGE TO THE PREHISTORIC PLANET (COLOR)

WILDCATS ON THE BEACH (COLOR)

ZONTAR: THE THING FROM VENUS (COLOR)

DOMINANT 10

COMMANDO (B & W)

CONQUERED CITY (B & W)

DESERT WAR (B & W)

KILLERS ARE CHALLENGED (COLOR)

LAST MAN ON EARTH (B & W)

MAN FROM COCODY (COLOR)

OPERATION WARHEAD (B & W)

RUN, PYSCHO, RUN

TORPEDO BAY

WOLVES OF THE DEEP (B & W)

and forthcoming

REAL LIFE ADVENTURES ALL COLOR DOCUMENTARIES

DEVIL'S BLAST

THE GREAT SECRET

HEADHUNTERS OF THE AMAZONS

SAVAGE ORIENT

WITCH DOCTOR IN TAILS

HOLIDAY STORY BOOK OF FABLES

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SLEEPING BEAUTY

SNOW WHITE

THE SEVEN DWARFS TO THE RESCUE

50 FAVORITE FILMS AI-TV in association with the LANDAU-UNGER CO.

HOME OF THE BRAVE

THE CHAMPION

CHEERS FOR MISS BISHOP

DEVIL AND MISS JONES

AND 45 OTHER MEMORABLE HITS

AMERICAN INTERNATIONAL TELEVISION Inc. *American International*
165 West 46th Street ■ New York, N.Y. 10036 ■ Circle 5-3035

OPEN MIKE®

Wants agency man's 'Memo'

EDITOR: Please send me 50 copies of the March 7 "Monday Memo," "Buying Radio Without Ratings," by Edward M. Stern, Foote, Cone & Belding.—*John D. Kettell, Kettell-Carter Inc., Boston.*

Phone number tie-ins

EDITOR: Many stations have come up with a rather interesting twist to get listeners and viewers to remember their broadcast frequencies.

For example, ABC in New York has changed its telephone number from the somewhat insignificant SU 7-5000 to LT 1-7777. They broadcast on channel 7 in New York and are on 770 kc on the radio dials.

WCTC-AM-FM in New Brunswick, N. J., uses Charter 7-1450. They are at 1450 kc on the dial. The only drawback here, of course, is for the FM listener.

At Rutgers University, also in New Brunswick, the campus radio station has changed its number to KI 5-6800. Their dial position is 680.

Perhaps it may be interesting to ask stations to drop a line to BROADCASTING if they follow this path of telephone promotion. I think the results may be somewhat surprising.—*William J. Liss, Manager-audio/visual media, Trans World Airlines, New York.*

Who's to blame?

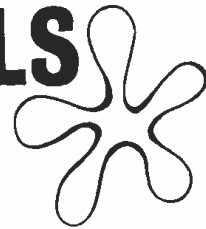
EDITOR: Jack Jones [of Mattel] in his March 14 "Monday Memo" on TV's impact on the toy industry, mentions "the cynical young." If they have become that way the toy industry and TV can only blame themselves. They have too often fallen into the trap of over-glamorizing and, in some instances, falsification. No wonder it's harder than it used to be to convince a once-gullible audience.

Trick photography, phony back-grounds and every other sleazy method you can think of has been used extensively.

Among my own four children the reaction to certain toys has become: "Oh, it's probably no good—they advertise it on TV."

Even children cannot be fooled forever by cars that look two feet long on the TV screen and turn out to be six inches; by dinosaurs that appear at least as large as a child and turn out to be eight inches high; by dolls that

Award-winning WFTV SERVES the market it SELLS



*ACTION CENTER, FLORIDA

The Orlando Area Chamber of Commerce recently adopted the phrase "action center of Florida" to describe the varied and fast paced development of Florida's THIRD-RANKED TV market.

WFTV keeps in pace serving this "action center" with vital, interest-packed, community oriented programs ... and with the largest television news gathering staff.

Joseph L. Brechner, president
Mid-Florida Television Corp.



ABC's Peter Jennings delivers "newscast" to annual Chamber of Commerce banquet.



Exclusive, live, WFTV coverage of Chamber's Christmas Parade for sixth consecutive year.



BUY DOMINANCE — BUY COVERAGE

wftv.

CHANNEL 9 ORLANDO, FLORIDA

WABX

DETROIT

KSHE

ST. LOUIS

KMAP

Dallas/Ft. Worth

CENTURY BROADCASTING CORPORATION

33 NORTH LA SALLE ST. • CHICAGO 60602 • WABASH 2-1000



Who helped national advertisers get
greater sales impact at the local level?

Blair Special Projects, of course.

(Just one more reason why agencies listen when Blair talks television.)



Blair Television's Harold Pingree meets with Newman F. McEvoy, Senior Vice President & Director of Cunningham & Walsh, Inc.

A national advertiser can find himself an outsider when he tries to compete at the local level.

But Blair Television's Special Projects Division has developed a plan for national advertisers to achieve hometown appeal, and retain national prestige in their marketing areas.

We call it the Blair "Community Impact" Plan. It is built around the sponsorship of local *Specials* that involve the advertiser in the community's affairs. Experience shows that a planned schedule of these programs in a market produces effectively for the advertiser.

Example: One national food manufacturer was having trouble penetrating a particular mar-

ket. Through Special Projects, he sponsored a series of locally-produced specials. Customer association of the brand with community activities dramatically increased 258%. Results—this national product became a hometown product in the eyes of those customers.

In this new age of television, Blair's personalized services, through its outstanding staff of sales specialists, produce results for today's advertisers, agencies, and stations.

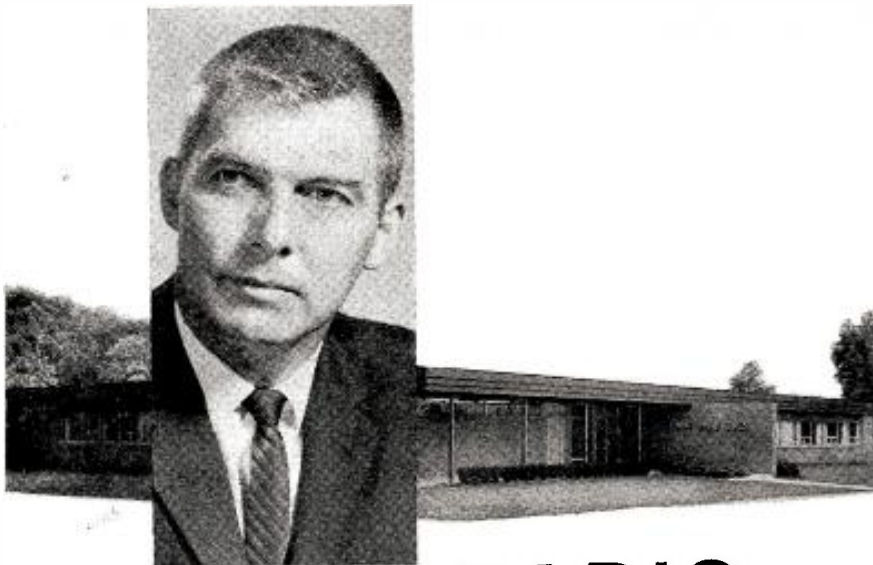
You are invited to contact Harold Pingree, Director of Special Projects. He'll prepare the "Community Impact" Plan to *your* specific needs.



BLAIR TELEVISION

A Division of John Blair & Company / 32 Years Serving The Broadcasting Industry

OFFICES IN 10 MAJOR CITIES: New York/Chicago/Atlanta/Boston/Dallas/Detroit/Los Angeles/Philadelphia/St. Louis/San Francisco



Richard De Haan
Teacher

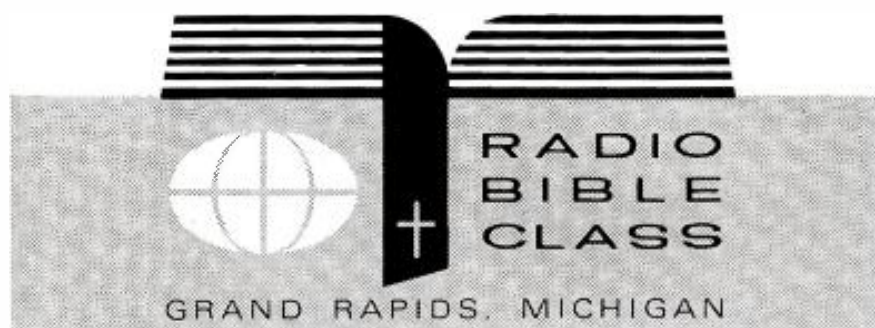
RADIO BIBLE CLASS

*EVERY RADIO HOME A POTENTIAL CLASSROOM
for
"Telling the story of Jesus"*

From small beginnings in 1938 to over 600 radio stations today, Radio Bible Class has gained world-wide acceptance as the outstanding program of spiritual instruction for living in today's demanding society.

Founded by the late Dr. M. R. DeHaan, this unique, weekly thirty minute program has become a MUST in many thousands of homes each week around the globe.

Richard DeHaan, teacher, feels the desperate spiritual needs of people in today's world, and is convinced that there was never a time when the challenge to go forward with the clear teaching of God's Word was more imperative.



walk by themselves on TV and in reality are not even motorized, etc.

We note the National Association of Broadcasters is now—and it's about time—trying to set up a code on toy ads. We can only hope that Mr. Jones and his fellow manufacturers will heed the warning of the "cynical young" and stop trying to make puffed plastic look like sturdy steel.—*J. Alan Jasper, president, WIDE Biddeford, Me.*

Not only in blackouts

EDITOR: Seems as though people think that the only place a radio station and a portable radio can be valuable is in the Northeast during a power blackout. Not so. We had a major blizzard in this area [March 3-5] and worked a couple of hundred extra man hours getting out information to many rural people who were without power, telephone and other comforts while 70-mile-per-hour winds blew snow into 8 to 15 foot drifts. Some communities were cut off from all contact except through amateur radio and our services.

Maybe our blizzards don't effect as many people as blackouts in the Northeast, but they happen a heck of a lot more often; and a radio station and a transistor radio come in pretty handy when they do hit.—*Wil Huett, program director, KCSR Chadron, Neb.*

Boys' Club story

EDITOR: I would like to thank you and your magazine for your generosity in running our full-page "He's No Puzzle" "advertisement" in the March 14 issue of BROADCASTING.

The genuine willingness of your fine publication to help us tell the Boys' Clubs story to the industry you so capably represent was indeed most gratifying.

Again, on behalf of myself and our more than 700,000 Boys' Clubs of America members across the country . . . Thank you.—*John M. Gleason, national director, Boys' Clubs of America, New York.*

News wire experiences

EDITOR: We would be interested in hearing from college educational FM stations as to ways and means they employ to secure and finance news wire services. We'd like to hear experiences, difficulties, special arrangements such stations might have had, as well as assessment of the service value.

Interested persons or stations should write directly to me.—*William M. Brady, radio coordinator WUSF-FM, University of South Florida, Tampa.*

**IF
YOU'VE
GOT THE
MONEY,
HONEY,
WE'VE GOT
THE TIME.**

WIL, AM-FM, ST. LOUIS • K-BOX, AM-FM, DALLAS

The Balaban Stations — In Tempo With The Times/John F. Box, Jr., Managing Director/Sold Nationally By Robert E. Eastman & Company, Inc.



Associated Television entertains the world...

As the world gets smaller, ATV gets bigger. In just 10 short years jets have put Bangkok around the corner, London between meals. In that same time ATV has grown to include subsidiaries in almost every related form of the entertainment field; reaching 83 countries as showcases for ATV productions. In the United States, ATV-ITC has marked an entertainment breakthrough with British-originated product now constituting an important segment of prime time programming on the three networks. How's that for entertaining the world?



Conrad Hilton Hotel, Suite 501-502



THE SAINT

starring
ROGER MOORE
on the
NBC-TV
Network
Premiere to be
announced.



COLOR



SECRET AGENT

starring
PATRICK MCGEOGHAN
on the
CBS-TV
Network
Saturdays
8:30-9:30 pm E.S.T.



COLOR



THE BARON

starring
STEVE FORREST
on the
ABC-TV
Network
Thursdays
10-11 pm E.S.T.



IVANOV

Direct from the
British stage,
soon on Broadway,
starring
SIR JOHN GIELGUD
and **CLAIRE BLOOM**
on the CBS-TV
network, date to
be announced.



COLOR



AT THE PALLADIUM

America's show
business greats
headline one-hour
musical-variety
extravanzas
NBC-TV network,
dates to be
announced.



COLOR

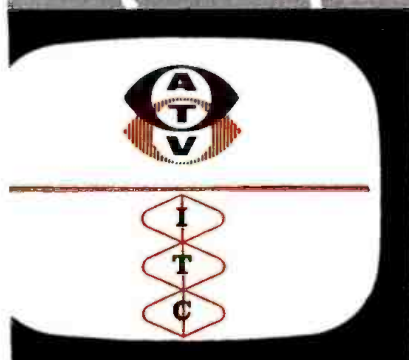


THUNDERBIRD

Brand new,
one hour
adventures in
outer space—
SUPERMARIONATION

COLOR

INDEPENDENT TELEVISION CORPORATION



- **INDEPENDENT TELEVISION CORP.,** wholly owned subsidiary, for Production and Distribution
- **INCORPORATED TELEVISION CO. LTD.** (Film Production)
- **AMBASSADOR BOWLING LTD.** (Ten-Pin Bowling)
- **BERMANS (HOLDINGS) LTD.** (Theatrical Costumes)
- **A.P. FILMS LTD.** (Super Marionation Films)
- **ELSTREE STUDIO CENTRE** (Television Studios)
- **ALPHA TELEVISION SERVICES** (Television Studios)
- **PYE RECORDS LTD.** (Records)
- **PLANNED MUSIC LTD.** (Muzak)
- **ASTON PUBLICATIONS LTD.** (Television Journals)
- **BRITISH SPACE DEVELOPMENTS CO., LTD.** (Satellites/Research)
- **STOLL THEATRES CORP., LTD.** (Theatres)
- **MOSS' EMPIRES LTD.** (Theatres)
- **THEATRE ROYAL DRURY LANE LTD.** (Theatres)
- **ASSOCIATED THEATRE PROPERTIES (LONDON) LTD.** (Theatres)
- **ASSOCIATED TELEVISION (OVERSEAS) LTD.** (Bermuda Distribution)
- **TELEPUBLICITE INTERNATIONALE** (Switzerland Distribution)
- **CANASTEL BROADCASTING CORPORATION LTD.** (Radio and TV Stations)
- **I.T.C. OF CANADA LTD.** (Canadian Distribution)
- **A.T.V. (DISTRIBUTORS) PYE LTD.** (Australian Distribution)



AWAY

Some stars in adventure series

FIRST RUN



MR. PIPER

Fantasy, fun and adventure in first-run half-hours

COLOR



THE DE LUXE 20

Soon available, brand-new, top quality action-adventure feature films

COLOR



LENA HORNE

Two one-hour musical specials starring glamorous LENA HORNE

NEW SPECIALS



STINGRAY

First-run undersea adventures in SUPERMARIONATION half-hours

COLOR



GIDEON... C.I.D.

Dramas of a great metropolis and its millions in detective adventure hours

FIRST RUN

holly owned subsidiary for Production and Distribution

Television's influence on marketing—'fantastic'

There are four general areas where television has had a marked influence on marketing. They are: mass merchandising, speed and effectiveness of communication, revised geographical marketing patterns and the changed media mix.

What do we mean by mass merchandising? Let's define it as selling a mass of goods to a mass of people. One might argue that we have had mass merchandising in the U. S. since the coming of the production line and the advent of the department store. This is true to a certain degree. But the progress of this aspect of marketing in the 50 years preceding commercial television was turtle-like compared to its giant strides commencing with TV.

Nowadays selling has largely been replaced by pre-selling. Self-service outlets did not happen as the result of a thought from a fertile brain. They happened because it was no longer necessary to man a retail outlet with salesmen. Products could be and were pre-sold to a point where salesmen seemed almost more of a hindrance than a help. Magazines, billboards and newspapers have been in existence for many years. But until the coming of broadcast, and especially television, effective pre-selling was marginal.

Retail Revolution ■ In 1952 there were 16,500 supermarkets in the U. S. accounting for 5% of the total outlets and doing 43.8% of the business. Incidentally, there are no reliable figures prior to 1952.

By 1964 the number of outlets had nearly doubled and in that year accounted for 13.5% of the total outlets and did 70% of the food business. The expanding economy meant that the total dollar volume of sales for all supermarkets tripled in this period. At the same time small retail grocery outlets were rapidly disappearing.

I will not take time to show you what has happened in the hard- and soft-goods industry. You are all familiar with Gem, Korvette and Sav-Mart. Even the used car lots have stopped selling. Go pick it out yourself. You're pre-sold and advertising did it.

New Products Scramble ■ In the interrelated sense, television has made all this possible, or even necessary, with its power to communicate fast and effectively. And this is the second point of influence on marketing. To highlight this, it would be well to consider new products and the broadcast industry.

Before the days of television it was very difficult to test market a product simply because media were not immediate enough or effective enough to get any fast results. Or any real strong feel for a test product's potential in a reasonable period of time.

But, since television, countless new products have been introduced every year by the marketing giants—Procter & Gamble, Lever Brothers, Colgate-Palmolive, and the Generals—Mills, Motors, Electric, Foods, Tire, Telephone, Time, Dynamics.

One study shows that over 5,000 new food items were introduced in 1963 alone. Of these, however, only 1,800 were accepted for sale by retail food outlets and only 500 survived in the market place for more than a year.

A determining factor in the success of those new products was the TV weight behind their introduction. Chain store buyers and committees will not stock a brand that is not well advertised. And well advertised means pre-sold on TV.

Today's homemakers are young. One half of all consumers in the U. S. are under 28 and soon the average will be 25. These young people have always shopped in supermarkets. They have grown up in an age where 6,000-8,000 items are ready and waiting on the shelf. These consumers are not only young, they are sophisticated. But whether they know it or not, they are pre-sold. Television did it.

TV Base for 'Clusters' ■ The third major influence of broadcasting on marketing has been dramatized geographically. Retail and wholesale patterns of distribution have changed since the

coming of television. My own experience with Falstaff is not at all singular.

Ten years ago Falstaff had 515 distributors or wholesalers for its product. Each one of these distributors was treated separately and individually. Nearly every one had media originating in his market and the boundaries of his market were small.

The Falstaff media advertising program was already heavy in network televised live sports. In 1956 Falstaff sponsored *Game of the Week* baseball. That was also the first year of sponsorship for NFL football. It was obvious that a market redefinition was required.

So we went to work on a system that grouped or clustered a number of distributors into an area of common interest. This interest was media coverage and television formed its base.

TV Tops Media Mix ■ The final point in the influence of TV on marketing is the changed media mix. This is a change that media actually imposed upon itself.

It is evident that more and more advertisers have turned to television as their basic medium. As a result, availability of TV has become tighter and tighter. Increased competition from the creative standpoint also has mushroomed. You not only have to buy the best but create the best.

In the area of salesmanship, whether it is introducing new products or pre-selling an established item, television has proved to be the greatest selling force ever known. I venture to state that no major national marketing strategy in the U. S. would dare to overlook it.



Born in St. Louis in 1924, George P. Holtmann joined Falstaff in 1941. He attended St. Louis University at night, receiving his bachelor of science and commerce degree in 1946. In 1947 he was named advertising manager for the company's central sales division and since has served successively as media and copy coordinator and assistant advertising director. He became advertising director in 1960 and was elected a vice president of the firm in 1964. The accompanying article is a condensation of his talk March 10 before a broadcast seminar in St. Louis sponsored by station representatives.



This Goodyear Tire is approximately 10 feet high. Weighs nearly 1½ tons. Retails for more than \$10,000. It was made in Kansas at Goodyear's Topeka plant, second largest of the 75 Goodyear installations. The Goodyear plant area, including warehouse, covers 44 acres, employs 2150 people. Their payroll and purchases add more than \$20 million annually to the Kansas economy.

So, if you think of Kansas as just wheat, cattle and "corn as high as an elephant's eye"—look again. You'll find BIG WHEEL industrial operations all over the place.

To be a BIG WHEEL in Kansas concentrate on WIBW air media. This is a combination with the power to get the job done. WIBW RADIO covers 69 Kansas counties, dominates in 45 of them. WIBW-TV gives you dominant day and night coverage in 38 counties. In no other way can you cover so much of Kansas—so well. Ask Avery-Knodel.

RADIO • AM-FM • TELEVISION			
Topeka, Kansas			
Broadcast Services of			
Stauffer Publications			
Represented nationally by			
Avery-Knodel			



Put the words in
someone else's mouth
for a change
ENTER
ABC Films
FLASH GORDON
and
BUCK ROGERS
CAPTION
CONTEST!

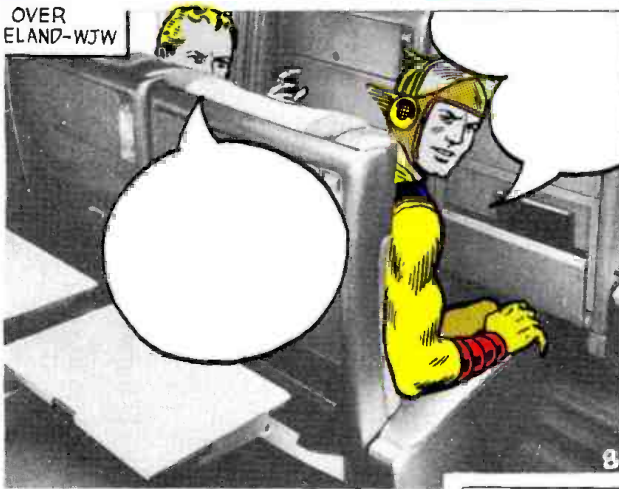


WHAT DO YOU WIN?

1st, 2nd and 3rd place prizes awarded to best entries. Judging will be completely biased with bonus points going to those contestants who can be most beneficial to ABC Films.



OVER
ELAND-WJW



ACK IN N.Y.

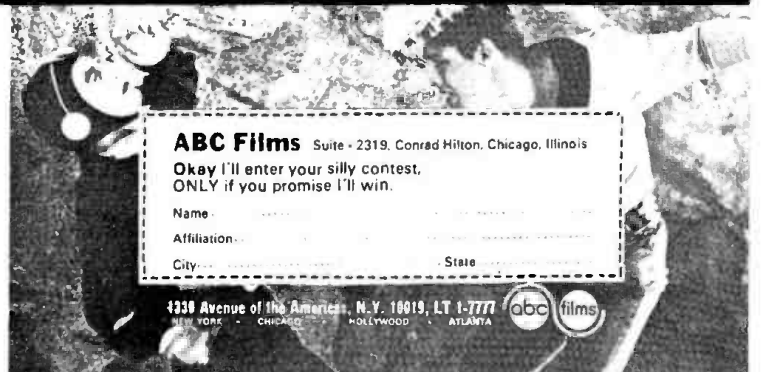


MURPHY
ANDERSON



IT'S THIS EASY...

Just fill in the empty balloons with your own humorous or appropriate copy. Then proceed directly to the ABC Films suite. All entries will be accepted and become automatically eligible for the grand prizes.



ABC Films Suite - 2319, Conrad Hilton, Chicago, Illinois

Okay I'll enter your silly contest,
ONLY if you promise I'll win.

Name _____

Affiliation _____

City _____ State _____

4330 Avenue of the Americas, N.Y. 10019, LT 1-7777

NEW YORK

CHICAGO

HOLLYWOOD

ATLANTA



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



Manet / Boating / New York Metropolitan Museum

St. Louis' emotional attachment to KSD-TV is unique . . . for it has matured and strengthened since that day 18 years ago, when channel 5 became the first television station in St. Louis. Today KSD-TV is still first in the hearts of St. Louisans*.

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



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

1966 NAB issues complex as ever

CATV and fourth spot only two of many problems facing biggest convention; record exhibits, many side meetings draw special interest groups

An industry continually beset with problems, some of its own making, some created by outside interests, moves into Chicago this week to take an introspective look at a few of them.

Among the more pressing issues are community antenna television and a fourth spot in prime-time network programs.

More than 4,200 broadcasters and engineers will be attending the National Association of Broadcasters 44th annual convention. Many will come to attend the myriad of special-interest group meetings where their own problems are discussed and possible solutions are hammered out. Because many of these problems are particular to specialized organizations, they traditionally do not appear on the formal NAB agenda.

These side sessions, which began two

days prior to the convention and will end a day after, have been encouraged by NAB as a means of attracting a greater attendance at the convention and to reduce the number of trips necessary for the average broadcaster.

This week NAB expects about 6,000 people to be on hand to take part in some form of convention or related meeting activity. Some 2,000 of these will man exhibits and hospitality suites.

In the past decade the convention has more than doubled in size from every angle. For example, the 1957 convention held 10 years ago in Chicago had 44 equipment exhibitors paying \$53,597 for space. This week 115 exhibitors will pay approximately \$175,000 for space. The 1957 convention attracted 2,448 delegates. That could be doubled this week. In 1957 there were 11 special-

interest groups and trade associations that scheduled meetings at convention time. This year there are more than 20.

CATV will again dominate much of the talk in the Conrad Hilton. Although it will be more corridor conversation in the Hilton, it will no doubt be a major item of business at the Sheraton-Blackstone across the street. There the Association of Maximum Service Telecasters, the trade association advocating the hardest line on CATV regulation, is holding its annual meeting.

Both NAB and AMST have lost some members due to their CATV stands. Since virtually all AMST members also belong to NAB, a position taken by AMST automatically reflects an opinion that will be expressed in NAB councils.

This was evidenced at the NAB



Mr. Ferguson



Mr. Cobb



Mr. Revercomb



Mr. Shapiro



Mr. Lee

The largest National Association of Broadcasters convention on record opens in Chicago this week and more than 4,200 broadcasters and engineers are expected to take part. The registrants to the 44th annual convention will find three days of meetings, 50,000 square feet of equipment exhibits, 50 film and tape syndicators and hundreds of hospitality suites waiting for them. Shown (l-r) are five men who played major roles in preparing for this

year's convention: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Grover C. Cobb, KVGB Great Bend, Kan., vice chairmen of the NAB television and radio boards, respectively, and convention co-chairmen; Everett E. Revercomb, NAB secretary-treasurer and convention manager; Mike Shapiro, WFAA-TV Dallas, and Jack W. Lee, WSAZ Huntington, W. Va., chairmen of the TV and radio boards, respectively.

board meetings in Florida where the hard-line AMST position was pushed. The television board at its concluding meeting at that time came exceedingly close to adopting the AMST line. But an 11th hour compromise among the warring parties on the TV board produced the NAB's modified stand.

Network Meetings ■ The networks traditionally use the convention to meet with their affiliates. This year ABC-TV officials were geared for battle at their TV affiliates session Saturday (March 26) and some of the affiliates' guns were loaded for bear.

Many of the affiliates are up in arms because the network added a fourth spot to the twice-weekly episodes of *Batman* and because they have heard that ABC-TV is considering expanding the concept to other shows in the 7:30-8 p.m. slots.

Westinghouse Broadcasting has loudly opposed the policy from the time it was instituted at the beginning of the network's second season, and two weeks ago Herb Cahan, of Westinghouse's WJZ-TV Baltimore, resigned as chairman of the affiliates board to lead the floor fight against the extra prime-time spot (BROADCASTING, March 21).

ABC-TV violated neither its own commercial standards nor the NAB code authority's when it added the spot blaming higher production costs. At the same time it chopped out a minute of other material considered as commercial. The actual amount of time used for commercial purposes was constant. Many broadcasters fear the fourth spot idea will find its way into other prime-time areas and on other networks as well.

It's also an area the station reps are worried about, since opening the time for network business, they say, usually means a transfer of money otherwise designated for spot.

What About CBS? ■ On Sunday (March 27), CBS-TV affiliates were to meet to discuss the new affiliates' contracts with the network. There was little doubt that here too the fourth spot would be discussed. The affiliates want to know point-blank: Is CBS-TV planning such a move? If so, how does the network justify the action?

At NBC-TV the new network bosses will have a little more time to study the situation before they formally meet with the affiliates and have to answer the same questions. Although the NBC-TV affiliates are sure to discuss it informally, the affiliates meeting isn't scheduled until May.

These are two of the major industry problems at the convention. The NAB, which is expecting a record official attendance of more than 4,200 has problems of its own.

A bright area for the broadcasters will be the lower lobbies of the Hilton



The luncheon speaker today (March 28) is Vincent Wasilewski (r), National Association of Broadcasters president, making his second convention appear-

ance in that role. He will be introduced by John F. Dilte Jr. (l), Communicana Group of Indiana and joint board chairman.

where 115 exhibitors are taking up a record 50,000 square feet of space to show what's new in broadcasting for '66, much of it in color. As in other years broadcasters will be shown many items that are in prototype, but which the manufacturers expect will soon be ready to roll off the assembly line.

TV station men want to see the new color gear, and there will be plenty of it. Last year Norelco took the wraps off its PC-60 three-Plumbicon camera and shook up the whole convention. It joined RCA and GE in a select group of live color camera manufacturers.

New Cameras ■ This week two more firms join the club: Sarkes Tarzian will show its four-tube Polychrome camera which can take any existing tube and Marconi will show the Mark VII four-Plumbicon camera. In addition GE will show its new PE-250 four-Plumbi-

con camera; Norelco will have the PC-70, a new three-Plumbicon camera, and RCA will be showing the new four-tube TK-43 featuring a built-in 10:1 zoom lens.

A certainty to be closely examined by TV engineers and managers will be the Coniscan portable camera and videotape recorder. Many engineers feel the 20-pound recorder and 7-pound camera represent a real breakthrough in TV mobility and some are already likening it to the Ampex announcement of video tape back in 1956.

Perhaps the ever-increasing complexity of the industry and the specialized interests, all of which find some sort of shelter in the NAB tent, is best noted in the number of CATV equipment manufacturers which will be showing their wares. At least nine firms already have listed CATV gear displays in their promotional material for the convention.

NAB's staff has been well aware of the problems inherent in the 1966 convention. In a memo from Everett-Revercomb, secretary-treasurer to the NAB board last June, he noted that the growth has brought problems that "will only get worse in the years to come."

Among the items he cited as contributing to the problems are the number of registrations, the film exhibits which "add to the success of the overall convention," and the non-NAB meetings.

Talk of a Move ■ There has been some talk of moving the convention's exhibits and meetings to a convention hall operation like Chicago's McCormick Place and using the hotels for sleeping quarters and hospitality suites only. Such an arrangement would also put an end to the NAB luncheons and leave it up to the attendees to eat where and when they can.

However, the equipment manufactur-



FCC Chairman E. William Henry will make his third annual convention speech Tuesday (March 29). Tuesday afternoon is open time for the management and engineering delegates to visit exhibits and suites.

ers, who foot a major part of the convention bill, aren't interested in such a plan. They want everything kept together, if possible (CLOSED CIRCUIT, March 21).

The sale of exhibit space, Mr. Revercomb noted, "is the most important part of our convention revenues. . . . We can only forecast that the show will continue to grow in size and importance." He also noted that the 1965 increase in space rates from \$3.15 per square foot to \$3.50 was the first such raise in 10 years. Since there were no objections to the increase, he feels step increases could be effected over the next few years "to a point where charges could be double the present cost for exhibit space."

Beyond that there is an awareness among the staff of what could happen if the exhibit space continues to grow uncontrolled. In a few years it could push the convention right out into the street. There are those who recall the Institute of Electrical and Electronics Engineers annual show which got so big

that the exhibits had to be moved to the Coliseum in New York.

The suggestion that there be two conventions annually, or possibly separate radio and television conventions has been termed by Mr. Revercomb as "not desirable from our standpoint." He doubted if the exhibitors would support more than one convention.

Another comparatively new facet is the increasing number of CATV operators among broadcasters and the resultant increased interest CATV manufacturers are taking in NAB shows. There is some expectation that within a year or two there will be nonconvention meetings of CATV operators.

All of these add to the space problem. NAB can expand its tent only so far to include all these individuals, groups, associations and organizations. Some members think that perhaps the time has come to once again study the feasibility of a federation where broadcasting's many diversified interests can be brought together—and controlled centrally.



General Maxwell D. Taylor, former chairman of the Joints Chiefs of Staff, and former ambassador to South Vietnam, will be the luncheon speaker Wednesday (March 30). The concluding convention session will be held that afternoon.

ON TAP AT THE CONVENTION

Official agenda for the 44th annual National Association of Broadcasters convention, March 27-30, at the Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All events take place in the Conrad Hilton unless otherwise noted.

Registration ■ Sunday, March 27—8 a.m.-6 p.m. Monday, March 28—8 a.m.-6 p.m. Tuesday, March 29—9 a.m.-5 p.m. Wednesday, March 30—9 a.m.-5 p.m. Lower Lobby.

Exhibit Hours ■ Sunday, March 27—10 a.m.-7 p.m. Monday, March 28—9 a.m.-9 p.m. Tuesday, March 29—9 a.m.-7 p.m. Wednesday, March 30—9 a.m.-5 p.m. Continental Room, and North, East and West Exhibit Halls.

SUNDAY, March 27

All day—Bill Gavin radio program conference. Sheraton-Chicago.

8:30 a.m.—Association of Maximum Service Telecasters continental breakfast. Bel Air Room.

9 a.m.-4 p.m.—Association for Professional Broadcasting Education membership meeting. Williford A.

9:30 a.m.—Association of Maximum Service Telecasters membership meeting. Beverly Room.

9:30 a.m.—National Association of FM Broadcasters presentation on classical programming. Waldorf Room.

10 a.m.—First annual National Association of Broadcasters convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Lower Chapel, St. Mary's Church, Wabash and 9th Streets.

10:30 a.m.—National Association of FM Broadcasters automation seminar. Waldorf Room.

12 noon.—Daytime Broadcasters Association membership meeting. Williford C.

12 noon-2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Grand Ballroom Assembly.

1 p.m.—Association of Maximum Service Telecasters board luncheon and meeting. Bel Air Room.

1 p.m.—Association on Broadcasting Standards membership meeting. Speakers will be Gerald C. Gross, Telecommunications Consultants International Inc. Beverly Room.

1:30 p.m.—ABC Radio Affiliates business meeting. Williford B.

NAB FM Day Program ■ 2:30-5 p.m., Waldorf Room.

Presiding, Everett L. Dillard, WASH (FM) Washington, chairman NAB FM Committee. The Changed Scene: Sherril Taylor, NAB vice president for radio.

Big Sales in Your Own Backyard: Moderator, Ben Strouse, WWDC-FM Washington. Panelists: Arch Reagin, Eckerd Drug Stores, Largo, Fla., and A. V. Witbeck Household Appliances, Detroit.

Remarks: Commissioner Robert E. Lee, FCC.

Make Money Now with FM: Moderator, David J. Bennett, Triangle Stations, Philadelphia. Panelists: David Polinger, WTFM(FM) New York and Harold Tanner, WLDN(FM) Detroit.

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room beginning at 9:30 a.m. Sunday, March 27.]

CONTINUED ON PAGE 42

2:30 p.m.—**Society of Broadcast Engineers** membership meeting. Williford C.

Television Assembly ■ 3:15-5 p.m. Crystal Ballroom, Sheraton-Blackstone.

Challenges: Operating the unaffiliated television station: Moderator, William Carlisle, NAB vice president for station services. Panelists: Jerry Bassett, KCFT-TV Concord, Calif.; Richard C. Block, Kaiser Broadcasting Corp., Oakland, Calif.; Arthur M. Dorfner, D. H. Overmyer Communications Corp., New York; Sterling C. (Red) Quinlan, Field Communications Inc., Chicago, and Leonard B. Stevens, WPHL-TV Philadelphia.

3:30 p.m.—**CBS-TV Affiliates** meeting (private) to discuss new affiliation contract forms with CBS-TV network officials. Studio 1, WBBM-TV, 630 North McClurg Court.

4 p.m.—**Television Film Exhibit** annual reception. International Ballroom.

4 p.m.—**Clear-Channel Broadcasting Service** membership meeting. Lower Tower.

6 p.m.—**NBC Radio and TV Affiliates** reception. Gold Room, Pick-Congress.

7:30—**NBC Radio and TV Affiliates** dinner. Great Hall, Pick-Congress.

6 p.m.—**ABC Radio Affiliates** reception (black tie). Grand Ballroom, Drake hotel.

6:30 p.m.—**CBS-TV Affiliates** reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

8 p.m.—**ABC Radio Affiliates** dinner and dance (black tie). Gold Coast Room, Drake hotel.

MONDAY, March 28

8 a.m.—**TV Stations Inc.** annual membership breakfast meeting. Mayfair Room, Sheraton-Blackstone.

8:30 a.m.—**Mark Century** breakfast and programing seminar. Upper Tower.

General Assembly (Management and Engineering Conferences) ■ 10:30 a.m.-12 noon. Grand Ballroom.

Presiding, Grover C. Cobb, KVGB Great Bend, Kan., 1966 convention co-chairman. *Music*, WGN Orchestra under Robert Trendler. *Invocation*, The Right Rev. Gerald Francis Burrill, Bishop of the Episcopal Diocese of Chicago.

Presentation of NAB Distinguished Service Award to Sol Taishoff, editor and publisher of BROADCASTING and Television magazines, by Vincent Wasilewski, NAB president. *Address*, Mr. Taishoff.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., 1966 convention co-chairman. *Invocation*, The Rev. Dow Kirkpatrick, president of the Church Federation of Greater Chicago.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address*, Vincent Wasilewski, NAB president.

Television Assembly ■ 2:30-5 p.m. Great Hall, Pick-Congress.

Color Conference '66: Presiding, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., 1966 convention co-chairman, vice chairman of NAB TV board. Moderator, Charles H. Tower, Corinthian Broadcasting Corp., New York.

The Electronics of Color: John Wentworth, RCA, Camden, N. J.

How to Buy Color Equipment: Questions, John Wilner, Hearst Stations, Baltimore and Robert Flanders, Time-Life Stations, Indianapolis. Answers, Thomas E. Davis, Ampex Corp., Redwood City, Calif.; Harry E. Smith, General Electric Co., Syracuse, N. Y.; John Auld, North American Philips Co., New York, and Charles H. Colledge, RCA, Camden, N. J.

How to Program for Color: Remarks, Carlton Winckler, CBS-TV, New York and Milton Altman, NBC-TV, Burbank, Calif. *How to Promote Color:* Casey Cohlma, WFAA-TV Dallas, president of Broadcasters Promotion Association. *How to Sell Color:* Norman E. (Pete) Cash, president, Television Bureau of Advertising.

Radio Assembly ■ 2:30-5:30 p.m. Grand Ballroom.

Presiding, Jack W. Lee, wsaz Huntington, W. Va., chairman of NAB radio board. *Report of Radio Board Chairman*, Mr. Lee. *Remarks*, Earl Nightingale, Nightingale-Conant, Chicago.

The Challenges of Self-Regulation: Introduction, Lee Fondren, KLZ Denver, chairman NAB radio code board. Remarks, Howard Bell, NAB Code Authority director.

Sounds of '66: Country and Western Music, Jerry Glaser, Country Music Association, Nashville; Talk and Information, Robert Hyland, KMOX St. Louis; All-News, James Lightfoot, Westinghouse Broadcasting Co., New York; Small Market Radio, John Hurlbut, wvmc Mount Carmel, Ill.; Middle-of-the-Road, Elmo Ellis, wsb Atlanta; FM Separation, John Sullivan, Metromedia Inc., New York, and Modern Music, Walter A. Schwartz, WABC New York.

5 p.m.—**Recording Industry Promotion Association** reception. Conrad Hilton.

TUESDAY, March 29

7:30-8:45 a.m.—**United Press International** first annual breakfast meeting. International Ballroom.

8 a.m.—**Society of Television Pioneers** annual breakfast. Lower Tower.

Radio Assembly ■ 9:30 a.m.-12 noon, Grand Ballroom.

Presiding, Grover C. Cobb, KVGB Great Bend, Kan., 1966 convention co-chairman, vice chairman of NAB radio board.

Annual Radio Advertising Bureau Presentation: Miles David, president, and Robert Alter, executive vice president.

The New Sound of Radio Commercials: Moderator,

CONTINUED ON PAGE 44



Cover San Francisco- Oakland better with KTVU

32 counties in Northern California and Western Nevada! That's the coverage of KTVU—more counties* than any other San Francisco Bay Area television station. It's KTVU's unduplicated programming and superior channel position that result in the widest coverage of the country's number seven television market. And it's one more reason KTVU is the Nation's LEADING Independent Television Station.

KTVU 2

SAN FRANCISCO-OAKLAND
Represented by H-R Television



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

*ARB/65 coverage study

Hastings Baker, Station Representatives Association, New York. Panelists: Mel Blanc, Mel Blanc Associates Inc., Hollywood, and Steve Frankfurt, Young & Rubicam, New York.

All-Radio Methodology Study Committee Report: Dr. Morris Gottlieb, vice president, Audits and Surveys, New York, and other members of ARMS committee.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Grover Cobb, KVGB Great Bend, Kan., 1966 convention co-chairman. Invocation, Rabbi Benzion C. Kaganoff, president of Chicago Board of Rabbis.

Introduction of the Speaker, Vincent Wasilewski, NAB president. *Address:* The Honorable E. William Henry, FCC chairman.

No Afternoon Sessions (There is no program in this period so that delegates may visit the exhibits and hospitality quarters.)

3 p.m.—**All-Industry Television Stations Music Licensing Committee** meeting. Beverly Room.

5 p.m.—**Harvard Business Seminar** smoker. Bel Air Room.

Broadcast Pioneers Banquet ■ 7:30 p.m., International Ballroom.

WEDNESDAY, March 30

NAB Labor Clinic ■ 8:30-9:45 a.m., Williford Room.

[Closed Session. Admission to this session will be by special tickets. Tickets may be picked up by managerial personnel of member stations and networks at the credentials desk in the Lower Lobby.]

Moderator, William L. Walker, NAB director of broadcast management. Panelists: Frederick D. Custer, KPOL Los Angeles; Kenneth H. James, KETV(TV) Omaha; Manning Slater, KRAK Sacramento, Calif.; Tony Moe, WKOW-AM-TV Madison, Wis., and Mark E. Georgeou, NAB labor counsel.

Television Assembly ■ 10 a.m.-12 noon, Waldorf Room.

Presiding, Mike Shapiro, WFAA-TV Dallas, chairman of NAB TV board. *NAB TV Board Elections.*

A Report from the Television Information Office: Introduction, Willard E. Walbridge, KTRK-TV Houston, chairman of TIO committee. Remarks, Roy Danish, director of TIO.

The Challenges of Self-Regulation: Introduction, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman of NAB TV code board. Remarks, Howard Bell, NAB Code Authority director.

TV Board Election Results.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., 1966 convention co-chairman. *Invocation,* The Most Rev. John Patrick Cody, Archbishop of Chicago.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address,* General Maxwell D. Taylor, U.S.A. (Ret.).

General Assembly (Management and Engineering Conferences) ■ 2:30-5 p.m., Grand Ballroom.

Presiding, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors.

Broadcasting and the Law (panel discussion): Opening Remarks, Commissioner Rosel H. Hyde, FCC. Moderator, Douglas A. Anello, NAB general counsel. Panelists: Commissioner Kenneth A. Cox, FCC, and following Washington communications attorneys: Robert M. Booth Jr., Marcus Cohn, William J. Dempsey, R. Russell Eagan, W. Theodore Pierson and Thomas H. Wall.

THURSDAY, March 31

9 a.m.-5 p.m.—**Visual Electronics Corp.** post NAB seminar. Tower Suite.

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies and Continental Room of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 24 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp.....Space 238-W
Advance IndustriesSpace 421-N
Albion Optical Co.Space 251-W
Alford Manufacturing Co.Space 208-W
Altec Lansing Corp.Space 206-W

Ameco Inc.Space 312-C
American Electronic Laboratories Inc.Space 313-C
American Pamcor Inc.Space 111-E
Ampex Corp.Space 108-E
Andrew Corp.Space 244-W
Arriflex Corp. of America.....Space 318-C
Audio Devices Inc.Space 232-W
Automatic Tape Control.....Space 201-W
Ball Brothers Research Corp.Space 214-W
Bauer Electronics Corp.Space 222-W
Beckman & Whitely Inc.Space 401-N
Borg-Warner Corp.Space 217-W
Boston Insulated Wire & Cable.....Space 240-W
Broadcast Electronics Inc.Space 303-C
CBS LaboratoriesSpace 236-W
CCA Electronics Corp.Space 237-W
Century Lighting Inc.Space 116-E
Chrono-Log Corp.Space 103-E

Cleveland Electronics Inc.....Space 115-E
Cohu Electronics Inc.Space 311-C
Collins Radio Co.Space 209-W
ColorTran IndustriesSpace 117-E
Conrac Division, Gianinni.....Space 107-E
Continental Electronics Manufacturing Co.Space 200-W
Cummins Engine Co.Space 227-W
Dage-Bell Corp.Space 308-C
Dresser-Ideco Co.Space 205-W
Dynair Electronics Inc.....Space 211-W
Eastman Kodak Co.Space 231-W
Electronics, Missiles & Communications Inc.Space 323-C
Entron Inc.Space 320-C
Fairchild Recording Equipment.....Space 314-C
Filmline Corp.Space 118-E
Fort Worth Tower Co.Space 315-C
Gates Radio Co.Space 221-W
General ElectricSpace 102-E
Grass Valley Group Inc.Space 109-E
Hancock Telecontrol Corp.Space 403-N
Harwald Co.Space 225-W
Hewlett-PackardSpace 418-N

We take pride in announcing a major breakthrough in evaluating cumulative national radio audiences.

The results of this project, representing three years of developmental research, will be presented throughout the United States starting April 1, 1966.

NBC RADIO NETWORK 

Houston Fearless Corp.	Space 110-E
International Good Music Inc.	Space 224-W
Jampro Antenna Co.	Space 305-C
Jerrold Electronics Corp.	Space 322-C
Johnson Electronics Inc.	Space 242-W
Kaiser-Cox Corp.	Space 409-13-N
Kaart Co.	Space 416-N
Kliegl Bros.	Space 100-E
KRS Instruments	Space 215-W
Lenkurt Electric Co.	Space 404-N
MaCarta Inc.	Space 212-W
Marti Electronics	Space 252-W
McMartin Industries Inc.	Space 235-W
Melcor Electronics Corp.	Space 422-N
Memorex Corp.	Space 319-C
Microwave Associates Inc.	Space 111A-E
Midwestern Instruments Inc.	Space 317-C
D. B. Milliken Co.	Space 424-N
3M Co.	Space 248-W
Miratel Electronics Inc.	Space 219-W
Moseley Associates Inc.	Space 223-W
MVR Corp.	Space 414-N
North American Philips Co. Professional Products Div.	Space 310-C
North American Philips Co.	Space 304-C
Nortronics Co.	Space 233-W
Perfection Music Inc.	Space 415-N
Q-TV Inc.	Space 112-E
Quick-Set Inc.	Space 309-C
RCA	Space 101-E
RCA Electronic Components & Devices	Space 101-E
Raytheon Co.	Space 106-E
Reeves Soundcraft	Space 204-W
Riker Industries Inc.	Space 103-E
Rohde & Schwartz Sales Co.	Space 239-W
Rohn Systems Inc.	Space 229-W
Rust Corp. of America.	Space 245-W
Schafer Electronics	Space 210-W
Sennheiser Electronic Corp.	Space 423-N
Shibaden Corp. of America.	Space 226-W
Shure Brothers Inc.	Space 213-W
Sony Corp. of America.	Space 114-E
Sparta Electronic Corp.	Space 246-W
Spencer-Kennedy Labs	Space 417-N
Standard Electronics Corp.	Space 307-C
Summit Engineering	Space 324-C
Sylvania Electric Products Inc.	Space 402-N
Tape-a-Thon Corp.	Space 241-W
Tapecaster Electronics	Space 230-W
Sarkes Tarzian Inc.	Space 104-E
Tektronix Inc.	Space 202-W
Tele-Cam Inc.	Space 420-N
Telemet Co.	Space 247-W
Tequip Corp.	Space 103-E
Telesync Corp.	Space 218-W
Television Zoomar Co.	Space 105-E
Townsend Associates Inc.	Space 243-W
Trompeter Electronics Inc.	Space 406-N
United Press International.	Space 249-W
U. S. Army	Space 419-N
U. S. Navy.	Space 228-W
Utility Tower Co.	Space 234-W
Varian Associates	Space 408-12-N
Video-Medical Electronics Corp.	Space 407-N
Viking Industries Inc.	Space 316-C
Visual Electronics Corp.	Space 301-03-C
Vital Industries	Space 203-W
Vitro Electronics	Space 207-W
Ward Electronic Industries	Space 220-W
Westel Co.	Space 113-E
Wilkinson Electronics Inc.	Space 321-C

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention Manager.	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program	Room 4
Harold Niven, assistant to the president	
Engineering Conference	Room 1
George W. Bartlett, vice president	
Convention Exhibits—	

Exhibit Office—Lower Level

Edward L. Gayou, exhibit director

George E. Gayou, exhibit consultant



A record number of engineers are expected to attend the 20th annual Broadcast Engineering Conference, which runs concurrently with the NAB convention. For three days the engineers will hear speeches, panels and technical papers. Four panel sessions: Emergency Broadcasting System, color

Registration Desk	Lower Lobby
Donald Pearce, assistant treasurer	
Convention News and Public Relations .	Room 3
John M. Couric, vice president for public relations. Milton Magruder, publications manager	
Newsroom	Astoria Room

NAB STAFF OFFICES

Radio	Room 2
Sherril Taylor, vice president	
Station services	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Hamilton Woodlee, field representatives	
Broadcast management	Room 4
William L. Walker, director	
Government affairs	Room 2
Paul Comstock, vice president	
Legal	Room 2
Douglas A. Anello, general counsel	
Research	Room 2
Howard Mandel, vice president	
Code Authority	Room 4
Howard H. Beil, director	
Charles M. Stone, manager radio code	
Jerome G. Lansner, manager TV code, Washington	
Jonah Gittitz, assistant to director	
State association liaison	Room 4
Alvin King, director	

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Albion Optical Co.	823A
Ameco Inc.	1240
American Electronic Laboratories Inc.	834A
American Pamcor Inc.	1240A
AT&T	2106A-04A
Ampex Corp.	605A
Automatic Tape Control Inc.	172A
Beckman & Whitely Inc.	839
Collins Radio Co.	1924
Continental Electronics Manufacturing Co. .	719A
Delta Electronics Inc.	1039A
Dresser-Ideco Co.	1036A
Dynair Electronics Inc.	836A
Fort Worth Tower Co.	823
Gates Radio Co.	1406A-1404A
General Electric	North Imperial Suite

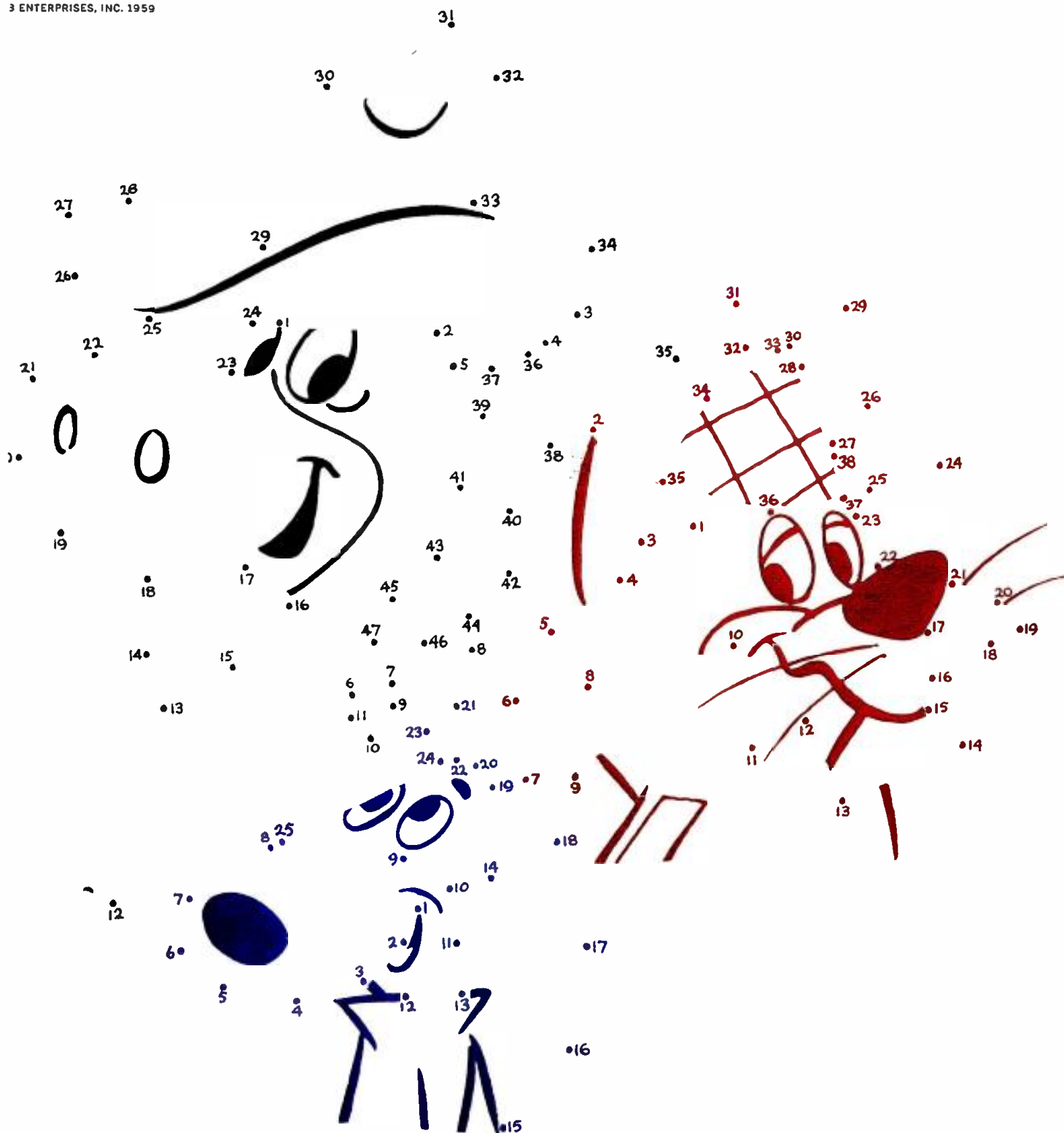


cameras, radio automation and the FCC technical panel highlight the agenda. Thomas Howard (l), Jefferson Standard Broadcasting Co., Charlotte, N. C., is chairman of the Engineering Conference Committee, and George W. Bartlett (r), NAB vice president for engineering is the conference manager.

Grass Valley Group Inc.	Essex Inn
Hancock Telecontrol Corp.	1436A
Jerrold Electronics Corp.	2024
Kaiser-Cox Corp.	Essex Inn
Kline Iron & Steel Co.	1324
Lenkurt Electric Co.	1119
MaCarta Inc.	940A
McMartin Industries Inc.	Essex Inn
Memorex Corp.	1136A
3M Co.	1524
MVR Corp.	Avenue Motel
North American Philips Co.	1123A
RCA	South Imperial Suite
Reeves Industries Inc.	1018
Rohde & Schwarz Sales Co.	819
Rohn Systems Inc.	919
Rust Corp. of America.	1900
Sarkes Tarzian Inc.	1824
Schafer Electronics	1906
Sparta Electronic Corp.	819A
Spencer-Kennedy Laboratories	Ascot House
Stainless Inc.	1506
Standard Electronics Corp.	1636A
Sylvania Electric Products	Avenue Motel
Telepro Industries Corp.	Ascot House
Telesystems Corp.	1134A
Townsend Associates	1218A
UPI	1406
Utility Tower Co.	1518
Viking Industries Inc.	934A
Visual Electronics Corp.	1200
Ward Electronic Industries Inc.	1340
Westel Co.	1634A
Wilkinson Electronics Inc.	1140

PROGRAM SERVICES

ABC Films	2319-2316
Allied Artists TV Corp.	521A-523A
American International Television.	528A-530A
George Bagnol & Associates	Unassigned
Broadcast Sales Inc.	1434A
Buena Vista Distribution Co. (Walt Disney)	1140A
Cardinal Programs	Executive House
CBS Films	2325
Comet Film Distributors	509A
Commercial Recording Corp.	1300
Desilu Sales Inc.	557-560
Embassy Pictures Corp.	1534A
Executives Radio Service.	Unassigned
Four Star International.	512-513-563
Sandy Frank Program Sales Inc.	2022A-23A
Grand Ole Opry	Unassigned

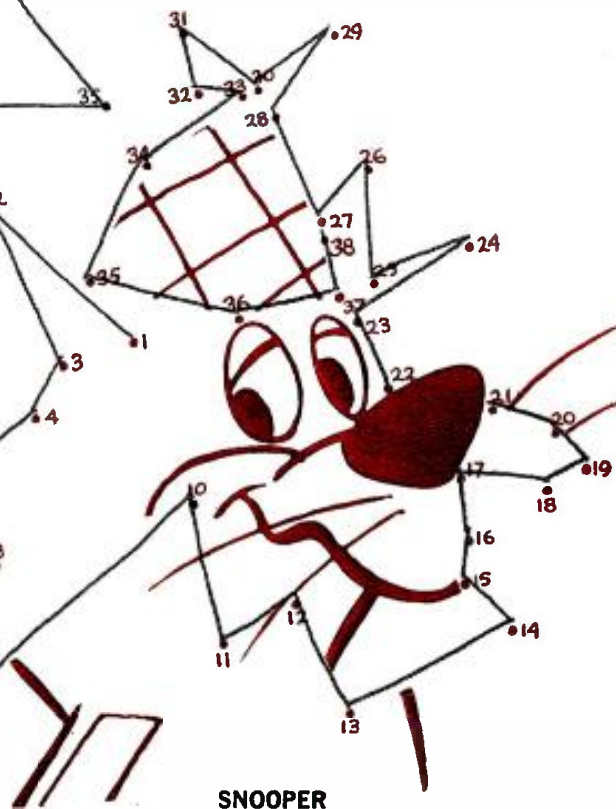
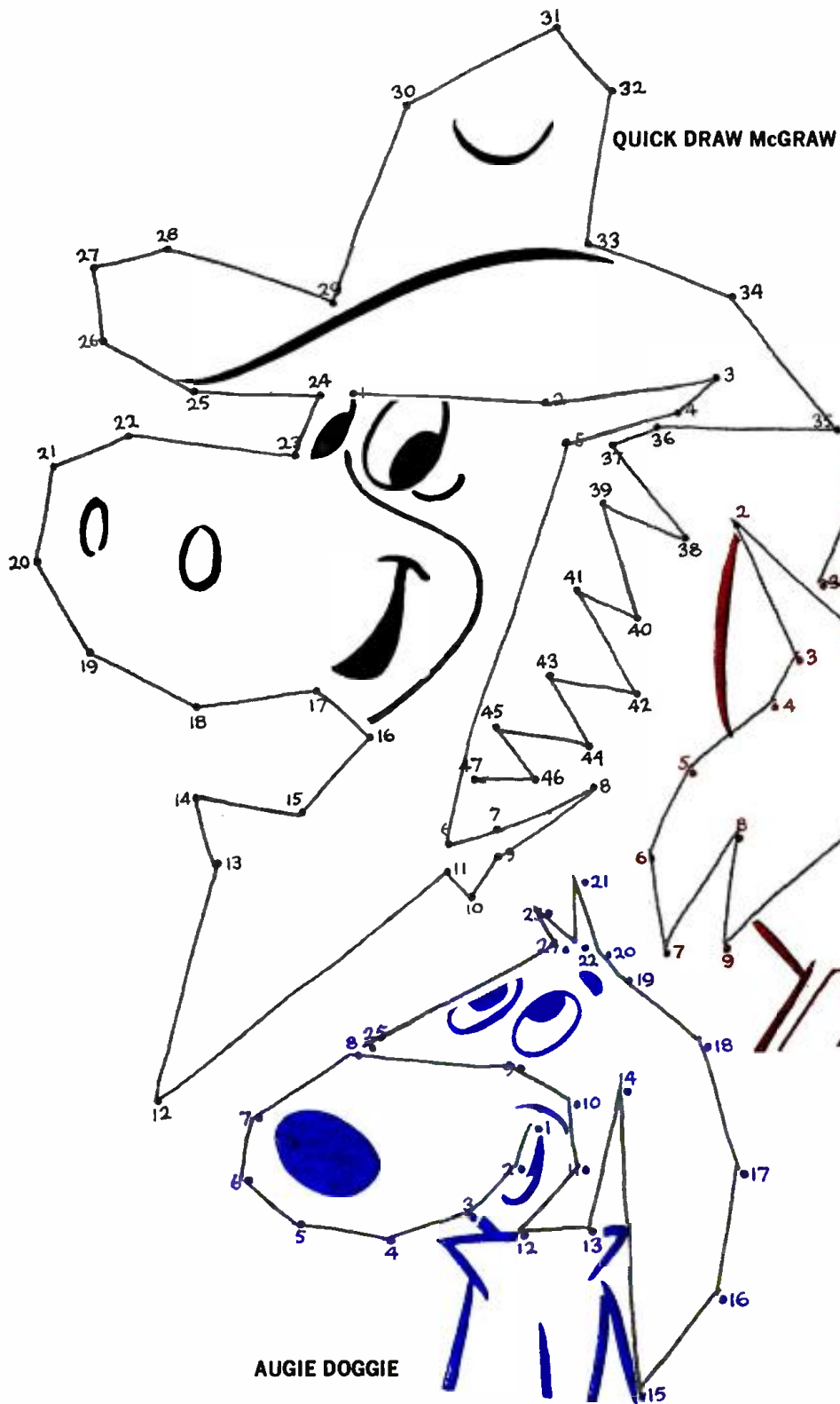


QUICK, DRAW!

QUICK DRAW McGRAW, SNOOPER and AUGIE DOGIE by Hanna-Barbera, are now available in full color for local stations. 135 seven-minute cartoons (45 each)—ideal as a half-hour show (we'll supply the bridges) or as a cartoon feature in any of your own shows. For the quickest draw in town call PL 1-4432.

SCREEN GEMS, 711 Fifth Ave., New York 10022

There's more...



DOGGIE DADDY BLABBER BABA LOOEY

QUICK DRAW AND FRIENDS

QUICK DRAW McGRAW, SNOOPER and AUGIE DOGGIE by Hanna-Barbera, are now available in *full color* for local stations. 135 seven-minute cartoons (45 each)—ideal as a half-hour show (we'll supply the bridges) or as a cartoon feature in any of your own shows. For the quickest draw in town call PL 1-4432.



SCREEN GEMS, 711 Fifth Ave., New York 10022

SEE QUICK DRAW IN PERSON IN SUITE 535A, CONRAD HILTON HOTEL.

Larry Harmon Pictures	556
Hartwest Productions Inc.	560A-561A-1124
Hollywood TV Service	500
Independent TV Corp.	501-02
King Features Syndicate.....	504A-505A-507A
M & A Alexander Productions.....	519A-520A
Marcus Associates	Ascot House
Mark Century Corp.	2140
MCA-TV	2400
Medallion TV Enterprises Inc.	550A-551A
MGM-TV	1905A
Charles Michelson Inc.	734A
Mid-America Videotape Productions	922A
National Telefilm Associates	515A-517A
NBC Films Inc.	Ambassador East
Nightingale-Conant Corp.	Essex Inn
Official Films Inc.	509-561
Off-Network Productions Inc.	Unassigned
Olas Inc.	Executive House
Pams Inc.	918A
Pepper Sound Studios Inc.....	700
Prime TV Films Inc.	Sherman Hotel
Walter Reade-Sterling.....	532A-533A-534A
Peter M. Robeck & Co.	509A
Walter Schwimmer Inc.	Palmer House
Screen Gems Inc.	535A-536A-537A
SESAC	900
Seven Arts Associated Corp.	539A-542A-548A
Storer Programs Inc.	1005A
John J. Sughrue Co.	Oxford House
Teledynamics Corp.	Unassigned
Tele Features Inc.	1233A-34A
Telesynd, Division of	
Wrather Corp.	Ambassador East
Television Affiliates Corp.	556A
Trans-Lux TV Corp.	556A-557A
Triangle Program Sales	2300
TV III Inc.	Ambassador East
20th Century-Fox Television.....	512A-513A
United Artists Corp.	504-505-507
Warner Bros. TV	524A-526A
WBC Program Sales	2500-2501
Wolper TV Sales Inc.	545A-553A
World Broadcasting System	Unassigned

STATION REPRESENTATIVES

ABC-TV Spot Sales	Continental Plaza
Advertising Time Sales Inc.	600
AM Radio Sales Co.	Water Tower Inn
Avery-Knodel	Sh-B 407-408-410
Mort Bassett & Co.	Essex Inn
Elisabeth Beckjorden	Continental Plaza
Charles Bernard Co. (Country Music	
Network)	Unassigned
John Blair & Co., Blair TV, Blair Radio	Sh-B
Broadcast Communications	
Group..	Continental Plaza
Broadcast Time Sales	Water Tower Inn
CBS Radio Spot Sales	1823A
CBS-TV National Sales	Drake Hotel
Henry I. Christal Co.	1306
Roger Coleman Inc.	Croydon Hotel
Robert E. Eastman & Co.	Executive House 3411
FM Group Sales	Unassigned
Gill-Perna Inc.	1800
Herbert E. Groskin & Co.	Ascot House
Harrington, Righter & Parsons	Sh-B 708-09-10
George P. Hollingbery Co.	1600
Hal Holman Co.	2423A
Bernard Howard & Co.	Executive House
H-R Representatives	Continental Plaza
The Katz Agency	Executive House 3803
Jack Masla & Co.	Executive House
McGavren-Guild Co.	Executive House 3311
The Meeker Co.	1700
Metro Radio Sales	Continental Plaza
Metro TV Sales	Executive House
Mid-West Time Sales	Unassigned
National TV Sales Inc.	Executive House
NBC Spot Sales	Unassigned
Peters, Griffin,	
Woodward	Sh-B 705
Edward Petry & Co.	1400
Vic Piano Associates	Unassigned
Prestige Representation	Executive House
Organization	Executive House

BPI well represented

BROADCASTING and *Television* magazines have 21 representatives in Chicago to cover the 44th annual National Association of Broadcasters convention, engineering conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. are holding open house during the convention in Suite 706A of the Conrad Hilton. A separate newsroom is covering convention activities.

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Lawrence B. Taishoff, Art King, Rufus Crater, Lawrence Christopher, Ed Sellers, Warren Middleton, Bill Merritt, Bob Fennimore, Leonard Zeidenberg, Morris Gelman, John Gardiner, Sherm Brodey, Dave Bailey, Gladys Hall and Rose Adragna.

Representing *Television* are Albert Kroeger, Frank Chizzini and Bob Moran.

BROADCASTING's April 4, post-convention issue will report in full on events during the convention and at the many additional meetings, not a formal part of the NAB agenda.

In the April 11 post-post convention issue, BROADCASTING will publish a complete report, with pictures, on the new equipment shown at the convention.

Paul H. Raymer Co.	Executive House
RKO General National Sales	Continental Plaza
Savalli/Gates	Essex Inn
Stone Representatives Inc.	800
Storer Television Sales	Executive House 3812
Television Advertising Representatives	
Venard, Torbet & McConnell	Water Tower Inn
Grant Webb & Co.	2100
Weed Radio & Television Corp.	2000
Adam Young Co.	Allerton Hotel
Sh-B English Room	

STATION BROKERS

Blackburn & Co.	Pick-Congress
Chapman & Co.	Pick-Congress
R. C. Crisler & Co.	Pick-Congress
Daniels & Associates.....	Flying Carpet Motel
Wilt Gunzendorfer & Associates	Conrad Hilton
Hamilton-Landis & Associates.....	711A
Hogan-Feldmann	Essex Inn
Philip L. Kelser & Associates.....	Unassigned
Larue & Associates Inc.	Ascot House
Howard Stark	Pick-Congress
Jack N. Stoll & Associates.....	Pick-Congress
Edwin Tornberg & Co.	Pick-Congress

NETWORKS

ABC Radio	1806A-04A
ABC Radio Stations	1806A-04A
ABC-TV	2306
ABC-TV Stations	2306
CBS Radio	1806
CBS Radio Stations	1806
CBS-TV	2305A
CBS-TV Stations	Drake Hotel

Keystone Broadcasting System	806
Market 1 Network (QXR)	Essex Inn 1501
Mutual Broadcasting System	1606A-04A
NBC Radio	Sh-B
NBC-TV	Sh-B
Sports Network Inc.	Pick-Congress

RESEARCH ORGANIZATIONS

American Research Bureau	605
Broadcast Advertisers	
Reports	Knickerbocker Hotel
Media Statistics Inc.	2140A
A. C. Neilsen Co.	1000
The Pulse Inc.	2320
Sindlinger & Co.	Unassigned

MISCELLANEOUS

Advertising Age	906A
Advertising News of New York	Unassigned
Associated Press	Sh-B Sheraton Room
Billboard	2519A
Broadcast Engineering	1306A
Broadcasting Magazine	706A
Broadcast Management/Engineering	1106A
Leo Burnett	1500
Media/Scope	1334A
NAFMB	839
Printer's Ink	1334A
Promotional Services Inc.	1501
Radio Advertising Bureau	1706A
Radio-Television Daily	906
Recording Industry Promotion Assn....	Unassigned
Society of Broadcast Engineers	1235A
Softness Group	Water Tower Inn
Sponsor	2406
Standard Rate & Data Service.....	905A
Telefilm Magazine	Unassigned
Television Age	1106
Television Bureau of Advertising.....	1605-06
Television Information Office	706
Television Digest	1706
Television Magazine	706A
TV Stations Inc.	1924A
Timebuyer Magazine	2340
United Press International	1406
Variety	806A

Also in Chicago . . .

Other firms at the NAB convention that were not included in last week's listing of exhibitors and hospitality suites are:

DANIELS & ASSOCIATES

Flying Carpet Motel, Suite unassigned

Personnel: Bill Daniels.

EXECUTIVE RADIO SERVICE

Hotel unassigned

Personnel: James M. Boerst, James A. Boerst.

WILT GUNZENDORFER AND ASSOCIATES

Conrad Hilton, Suite unassigned

Personnel: Wilt Gunzendorfer.

MGM-TV

Conrad Hilton, Suite 1905A

(corrected suite number)

NIGHTINGALE-CONANT

Essex Inn, Suite unassigned

Personnel: Bob Oliver, Don Reasor, Dorothy Wilt, Linda Conant and John Graham.

TV's 100 top spenders in '65

To make list, expenditures had to top \$5 million;

P&G is the leader again with \$160 million, over

twice the amount spent by Bristol-Myers in second spot

Procter & Gamble Co. retained its franchise in 1965 as TV's leading advertiser by investing over \$160.8 million in network and spot.

P&G was up \$12.1 million from the 1964 level, outspending its nearest con-

tender (Bristol-Myers Co.) by more than two to one. B-M's expenditures reached more than \$76.5 million, representing a \$15 million increase over 1964.

The new highs for the advertisers

were in a top-100 TV advertiser list for 1965 reported today (March 28) by the Television Bureau of Advertising.

TVB said a \$5-million-plus investment in TV qualified an advertiser for the list last year, though one advertiser,

TOP 100 TELEVISION ADVERTISERS 1965

	TOTAL TV	SPOT TV	NETWORK TV		TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble	\$160,881,080	\$75,171,080	\$85,710,000	53. Consolidated Cigar	\$9,262,420	\$ 343,820	\$8,918,600
2. Bristol-Myers	76,503,980	23,656,480	52,847,500	54. Falstaff Brewing	9,214,510	4,052,910	5,161,600
3. General Foods	74,475,570	36,485,270	39,990,300	55. Mattel	8,976,490	3,135,190	5,841,300
4. Colgate-Palmolive	71,189,010	31,255,010	39,934,000	56. Borden	8,519,930	4,079,730	4,440,200
5. Lever Brothers	57,656,030	27,611,730	30,044,300	57. Noxzema Chemical	8,314,760	2,729,460	5,585,300
6. American Home Products	56,628,840	11,571,540	45,057,300	58. Eastman Kodak	8,308,460	678,660	7,629,800
7. R. J. Reynolds Tobacco	46,801,020	13,217,020	33,584,000	59. Ford Motor Co. Dealers	8,224,720	8,224,720	
8. Gillette	39,897,370	6,988,570	32,908,800	60. General Electric	8,212,660	960,260	7,252,400
9. American Tobacco	37,607,930	8,624,230	28,983,700	61. Armstrong Cork	8,155,890	746,790	7,409,100
10. General Mills	36,677,030	18,904,630	17,772,400	62. Anheuser-Busch	8,139,030	5,702,630	2,436,400
11. Philip Morris	31,831,270	7,375,670	25,455,600	*63. American Can	8,039,980	8,039,980	
12. Coca-Cola Co./Bottlers	31,135,910	27,711,210	3,424,700	64. Shulton	8,020,760	2,632,860	5,387,900
13. Alberto-Culver	30,952,000	11,050,400	19,946,600	65. H. J. Heinz	7,859,700	5,563,300	2,296,400
14. Kellogg	30,712,810	13,298,410	17,414,400	66. Hunt Foods & Industries	7,777,910	1,636,010	6,141,900
15. Warner-Lambert	30,473,220	16,179,820	14,293,400	67. American Cyanamid	7,730,390	1,478,090	6,252,300
16. General Motors	29,932,650	1,605,150	28,327,500	68. General Motors Dealers	7,686,640	7,686,640	
17. Brown & Williamson	29,772,590	5,065,090	24,707,500	69. Union Carbide	7,582,970	1,688,170	5,894,800
18. Miles Laboratories	26,975,500	12,017,800	14,957,700	70. Norwich Pharmacal	7,415,620	249,020	7,166,600
19. Chrysler Corp.	26,619,190	1,703,190	24,916,000	71. Pabst Brewing	7,331,630	5,710,530	1,621,100
20. Pepsi Co. Inc./Bottlers	24,747,500	17,639,600	7,107,900	72. Gulf Oil	6,767,220	3,927,320	2,839,900
21. Sterling Drug	23,566,080	5,580,580	17,985,500	73. American Oil	6,697,430	3,626,330	3,071,100
22. Liggett & Myers	22,031,910	5,948,910	16,083,000	74. Mennen	6,691,920	43,620	6,648,300
23. William Wrigley Jr.	21,683,440	20,855,140	828,300	75. Chrysler Corp. Dealers	6,676,700	6,676,700	
24. P. Lorillard	21,640,970	8,630,070	13,010,900	76. Charles Pfizer	6,485,830	3,333,430	3,152,400
25. Ford Motor Co.	20,691,480	1,817,980	18,873,500	77. Royal Crown Cola Co./Bottlers	6,440,130	6,440,130	
26. Quaker Oats	19,312,840	9,631,940	9,680,900	78. E. I. duPont de Nemours	6,371,505	1,414,750	4,956,300
27. S. C. Johnson & Son	18,739,860	1,544,060	17,195,800	79. Beecham Products	6,249,940	476,540	5,773,400
28. Ralston Purina	18,519,430	8,694,230	9,825,200	80. Avon Products	6,222,450	6,222,450	
29. National Dairy Products	16,595,760	3,855,460	12,740,300	81. Scott Paper	6,190,840	2,732,840	3,458,000
30. National Biscuit	16,364,320	6,350,520	10,013,800	82. Westinghouse Electric	6,049,300		6,049,300
31. Carnation	16,238,670	1,987,870	14,250,800	*83. AT&T	6,020,500		6,020,500
32. Campbell Soup	15,825,870	7,180,970	8,644,900	84. Seven-Up Co./Bottlers	5,871,070	5,480,570	390,500
33. J. B. Williams	15,025,620	307,320	14,718,300	85. RCA	5,847,590	102,190	5,745,400
34. Standard Brands	13,270,720	7,936,120	5,334,600	86. Polaroid	5,724,800		5,724,800
35. Block Drug	12,898,570	782,870	12,115,700	87. Lehn & Fink	5,659,140	469,340	5,189,800
36. Corn Products	12,693,910	7,995,310	4,698,600	*88. U. S. Rubber	5,591,930	1,736,030	3,855,900
37. Continental Baking	12,476,880	12,021,080	455,800	*89. Firestone Tire & Rubber	5,510,580	1,773,480	3,737,100
38. Shell Oil	11,678,580	5,568,580	6,110,000	90. Aluminum Co. of America	5,501,550	1,352,850	4,148,700
39. Nestle	11,546,930	4,281,230	7,265,700	91. General Cigar	5,458,770	731,270	4,727,500
40. International Latex	11,010,690	194,190	10,816,500	92. American Motors	5,450,200	762,300	4,687,900
41. Mars	10,928,410	9,270,810	1,657,600	93. Goodyear Tire & Rubber	5,440,460	679,560	4,760,900
42. Johnson & Johnson	10,886,740	5,472,040	5,414,700	94. Beech-Nut Life Savers	5,307,300	3,961,200	1,346,100
43. Sunbeam	10,862,500	2,760,800	8,101,700	95. Sears, Roebuck	5,273,430	2,167,630	3,105,800
44. Pillsbury	10,805,400	2,512,700	8,292,700	96. Purex	5,187,220	1,526,420	3,660,800
45. Menley & James	10,740,650	3,783,250	6,957,400	97. Reynolds Metals	5,106,870	361,670	4,745,200
46. DeLuxe Reading	10,598,110	4,901,010	5,697,100	98. Revlon	5,099,190	3,326,590	1,772,600
47. Schlitz Brewing	10,458,810	7,597,710	2,861,100	99. Mead Johnson	5,058,880	3,758,480	1,300,400
48. Chesebrough-Pond's	10,260,440	4,847,140	5,413,300	100. Maybelline	5,050,830	1,683,530	3,367,300
49. Carter-Wallace	10,144,240	3,892,540	6,251,700				
50. Richardson-Merrel	10,141,090	5,882,890	4,258,200				
51. Armour	9,983,340	765,740	9,217,600				
52. Pet Milk	9,436,710	9,436,710					

*New to Top 100

Source: Network (Net time & program costs) TVB/LNA-BAR
Spot (gross time) TVB/Rorabaugh



More people get their news from John Aspinwall than from any other man in broadcasting.

The names of Cronkite, Smith, Huntley and Brinkley would top anybody's poll of the average radio and TV listener's favorite newsmen. The name of John Aspinwall would draw a complete blank from anyone outside the broadcasting industry.

Yet, the insiders know that any time of day in any part of the country a good share of the news being broadcast any place on the dial probably originated within fifty feet of John Aspinwall's desk.

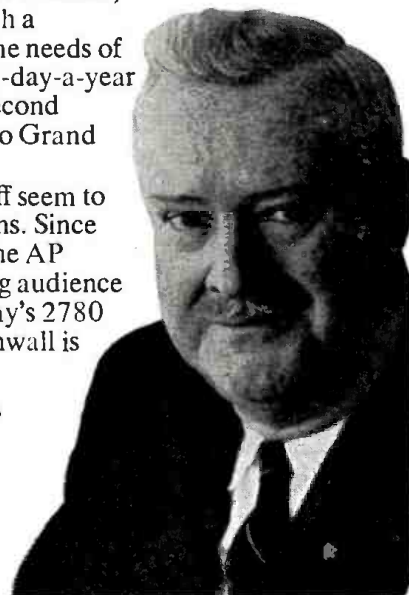
Aspinwall is Broadcast News Editor of the Associated Press. He's the top news man in a news department with no equal in broadcasting: No equal in manpower (the full facilities of AP are available to the Broadcast News Service); no equal in volume (every day 70,000 words a day go out over the broadcast wire, including

22 hourly news summaries of five and ten minutes); and no equal in variety (member stations receive dozens of feature scripts daily, ranging from news analysis to household hints)

Supplying the nation's stations with a continuous flow of news tailored to the needs of broadcasters is a 24-hour-a-day, 365-day-a-year job. It's also a job subject to a split-second schedule that would give the shakes to Grand Central Station's chief dispatcher.

Our "chief dispatcher" and his staff seem to thrive on it. So, apparently, do stations. Since John Aspinwall took over in 1952, the AP Broadcasting News Service's listening audience has grown from 1200 stations to today's 2780 members. That's big news, and Aspinwall is one of the big reasons.

The Associated Press
THE PRESTIGE SERVICE



the Andrew Jergens Co., with \$5,008,330, was 101st.

Three other companies showing boxcar increases over their 1964 levels: Colgate-Palmolive, up \$12 million; PepsiCo, up \$10.1 million and Quaker Oats, up \$7.6 million.

TVB said four companies that joined the toppers for the first time were American Can Co. (which doubled its yearly TV investment), AT&T, U. S. Rubber Co. and the Firestone Tire & Rubber Co.

The Leaders ■ Bristol-Myers and General Foods Corp. jockeyed for the second and third ranking in the list. General Foods, which was the second biggest spot advertiser in 1965 (see page 54), spent substantially less than Bristol-Myers in network. B-M consequently outranked GF.

Colgate-Palmolive, which has reduced its TV spending currently because of a strike in its manufacturing plants, was next with \$71.1 million. Its rival, Lever Brothers, was fifth with \$57.6 million.

The network figures represent net time and program billings; spot figures

are for gross time costs. Leading National Advertisers-Broadcast Advertisers Reports compiled the network estimates, and N. C. Rorabaugh Co. the spot totals.

Harper calls brain drain serious problem

Brain hunting is the name of the game that should seriously involve the "less capable nations" of the globe, according to Marion Harper Jr.

Mr. Harper, president and chairman of the board of the Interpublic Group of Companies Inc., New York, told a luncheon audience in New York last week that the trained mind today is "perhaps the primary economic asset of any country." He warned that the "less capable" countries are losing their brightest people to other countries.

Addressing the 49th annual meeting of the International Executives Association, Mr. Harper said that the U. S. and the Soviet Union are attracting first-class scientific and managerial tal-

ent from most of the other countries in the world.

He suggested an "international brain bank" might be patterned on the International Monetary Fund to correct the imbalances of the brain drain.

He urged European countries victim to the brain scarcity to expand their research and development functions so brains will find satisfying outlets for their energies. If they do not, Mr. Harper cautioned, the economic levels of such nations will fall and, from this country's point of view, the U.S. will be left with brain-depleted allies.

Goodrich takes 'Big Guy'

B. F. Goodrich Co., Akron, Ohio, is sponsoring an ABC news special, *The Big Guy* (tracing the hopes and disillusionments of two young heavyweight boxers punching for recognition), on ABC-TV, April 15, 9-10 p.m. Agencies are BBDO, New York, and Griswold-Eshelman Co., Cleveland. The film was produced for ABC News by Robert Drew Associates (James Lipscomb, producer-narrator).

Manischewitz is back in the saddle again

The B. Manischewitz Co., Newark, N. J., "Jewish cowboy" radio campaign that's been mounted again in New York this pre-Passover season has won its spurs in TV and may ride West by next fall.

The advertiser sells Jewish-style foods with its cowboy in whimsical, off-beat commercials pointing up an association of good foods and ranching. There are some 100 food items on the Manischewitz counter.

Authentic ■ Manischewitz uses the real McCoy in the commercials, according to Kane, Light, Gladney, New York, the advertising agency. He's Harold Stern, who with his father operates a 1,300-acre ranch in Centerville, Tex., where they breed Angus cattle and raise Appaloosa horses. Mr. Stern is heard on the radio commercials and for the first

time this year, he's also being seen on TV.

The agency indicated last week that the food company plans to use TV in large metropolitan areas in various top markets starting in September and aiming for an extension of the foods appeal to nonethnic groups. Both radio and TV will move out of its insular area of New York to introduce new as well as established products in the line.

The heavy promotion each spring in New York takes advantage of the heightened appeal and use of the foods during the Passover season. In the New York area alone, the advertiser plans 1,000 radio announcements plus 150 TV spots.

Israeli ranch music ■ This season Manischewitz, following up a successful giveaway last year of an auto-

graphed picture of Harold Stern, is tying in a free offer of a record that features its cowboy and "Israeli ranch type music." Aided by newspaper promotion, the radio campaign already has sparked 30,000 requests—three times the number of recordings initially ordered by the agency.

The TV commercial spoofs the traditional western tough guy, played by Mr. Stern, who in one sequence is shown making a dramatic entrance into an oldtime western barroom and pointing to the bar, gesturing "I'll take 'em all"—a lineup of Manischewitz products. The commercial was filmed "on location" in Texas by Keitz & Hendon, Dallas, under the supervision of Norman Gladney, executive vice president of the agency, who also created and wrote the script.



Did something happen to spot TV?

Reps say many stations show first-quarter slump
and blame new network flexibility; networks
pooh-pooh the idea and point to station prosperity

National spot television, nursing the bruises of a slow start in 1966 business, is looking around to see what hit it and wondering seriously whether its new ailments are just temporary—or chronic.

Major station representatives, acknowledging that many of their stations are showing a first-quarter slump, are ready to blame new network competition as the prime cause of their discomfort. But advertisers point an accusing finger at rising costs of spot itself, relative to network TV and other media.

Agency and media officials questioned by BROADCASTING last week seemed to feel that spot television is not as efficient as it used to be. Contributing to spot's softening, they say, are constant rate increases, inadequate product protection, poor servicing by reps, slow accommodation of requests for make-goods. In short, they said they are finding spot "harder to get along with," while network TV, magazines and other media are making satisfactory accommodations.

* * * *

* * * *

AT NTS, NOT A SLUMP BUT A JUMP! UP 21%

In the first quarter of 1966, NTS actively represented 11 stations. Nine of them have been on the air for several years. Two of them debuted last Fall.

Let's consider the 9 TV stations represented this year by NTS but last year by other reps. THE AGGREGATE NATIONAL SPOT BILLING FOR THESE 9 STATIONS IS UP 21%!

*If your station is up more than 21%
our congratulations to your rep!*

National Television Sales, Inc.

New York, Chicago, Atlanta, Dallas,

Los Angeles, San Francisco

Oliver Treyz, President

1,309 spot-TV buyers in '65

It took \$1.9 million
to make top-100 list;
food category is biggest

The top-10 spot-TV advertisers in the country spent over \$16 million each last year, seven invested more than \$20 million, and Procter & Gamble, the leading spot investor, placed over \$75 million in the medium.

In all, 1,309 advertisers contributed to spot TV's estimated \$1,075,500,000 in 1965, according to the Television Bureau of Advertising. The bureau's report, issued last week, listed 184 advertisers with spot investments of more than \$1 million and 44 with more than \$5 million.

Spot TV's biggest product category last year was food and grocery products, with spot time billings rising from \$250.7 million in 1964 to \$264.1 million or a gain of 5.3%, according to TVB. Also included in the bureau's spot data are brand-by-brand investments of advertisers, and an analysis of activity by day parts and length of commercial.

Time of Day	Amount	Percent
Day	\$ 269,721,000	25.1
Early evening	248,918,000	23.1
Night	349,738,000	32.5
Late night	207,123,000	19.3
Total	\$1,075,500,000	100.0

Length of commercial	Amount	Percent
60's (40 sec. or more)	\$730,406,000	67.9
20's (20-30 seconds)	204,472,000	19.0
10's (8-10 seconds)	66,926,000	6.2
Programs	73,696,000	6.9
Total	\$1,075,500,000	100.0

Spot television advertising investments are compiled by the N. C. Rorabaugh Company and released by TVB.

1965 NATIONAL AND REGIONAL SPOT TV EXPENDITURES TOP 100 ADVERTISERS (Source: TVB/Rorabaugh)

1. Procter & Gamble	\$75,171,080
2. General Foods	36,485,270
3. Colgate-Palmolive	31,255,010
4. Coca-Cola Co./Bottlers	27,711,210
5. Lever Brothers	27,611,730
6. Bristol-Myers	23,656,480
7. William Wrigley Jr.	20,855,140
8. General Mills	18,904,630
9. Pepsi Co./Bottlers	17,639,600
10. Warner-Lambert	16,179,820
11. Kellogg	13,298,410
12. R. J. Reynolds	13,217,020
13. Continental Baking	12,021,080
14. Miles Laboratories	12,017,800
15. American Home Products	11,571,540
16. Alberto-Culver	11,050,400
17. Quaker Oats	9,631,940
18. Pet Milk	9,436,710
19. Mars	9,270,810
20. Ralston Purina	8,694,230
21. P. Lorillard	8,630,070

22. American Tobacco	\$8,624,230	53. Carter-Wallace	\$3,892,540
23. Ford Motor Co., Dealers	8,224,720	54. National Dairy Products	3,855,460
24. American Can	8,039,980	55. Hills Bros. Coffee	3,771,180
25. Corn Products	7,995,310	56. Mead Johnson	3,758,480
26. Standard Brands	7,936,120	57. Menley & James	3,734,360
27. General Motors, Dealers	7,686,640	58. American Oil	3,626,330
28. Schlitz Brewing	7,597,710	59. Scovill Manufacturing	3,566,890
29. Philip Morris	7,375,670	60. Canada Dry/Bottlers	3,471,890
30. Campbell Soup	7,180,970	61. American Airlines	3,426,490
31. Gillette	6,988,570	62. Canadian Breweries	3,386,230
32. Chrysler Corp. Dealers	6,676,700	63. Charles Pfizer	3,333,430
33. Royal Crown Cola/Bottlers	6,440,130	64. Revlon	3,326,590
34. National Biscuit	6,350,520	65. Mattel	3,135,190
35. Avon Products	6,222,450	66. Welch Grape Juice	2,903,350
36. Liggett & Myers	5,948,910	67. Ideal Toy	2,866,590
37. Richardson-Merrell	5,882,890	68. Sunbeam	2,760,800
38. Pabst Brewing	5,710,530	69. United Vintners	2,754,350
39. Anheuser-Busch	5,702,630	70. Eastern Air Lines	2,747,810
40. Sterling Drug	5,580,580	71. E. & J. Gallo Winery	2,747,370
41. Shell Oil	5,568,580	72. Scott Paper	2,732,840
42. Seven-Up/Bottlers	5,480,570	73. Noxzema Chemical	2,729,460
43. Johnson & Johnson	5,472,040	74. Anderson-Clayton	2,729,100
44. Brown & Williamson	5,065,090	75. Shulton	2,632,860
45. DeLuxe Reading	4,901,010	76. Phillips Petroleum	2,617,980
46. Chesebrough-Pond's	4,847,140	77. Beatrice Foods	2,588,900
47. H. J. Heinz	4,762,720	78. Standard Oil (Ohio)	2,543,540
48. Nestle	4,281,230	79. R. T. French	2,526,080
49. Borden	4,079,730	80. Pillsbury	2,512,700
50. Falstaff Brewing	4,052,910	81. Stroh Brewery	2,510,100
51. Beech-Nut Life Savers	3,961,200	82. Rheingold Breweries	2,448,560
52. Gulf Oil	3,927,320	83. United States Borax & Chemical	2,428,570

Masked Rider trades horse for car

The Lone Ranger rides again. The music swells into the familiar "William Tell Overture" theme. A full-throated voice proclaims that "from out of the West comes the thundering sound of a great silver steed . . . Hi-Yo, Silver . . . away!"

But there's a switch to this bit of nostalgia. The Lone Ranger rides this time in the employ of the Plymouth Dealers of Southern California, Arizona and Nevada. The tie-in is a promotion for the Plymouth Fury Silver Special automobile (the car has a special silver acrylic enamel exterior). N.W. Ayer & Son Inc., Los Angeles, agency for the Plymouth Dealers Association remembered the Lone Ranger's "Hi-Yo, Silver" cry and decided to ride all the way with it as the theme for a massive spring sales push.

Kicking off the event is a spot saturation radio campaign beginning simultaneously with a major newspaper effort. The spots containing excerpts from the Lone Ranger radio series, will be heard on some 65 stations in Southern Nevada, Arizona and Southern California. They got underway last week and will run until May 29.

For extras, the Plymouth Dealers are offering a long-playing record album containing two complete programs from the original radio series and free Lone Ranger simulated silver bullets. There's even a twist to the masked rider himself—it's a girl, Hollywood model Pat Henry



(in photo).

TV, too • The Silver Special automobile also is being promoted nationally by the Chrysler-Plymouth division of Chrysler Corp. TV spots will be seen on the *Bob Hope Chrysler Theater* on March 30 and April 13 and NBC-TV's *Baseball Game of the Week*, April 23.

As third prong in the mass promotion, a six-week (March 20-April 30) Fury Silver Special radio campaign is being sponsored nationally and regionally by the Chrysler Corp. It includes 16 commercials a weekend on NBC's *Monitor* series, 24 commercials a week on ABC news and sports programs and 51 commercials a week locally on Los Angeles radio stations.



Fargo is New York and Paris, combined!

FARGO is the largest little city in America (east of Reno, at least!). It's the *Mecca* of hayseed desires in the great Red River Valley—the *magnet* for fun, for entertainment, for *most major purchases* by more than 800,000 people.

Actually, you have to go all the way west to Spokane, before you hit a Metro Area with the retail sales you find in Fargo-Moorhead.

WDAY and WDAY-TV are and always have been *THE* stations for this whole area. Many advertisers list us among their *top* results-producers. Ask us (or PGW) to tell you about a very large national advertiser's recent marketing contest, for instance, in which WDAY-TV won *the grand prize*, in competition with some of the greatest stations in the entire United States.

WDAY WDAY-TV

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



Peters, Griffin, Woodward, Inc.
National Representatives

Do-it-yourself color!



"An Evening with . . . Ford and Hines"

That's been the story at Channel 9, Chicago, for almost ten years. And in 1965 alone it added up to a total of more than 3,100 hours of color.

We do-it-ourselves by creating a wide variety of children's programs and family features in color, by televising sports in color, by shooting news stories in color, and by seeking and programming color films and color syndication features. That's why we say . . . **WGN is color in Chicago!**

And color on WGN means color for the whole family, including the kids. So this winter, just for fun, we had a do-it-yourself coloring contest for the young children and friends of our employees.

The youngsters were invited to draw color pictures of their favorite WGN-TV program or personality—

Do-it-yourself Color!



"Bozo's Circus" by Sharon, age 6, Oak Lawn, Ill.

and a board of distinguished judges selected the winner, reproduced above.

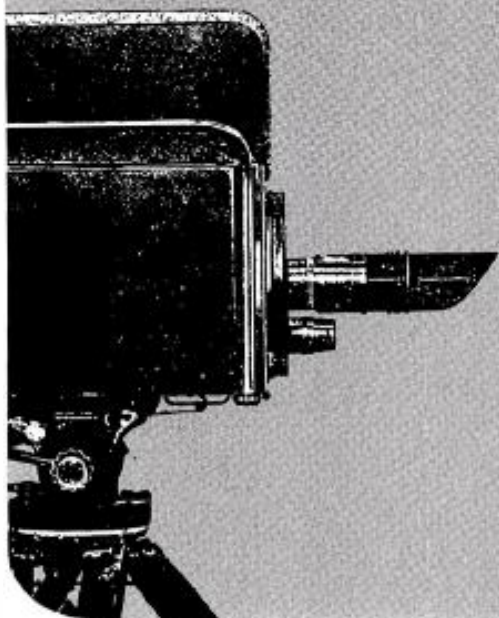
The idea was to show that color—in television or anywhere—has an excitement all its own. Early in 1965 we proudly introduced the exciting "An Evening with . . ." series in color to Chicago viewers . . . and were gratified by year's end to see it

programmed in prime time periods on WABC-TV in New York, KBTB in Denver, and KING-TV in Seattle. This color bell-ringer now joins "Barn Dance" and "Big Bands"—quality WGN color programming now available to all markets via syndication.

As time goes on, WGN will be even more colorful—proudly sharing the best with other stations in the nation and in other countries.

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting



**how to
spell
'CHANGE'**



television

■ Denver, Colorado, an exciting market on the move, has a new television station on Channel 2.

■ The former KCTO has become KWGN, a subsidiary of the WGN Continental Broadcasting Company.

■ Changes will include an improved signal... increased news and public affairs programming... better entertainment... and color.

■ As a WGN Continental group station, KWGN in Denver will adhere to the same high standards of operation and performance that have made WGN in Chicago the most respected call letters in broadcasting. The same dedication to better television and service to the community will be evidenced in Denver's new Channel 2.

■ Right now the people of Denver are enjoying the change. And advertisers can look forward to a much better buy than has been available in the past.

■ The new view on Channel 2

2
KWGN

TELEVISION DENVER'S NEW VIEW

84. Olin Mathieson Chemical	\$2,422,970
85. American Motors Dealers	2,354,210
86. P. Ballantine	2,340,920
87. Andrew Jergens	2,309,830
88. Abbott Laboratories	2,259,970
89. Hamm Brewing	2,213,050
90. Eversharp	2,184,040
91. Sears, Roebuck	2,167,630
92. National Federation of Coffee Growers of Colombia	2,146,280
93. Pearl Brewing	2,130,960
94. Foremost Dairies	2,108,320
95. Golden Grain Macaroni	2,101,130
96. Sinclair Refining	2,081,950
97. United Air Lines	2,064,300
98. C. Schmidt & Sons	2,052,720
99. Pacific Telephone & Telegraph	2,017,350
100. Carnation	1,987,870

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION IN 1965
(Source: TVB/Rorabaugh)

AGRICULTURE	\$ 889,000
Feeds, meals	336,000
Miscellaneous	553,000
ALC, BEER & WINE	72,943,000
Beer & ale	64,968,000
Wine	7,957,000
AMUSEMENTS, ENTERTAINMENT	3,503,000
AUTOMOTIVE	38,942,000
Anti-freeze	991,000
Batteries	40,000
Cars	32,167,000
Tires & tubes	4,002,000
Trucks & trailers	188,000
Misc. accessories & supplies	1,554,000
BUILDING MATERIALS, EQUIPMENT, FIXTURES, PAINTS	5,766,000
Fixtures, plumbing supplies	31,000
Materials	1,409,000
Paints	1,166,000
Power tools	938,000
Miscellaneous	2,222,000
CLOTHING, FURNISHINGS, ACCESSORIES	11,181,000
Clothing	4,366,000
Footwear	4,480,000
Hosiery	1,804,000
Miscellaneous	531,000
CONFECTIONS & SOFT DRINKS	113,544,000
Confections	50,967,000
Soft drinks	62,577,000
CONSUMER SERVICES	27,544,000
Dry cleaners & laundries	
Financial	5,031,000
Insurance	5,676,000
Medical & dental	847,000
Moving, hauling & storage	35,000
Public utilities	11,006,000
Religious, political, unions	2,147,000
Schools & colleges	634,000
Miscellaneous services	2,168,000
COSMETICS & TOILETRIES	102,237,000
Cosmetics	10,130,000
Deodorants	7,800,000
Depilatories	147,000
Hair tonics & shampoos	17,368,000
Hand & face creams, lotions	9,279,000
Home permanents & coloring	21,137,000
Perfumes, toilet waters, etc.	3,477,000
Razors, blades	5,781,000
Shaving creams, lotions, etc.	3,162,000
Toilet soaps	18,305,000
Miscellaneous	5,651,000
DENTAL PRODUCTS	28,999,000
Dentifrices	15,101,000
Mouthwashes	12,905,000
Miscellaneous	993,000
DRUG PRODUCTS	76,170,000
Cold remedies	16,543,000
Headache remedies	24,165,000
Indigestion remedies	2,667,000
Laxatives	4,587,000
Vitamins	5,945,000
Weight aids	9,397,000
Miscellaneous drug products	12,103,000
Drug stores	763,000

FOOD & GROCERY PRODUCTS	\$264,146,000
Baked goods	32,659,000
Cereals	48,785,000
Coffee, tea & food drinks	43,123,000
Condiments, sauces, appetizers	19,006,000
Dairy products	20,309,000
Desserts	6,929,000
Dry foods (flour, mixes, rice, etc.)	11,641,000
Fruits, vegetables, juices	16,345,000
Macaroni, noodles, chili, etc.	6,936,000
Margarine, shortenings	8,392,000
Meat, poultry & fish	13,269,000
Soups	5,864,000
Miscellaneous foods	15,913,000
Miscellaneous frozen foods	5,415,000
Food stores	9,560,000
GARDEN SUPPLIES & EQUIPMENT	3,659,000
GASOLINE & LUBRICANTS	38,731,000
Gasoline & oil	38,217,000
Oil additives	366,000
Miscellaneous	148,000
HOTELS, RESORTS, RESTAURANTS	2,285,000
HOUSEHOLD CLEANERS, CLEANSERS	33,494,000
POLISHES, WAXES	23,305,000
Cleaners, cleansers	5,325,000
Floor & furniture polishes, waxes	1,447,000
Glass cleaners	1,100,000
Home dry cleaners	856,000
Shoe polish	1,461,000
Miscellaneous cleaners	
HOUSEHOLD EQUIPMENT—APPLIANCES	12,034,000
HOUSEHOLD FURNISHINGS	2,442,000
Beds, mattresses, springs	1,107,000
Furniture & other furnishings	1,335,000
HOUSEHOLD LAUNDRY PRODUCTS	66,953,000
Bleaches, starches	10,561,000
Packaged soaps, detergents	46,714,000
Miscellaneous	9,678,000
HOUSEHOLD PAPER PRODUCTS	24,651,000
Cleansing tissues	3,406,000
Food wraps	5,119,000
Napkins	463,000
Toilet tissue	4,306,000
Miscellaneous	11,357,000
HOUSEHOLD GENERAL	7,308,000
Brooms, brushes, mops	62,000
China, glassware, crockery, containers	990,000
Disinfectants, deodorizers	1,243,000
Fuels (heating, etc.)	685,000
Insecticides, rodenticides	2,145,000
Kitchen utensils	654,000
Miscellaneous	1,529,000
NOTIONS	753,000
PET PRODUCTS	19,488,000
PUBLICATIONS	2,252,000
SPORTING GOODS, BICYCLES, TOYS	26,348,000
Bicycles & supplies	248,000
Toys & games	25,713,000
Miscellaneous	387,000
STATIONERY, OFFICE EQUIPMENT	358,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	3,116,000
Radio & television sets	1,293,000
Records	1,518,000
Miscellaneous	305,000
TOBACCO PRODUCTS & SUPPLIES	48,659,000
Cigarettes	43,273,000
Cigars, pipe tobacco	4,676,000
Miscellaneous	710,000
TRANSPORTATION & TRAVEL	21,813,000
Air	16,492,000
Bus	2,085,000
Rail	878,000
Miscellaneous	2,358,000
WATCHES, JEWELRY, CAMERAS	3,970,000
Cameras, accessories, supplies	499,000
Clocks & watches	15,000
Jewelry	186,000
Pens & pencils	3,180,000
Miscellaneous	90,000
MISCELLANEOUS	11,322,000
Trading stamps	6,521,000
Miscellaneous products	694,000
Miscellaneous stores	4,107,000
TOTAL	\$1,075,500,000

Please refer to preceding color spread



"An Evening With..."

- Eddy Arnold
- Jean Pierre Aumont & Marisa Pavan
- The Back Porch Majority
- Xavier Cugat & Charo
- Billy Daniels
- Phyllis Diller
- Phil Ford & Mimi Hines
- Pete Fountain
- Hildegard
- Julie London
- Arthur Lyman
- Jane Morgan
- The New Christy Minstrels
- Louis Prima with Gia Maione, Sam Butera & the Witnesses
- Johnnie Ray
- Roberta Sherwood
- Sarah Vaughan
- Earl Wrightson & Lois Hunt
- Gretchen Wyler

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Other nets spurn fourth minute

NBC-TV issues formal statement of disapproval
while CBS-TV indicates opposition; ABC-TV stands
fast as its affiliates organize for fight

The "battle of the fourth minute" was gaining fury last week on a scale that seemed likely to make it the liveliest issue at this week's convention of the National Association of Broadcasters.

Opponents of ABC-TV's selling of four, rather than the conventional three, commercial minutes in some nighttime half-hours were marshalling forces that by Thursday night included a formal statement of opposition by one other network, NBC-TV, and brought at least indirect opposition from the other, CBS-TV.

The week's activity seemed to be entirely among opponents of the "fourth minute." ABC-TV itself was sitting tight and officially saying nothing beyond its earlier plea to affiliates to withhold judgment until ABC officials could thrash it out with them (BROADCASTING, March 14, 21).

This discussion—some opponents said it was more apt to be "a confrontation" and a few predicted it could turn into "a rebellion"—was scheduled to

take place over the past weekend in Chicago, as a prelude to the NAB convention there.

The meeting was set for Saturday morning (March 26), and leaders of the opposition thought the only thing that could keep the issue from becoming a centerpiece of unofficial convention activity would be a surrender by ABC at that meeting.

Network Firm ■ ABC officials gave no indication that they would give up so quickly. Spokesmen have indicated, however, that they would not reach a decision to go further with the four-minute concept until after the convention is over.

Network officials were reported authoritatively to be planning to bring to the meeting a peace offering that they hoped would go a long way toward quieting the opposition—an offer to compensate affiliates for carrying the fourth minute. At present this minute does not draw station compensation.

Officials were also said to be working on a complete overhaul of their

present compensation system.

In addition, although this did not appear to bear directly on the fourth-minute controversy, they reportedly planned to discuss the possibility—or likelihood—of extending ABC-TV's early-evening newscast from 15 minutes to a half-hour.

ABC-TV introduced the four-minute commercial pattern last January in its two weekly episodes of *Batman* (Wednesday and Thursday, 7:30-8 p.m. EST). There were protests from affiliates then. But the real screaming started when the network acknowledged, a few weeks ago, that it was thinking of expanding the plan to all 7:30-8 p.m. periods.

By last week, many station sales representatives were in the thick of it, contending that unless stopped the concept was almost sure to spread to other time periods and probably other networks, and urging their station clients to oppose it. Station groups and other leading broadcasters affiliated with all three networks were also moving against

Would extra spots bring networks \$305 million a year?

The "erosion" that could come from expansion of commercial time from three minutes to four in nighttime network TV half-hours (see above) was described in dollar terms last week by Francis Martin Jr., president of John Blair & Co. and of Blair Television.

He offered his estimates in a memo sent to Blair station clients. He said he was not taking "an obstructionist position" but merely alerting stations to what could happen. It is up to each station, he said, to decide for itself what position it will take in the matter.

For the estimates in his memo Mr. Martin assumed the cost of a nighttime network minute to be \$40,000 on all networks. On this basis, he said:

"Starting this winter, two minutes per week have been opened up [in *Batman*] for a total of \$80,000 a week

amounting, in 52 weeks, to \$4,160,000.

"ABC is now considering doing this seven nights a week in the 7:30-8 p.m. period. This would change the above figures to seven minutes per week at \$40,000 [a night] or \$280,000 per week amounting, in 52 weeks, to \$14,560,000.

Three-Network Figure ■ "If all three networks were to do this, the total would grow to \$43,680,000 per year.

"I assume that, flushed with success at finding \$43 million, the networks might consider attempting to put four minutes in all half-hours between 7:30 and 11 p.m. So let's look at it from his point of view: This would permit 49 extra minutes per week for a total, per network, of \$1,960,000 per week and \$101,920,000 for 52 weeks. The aggregate of the three networks would be \$305,-

760,000 per year! . . .

"In 1965, TVB estimates total spot revenues were \$773 million. The above figure would be 40% of the 1965 estimate. If the above figure is subtracted from the 1965 estimate, it would leave a net that would be at the total spot revenue level of about 1961.

"I think you will agree that this is worthy of careful consideration; and if you have any suggestions regarding a proposal or plan of action that you think practical, I would appreciate hearing from you since I would like to participate in any way that I can to try to stop what could be the most serious erosion problem in the history of spot revenue."

Mr. Martin said afterward that the response from stations was "pretty prompt."

"They seemed to get the point," he added.

Casper the Friendly Ghost
is now available in color.

Ghost In Color?

es, A Ghost In Color!

Casper The Friendly Ghost . . . the most popular cartoon in the world! Great in black & white, better in color. 170 now available.



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COMMERCIAL PREVIEW: Dandrid suits ad to model



It was somewhat like writing a story to fit a title. The creative people at Anderson-McConnell Advertising Agency, Los Angeles, knew they had an impish winning spokesman in model Sandra Lynn: now all they needed was the right commercial to cast her in.

Some months earlier Miss Lynn had appeared in a commercial produced by Anderson-McConnell for Shontex shampooing lotion. During off-camera moments she amused the film crew with mischievous antics and offbeat mugging.

More recently Hank Hamilton,



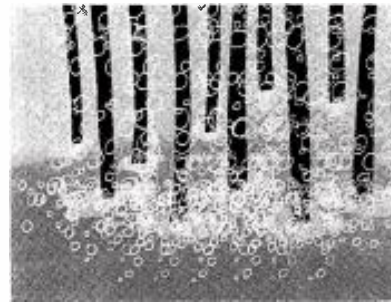
Anderson-McConnell radio-TV director, was searching for a new commercial approach to another Shontex Inc. product, Dandrid. He remembered Miss Lynn's ingratiating clowning and her ability to change appearances from the bomb to the belle of the ball on a moment's notice. The agency built a new Dandrid commercial around the model's talents. While her flexible facial expressions tell a graphic before-and-after story, an off-camera voice explains how Shontex Dandrid can remedy a desperate situation.

Early Audition ■ Radio-TV direc-



tor Hamilton claims it's the first time a commercial was ever created at the agency to fit a specific performer's personality and talent. "There certainly was no problem of selection," he explains. "You see, Sandra had already auditioned."

The Dandrid commercial has just started running in the Los Angeles market. It will be on a 52-week schedule and will be backed by point-of-sale promotion, displays and special merchandising. According to early Shontex reports, a 17% increase in Dandrid sales can be traced to the start of the TV-spot campaign.



the plan, some publicly and some privately.

Adds Commercials ■ The big fear of opponents was that it would "over-commercialize" television, irritate viewers, dilute the value of other commercials—and almost certainly attract king-size advertising money that otherwise would be spent in spot TV.

This last point was dramatized last week by Francis Martin Jr., president of John Blair & Co. and of Blair television, who estimated in a memo circulated to Blair-represented stations that if the concept spread to all networks and all nighttime network half-hours it could yield the networks more than \$305 million a year—equal to 40% of all spot TV revenues in 1965 (see page 60).

The concept, Mr. Martin said, could snowball into "the most serious erosion problem in the history of spot revenue."

ABC-TV's position is that it needs

the extra money to pay higher program costs, and that it has trimmed "clutter" to accommodate the extra minute without significantly shortening the program.

Just what the latest opposition by NBC-TV and CBS-TV might do to ABC-TV's plans could not be ascertained immediately.

Informally, both of the other networks insisted all along that they have no interest in more minutes per half-hour or per hour. But last Thursday NBC came out formally against expansion, and CBS-TV authorities went further than before in registering their own disapproval.

Don Durgin, president of the NBC-TV network, told A. Louis Read of WDSU-TV New Orleans, chairman of the NBC-TV affiliates board of delegates, in a telegram sent Wednesday and made public Thursday by NBC:

"We have no plans to change our

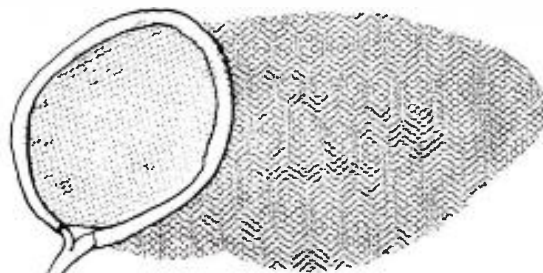
present pattern of three minutes of commercials in half-hour evening programs or six commercial minutes in one-hour evening programs. We do not feel it is desirable to expand the number of commercials in such programs and hope this will not become an industry pattern at the network level."

Open Message ■ He said Mr. Read was free to "use this response as you see fit" in answering questions from other NBC-TV affiliates.

In a subsequent telegram, also made public Thursday, Mr. Durgin went even further. NBC not only has no plans to offer seven minutes of commercials in one-hour programs, he said, but it has no plan to permit seven commercial positions in such programs, "as do other networks," by accepting so-called "split 30-second announcements."

The "split 30" technique divides one 60-second commercial into two, giving the advertiser an extra commercial posi-

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MUTUAL BROADCASTING SYSTEM

tion without an increase in commercial time.

"Indeed," Mr. Durgin said, "we have turned down network business offered under such a commercial structure. We are concerned that it could lead to a pattern of selling individual 30-second announcements or a seventh commercial minute in one-hour nighttime network programs. We do not want to contribute to the development of such pattern and hope it will not spread across the network industry."

CBS-TV officials meanwhile said flatly, in response to questions, that they not only had no intention of following ABC-TV's lead, but that they saw no need for it.

One CBS official went further and said that "it's a lousy idea and I hope nobody gets away with it."

Hard to Predict ■ In answer to further questions, he also said that "no one can predict what anyone may or may not do if this becomes standard practice in the business."

One group broadcaster who went on

record against the plan last week was Wometco, operator of TV stations in Florida, North Carolina and Washington state. Louis Wolfson, senior vice president of the broadcast division, wired ABC-TV President Thomas W. Moore that "you can show statesmanship by withdrawing this additional commercialization for the 1966-67 season."

Mr. Wolfson commended ABC-TV for initiating the "second season" concept in introducing new shows in January. This idea "generated excitement for the medium and indicated a progressive attitude on the part of ABC management," Mr. Wolfson said.

"However," he continued, "we urge you to reconsider the position of your company with respect to the fourth commercial minute in prime-time half-hours or any extension of this concept to include hour-long programs."

"We are opposed to the appearance of increased commercialism in television. By failing to show self-restraint as an industry, we open ourselves to

justified criticism."

Donald H. McGannon, president of Westinghouse Broadcasting, had similarly called upon Mr. Moore to get rid of the four-minute pattern in an earlier message that also stressed the dangers of escalation to other networks and other time periods (BROADCASTING, March 21).

At the same time Herbert Cahan of Westinghouse's WJZ-TV Baltimore had stepped down as chairman of the ABC-TV Affiliates Board of Directors in order to help lead the fight against the plan. He said the board was unanimously against the concept and was organizing opposition among other affiliates, with promising results.

Station Opposition ■ Station reps who had contacted client stations to stir up additional opposition reported last week that they also were getting "good" reaction.

One said the opposition looked so formidable that he didn't see how ABC could go through with the plan.

Another, however, said that although he hoped the plan would be defeated, as a practical matter he thought that "in network option time, the networks are pretty much in a position to do whatever they want to do." To him, the real answer lay in "getting some relief from option time."

Some reps also felt that affiliates would face extreme problems in refusing to clear programs if the four-minute plan were extended to several nights. Other stations in the same markets would pick up the rejected network programs, in this view, while the affiliates who rejected them would find it difficult if not impossible to acquire high-quality programs to substitute.

One broadcast sales executive suggested that "the whole industry would be better off if there were a limit of two commercials per half hour." In that case, he explained, the time would be worth higher rates, and third and fourth stations in a market would get a spillover of business that now is concentrated on the top stations.

ABC Radio O&O's sees record

The ABC Owned Radio Stations Division expects to set a record in first-quarter sales this year with sales already 26.1% over the mark achieved in the same period in 1965.

Harold L. Neal Jr., president of the division, also described second-quarter sales as "excellent" and said the division ought to top last year's mark for that period as well.

Owned stations are: WABC New York, KQV Pittsburgh, WXYZ Detroit, WLS Chicago, KGO San Francisco and KABC Los Angeles.



JWT sculpture depicts man and communication

Norman H. Strouse, board chairman of J. Walter Thompson, New York, last week unveiled a three-figure, 1,000-pound bronze sculpture depicting man's involvement in mass communications. The sculpture is located in the lobby of the Graybar

Building, Thompson's national headquarters at 420 Lexington Ave.

The work is by Bruno Lucchesi (at left of workmen in photo), a young Italian sculptor who since he came to the U.S. in 1957, has won wide acclaim.

ABC Radio plans new study

Second phase of Yankelovich research to study ad effectiveness

A new study of radio advertising effectiveness will be started by the ABC Radio network this week. President Robert R. Pauley disclosed in a speech prepared for delivery at a meeting of the network's affiliates yesterday (March 27) in Chicago.

The study will be phase two of the Daniel Yankelovich advertising research project commissioned by ABC Radio. It will test radio's sales effectiveness in competition with TV and print media "in the real world," under normal listening, viewing and reading conditions.

The first phase, conducted under laboratory conditions, found radio at least equal to TV and print on all critical factors and superior on some (BROADCASTING, Oct. 4, 1965).

Mr. Pauley said ABC Radio would spend more than \$100,000 to underwrite the phase-two study in behalf of the entire radio industry. The pilot work, he said, will be completed this summer.

This phase will test matched advertising campaigns for various brands on radio and television and in print, using before-and-after interviews with consumers to determine the relative effectiveness of the different media.

The Criteria ■ Mr. Pauley said the measurements would be made in terms of three criteria: "Whether there is an increase in the saliency of the advertised brand after the message has appeared; whether there is an increase in favorable attitudes toward the brand, and whether there is an increase in buying interest."

The study will be conducted by the Yankelovich Research Organization of New York.

Mr. Pauley also planned to give the affiliates a five-year progress report on growth in business, programing, audiences and facilities.

He said ABC Radio network sales for 1966 have already reached 81% of the 1965 full-year total, and that first-quarter business is up 39% from last year's first quarter.

He said ABC Radio's gross billings in 1965 were up 13.2% from 1964, and that in 24 of the last 25 quarters, the network enjoyed billing increases over the corresponding quarters of the preceding year.

He also said that data compiled by the Radio Advertising Bureau showed

that for the first three quarters of 1965 his network's billings were up 8.2% from the same period of 1964, while radio generally, without ABC's results, showed a 6.4% decrease.

Since 1961, he said, 93 new-to-radio advertisers have been signed as ABC Radio sponsors.

He praised ABC Radio's independent radio news operation and said that dollar-volume clearances for news programs have gone from 65% in 1960 to 91% now.

"Clearances for our other programs are equally as impressive," he said.

The News View ■ Elmer W. Lower, president of ABC News, assured the affiliates that ABC Radio News would continue to operate as an independent unit of ABC News, "utilizing all the mobility the medium commands."

Radio has shown repeatedly, he said, that it is "still the fastest, most flexible news medium, and we want to preserve and capitalize on these attributes."

He reported that ABC News is developing elaborate plans for coverage of the primary campaigns and elections this spring and will look to affiliates in key areas for assistance.

Mr. Pauley told the broadcasters that in 1966 ABC Radio is less interested in increasing the number of affiliates than in continuing to improve clearances and facilities.

During the last five years, he said, ABC Radio has pioneered in network programing concepts such as *Flair*, dramatic shows and major sports coverage. "We were never afraid to spend money for top sports events or for any event that we felt would enhance the prestige of ABC and the industry," he said. "We have been building an image through quality."

He said the network has also pioneered in "constructive research in behalf of the industry," introducing Sindinger & Co. to measurement of listeners and underwriting research that developed a system of silent electronic measurement of auto radio listening, in addition to its work on radio sales effectiveness done with the Yankelovich firm.

Leonard H. Goldenson, president of ABC Inc., and Harold S. Geneen, chairman and president of International Telephone & Telegraph Corp., whose companies plan to merge, were slated to attend the affiliates session. ABC top management executives also were expected to include Simon B. Siegel, executive vice president. Hart Perry, treasurer of ITT, also was scheduled to attend.

Officials expected some 400 representatives of ABC Radio affiliated stations to be on hand for the session, an annual event preceding the National Association of Broadcasters convention. ABC Radio planned a formal reception

and dinner for the affiliates, probably the only black-tie event during the convention, for Sunday night at the Drake hotel.

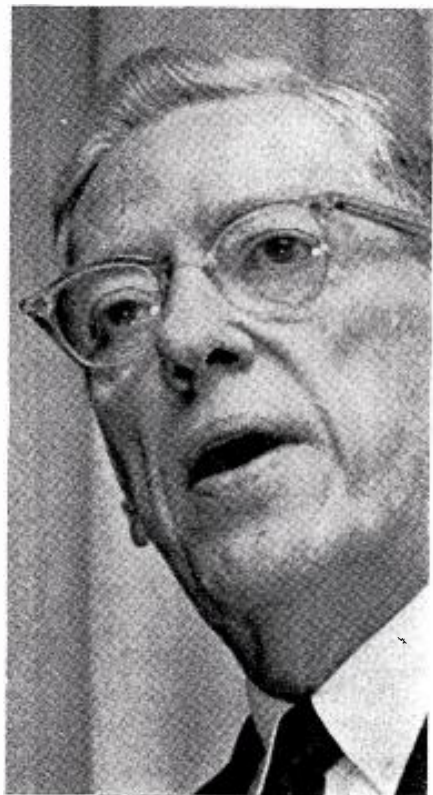
Fax Cone hits out at critics of ads

Writers and government officials who find fault with the morality in business in general and advertising in particular were themselves criticized last week by the chairman of one of the country's leading advertising agencies, Fairfax Cone of Foote, Cone & Belding.

Mr. Cone, speaking at the Washington Ad Club on March 22, said the critics are giving the public a distorted picture of advertising in modern business. He expressed particular concern over the effect on college students.

He said that, along with reporting changes in agency personnel and accounts, newspapers print "rumors and denials and implications and imprecisions that make a fine picture of a dissolute and frantic business; and one that is bent upon destroying some of the solidest virtues of life."

He conceded that there is a certain amount of cheating in business and advertising but stressed that advertising has "self-purifying streams," the main one being the consumer's continuous purchase of items being advertised. "No amount of advertising," he said, "... can make a woman buy a product a



Mr. Cone Exhorts critics



***Any
questions about:***

UPI Color Slide Library (first for television)

UPI Audio Network (the Sounds of the News)

UPI Newsfilm (the Action of the News)

UPI Unifax (the Sights of the News)

UPI Broadcast Wire (the Depth of News)

UPI Audio Automation Equipment

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EVERYTHING FOR BROADCASTING

second time that has failed her once. Nothing could save the Edsel automobile after 3 million people . . . turned their thumbs down on it."

Government Not Foe ■ Although Mr. Cone opened his remarks by musing why "so many people in business approach Washington as an alien capital," he had strong words for those in the government who anxiously try to protect the consumer against himself. His complaint was not directed towards the vigilance of federal agencies, but towards the fact that their charges "are repeated again and again, in print and in the classrooms of our colleges and our universities as part of the running commentary on business in our life."

These accusations, without the modifying knowledge of the good in advertising, are part of what, Mr. Cone says, is putting advertising and business close to the bottom of university students' desirable list. And, with this attitude prevalent among students, Mr. Cone queried: "Who is going to run the \$600-billion enterprise that today supports all of us, in government and out, with the imaginations and the daring that it demands for continuing success."

Commercials in production . . .

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

Focus Presentations Inc., 400 Park Avenue, New York 10022.

Clark Gum Co., New York (gum); one 60, one 40, one 30, one 20, one 10 for TV, live and animation on film, color. Chris Ishii and Peter Cooper, directors. Agency: Leo Burnett, New York. Joseph Lamneck, agency producer.

Geo. Wiedemann Brewing Co., Newport, Ky. (draft beer); three 60's, four 20's, one 10 for TV, animated on film color. Chris Ishii, director. (Fine beer); two 60's, five 20's for TV, live on film, color. Peter Cooper, director. Agency: Rockwell, Quinn & Wall, New York. William Wall, agency producer.

H&H Productions, 114 East Euclid Avenue, Tampa, Fla. 33602.

Southern Fruit Distributors, Orlando, Fla. (Bluebird orange juice); six 60's, six 30's for radio. Agency: Louis Benito Advertising, Tampa. Bob Ensslin, agency producer.

Li'l General Food Stores (Florida division); four 10's, two 30's for radio. Lacey & Jordan Advertising, Tampa. Phyllis Lacey, agency producer.

Jim Walter Homes, Tampa; one 60 for TV on film. Agency: Coast to Coast, Tampa. Charlie Bisbee, agency producer.

Gerald Schnitzer Productions, 6063 Sunset Boule-

vard, Hollywood 90028.

Buick Motor Division, General Motors (Opel Kadette); one 60 for TV, color. Lin Ephraim, production manager. Agency: McCann-Erickson, Detroit. Georg Olden, agency producer.

Armstrong Cork Co., Lancaster, Pa. (tile); one 60 for TV, color. Lin Ephraim, production manager. Agency: BBDO, New York. Mal Thompson, agency producer.

Tele-Tape Productions Inc., 234 West 44th Street, New York 10036.

Beech-Nut Life Savers Inc., New York (Martinson's coffee); one 10 for TV, live on tape, color. Bob Breton, producer. Agency: LaRoche, McCaffrey & McCall, New York. Bob Morris, account executive. Jay Bottomley, agency producer.

Dennison Manufacturing Co., Framingham, Mass. (office copier); four 60's, one 10 for TV, live on tape. Jim Witte, producer. Agency: Lawrence Brown, New York. Lawrence Brown, account executive. Ronald Bacsa, agency producer.

General Cigar Co., New York (White Owl); one 60 for TV, live on tape. Jack Cox, producer. Agency: Young & Rubicam, New York. Roger Brann, agency producer.

Thomas Leeming & Co., New York (Ben-Gay); one 60, one 40, one 30, one 10 for TV, live on tape. Bob Breton, producer. Agency: LaRoche, McCaffrey & McCall, New York. Robert Raymond, account executive. Jay Bottomley, agency producer.

Fraser Productions, 38 Hotaling Place, San Francisco 94111.

Montgomery Ward Stores of Northern California (various products); seven 60's for TV, live on film, color. Frank Robinson, production manager. Agency: Lufano Associates, Oakland, Calif. Tony Lufano, account executive.

H & H Productions, 114 East Euclid Avenue,

Tampa, Fla. 33602.

Farm Stores, Tampa (milk); six 60's for radio. Agency: Louis Benito Advertising, Tampa. Hank Madsen, agency producer.

Arab Termitrol (termite control); one 10 for TV, animated on film. Agency: Frank Johnson Advertising, Tampa.

Herman Sausage Co., Tampa (weiners); one 20 for TV on film. Agency: Paul Lago Co., Tampa.

H. R. Productions Inc., 1818 Westlake North, Seattle 98109.

South Gate Ford, Seattle (cars); one 60 for radio, stereo. Jerry B. Rowan, production manager. Agency: Bob O'Dell, Seattle. Approximate cost: \$650.

Weisfield's Jewelers, Seattle (stores); two 60's for radio, jingles, mono and stereo. Jerry B. Rowan, production manager. Agency: Seattle Advertising, Seattle. Monte Solkover, account executive.

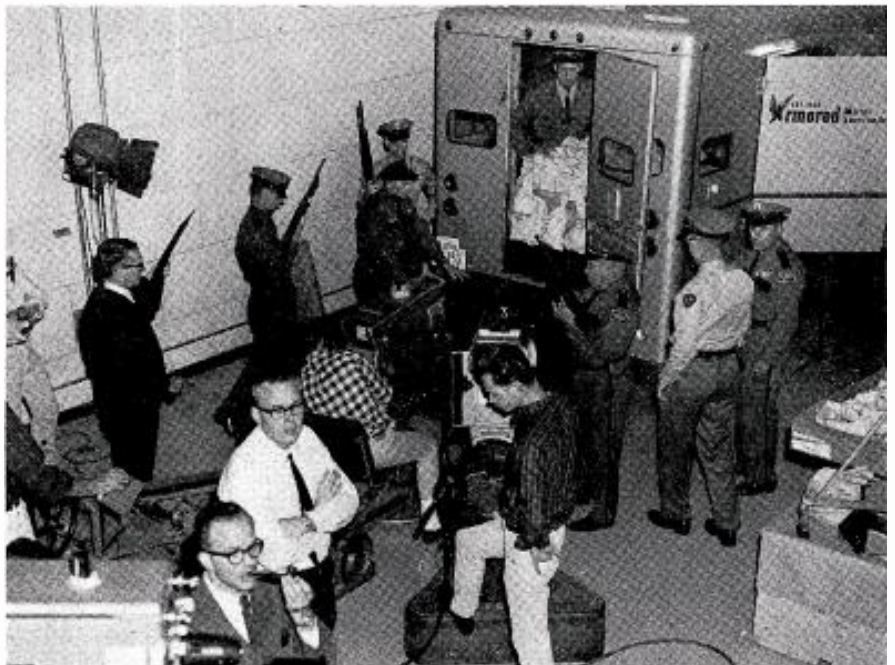
Williams & Swanton, Renton, Wash. (cars); one 60 for radio, mono and stereo. William P. Hurme, production manager. Approximate cost: \$400.

Henkin-Faillace Productions Inc., 1270 Avenue of the Americas, New York 10020.

Aluminum Co. of America, Pittsburgh (Alcoa aluminum); three 60's, two 90's for TV, live on film. Frank Amy, director. Agency: Fuller & Smith & Ross, Pittsburgh. George Wyland, agency producer.

Foremost Dairies, Jacksonville, Fla. (Pixie pies); one 60, one 20 for TV, live on film. Howard Henkin, director. Agency: Battle Advertising, Philadelphia. Les Harmon, agency producer.

J. M. Holloway & Co., Chicago (Black Cow and Slo Poke suckers); two 60's for TV, live on film. Frank Amy, director. Agency: Don Kemper Advertising, Chicago. Les Randon, agen-

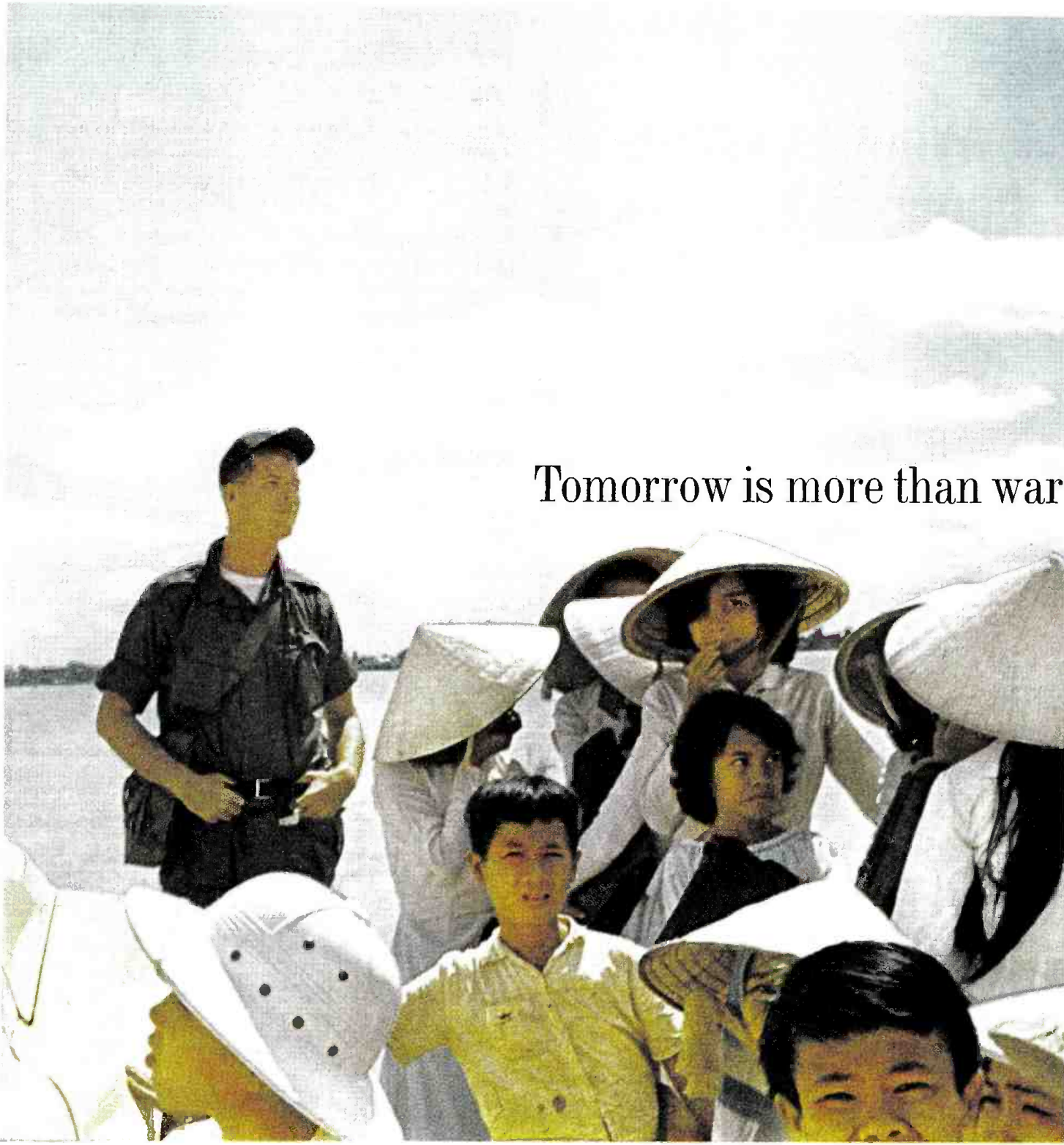


The armored car is real and so are the guards. Only the money is phoney.

It is all part of a "money-store" commercial for Texas Consumer Finance Corp., put on Videotape by WFAA-TV Dallas. According to Tracy-Locke Co., that city, agency for TFC, an extensive campaign will include

radio and television in the three-state area served by Fort Worth-based TFC.

Shot like film and using a portable Ampex Videotape Recorder as well as an Editec editing machine, seven commercials were made with Lars Gierzt as agency producer.



Tomorrow is more than war

When Time-Life Broadcast sent its first reporter-cameraman team to Asia late in 1965, their assignment was the war in Viet Nam. Bill Roberts, chief of our Washington bureau, and cameraman Norris Brock (pictured above) reported the

war on land, sea and air—but they gave equal time to Vietnamese efforts to build for tomorrow. The five Time-Life Broadcast station teams that follow will have covered the entire Pacific area, from Japan to Australia and into troubled India and

Pakistan, 17 countries in all. Their reports are being seen and heard on our five TV and four radio stations, in the high-rated news periods. (Howard Caldwell, WFBM-TV Indianapolis, obtained the first TV interview granted by India's new Prime Minister,

Mrs. Indira Gandhi.) For a broadcast group dedicated to informing its audiences about the shape of the world today and tomorrow, we consider our "Project Asia" to be both a sizable obligation and a sizable opportunity.



KERO-TV Bakersfield
KLZ-TV-AM/FM Denver
WOOD-TV-AM/FM Grand Rapids
WFBM-TV-AM/FM Indianapolis
KOGO-TV-AM/FM San Diego

When the news is happening in space, here's how NBC News brings it down to earth.

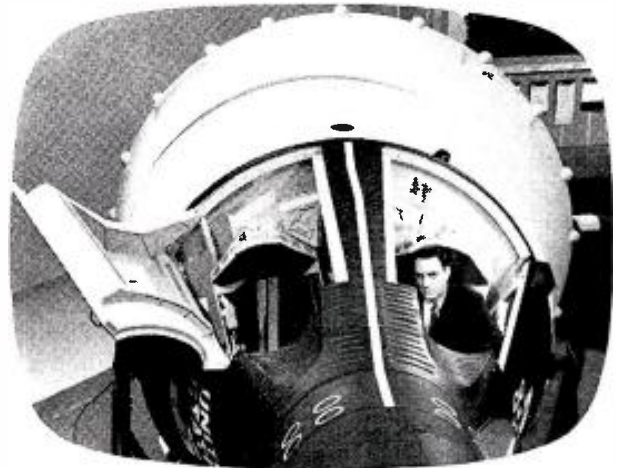
In any space mission, much of the real story still lies outside the immediate range of the television camera. And as America's activity in space grows more complicated, television's coverage must keep pace.

Here are some of the ways NBC News is able to convey, right in the studio, the facts and the feel of what is actually happening up there. Coverage in such detail — and in color—demands ingenuity, skill, dedication and a news team that provides the clearest understanding of the most complex events.

NBC News' full-color "Space Center," presided over by Chet Huntley, David Brinkley and Frank McGee, is the most elaborate facility ever devised for reporting and simulating space events.



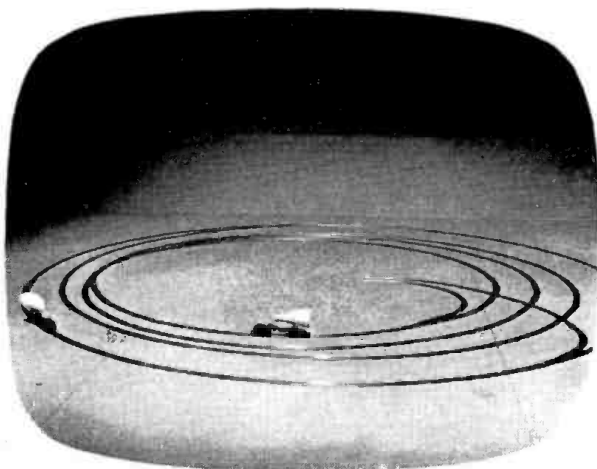
NBC Global Weather, manned by meteorologist Dr. Frank Field, utilizes satellite pictures to keep viewers apprised of all relevant weather conditions.



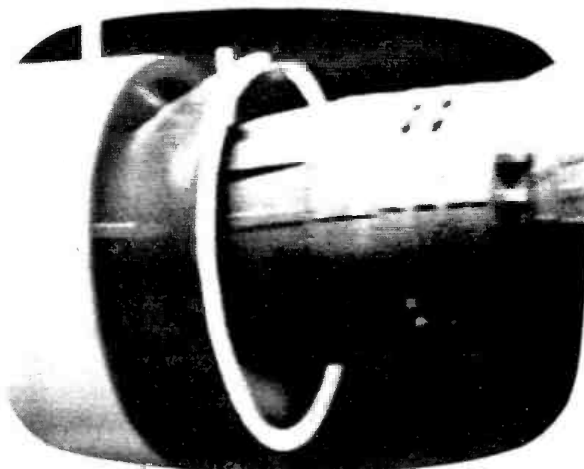
In NBC News' life-sized model of the Gemini 8 vehicle, reporter Peter Hackes duplicates the complex maneuvers of the astronauts—down to the closest detail.



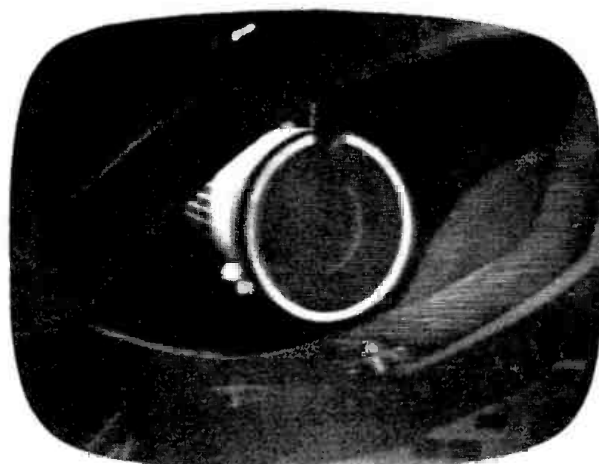
An electronic map details the orbits and positions of Gemini 8 and Agena, as well as which tracking stations are picking up signals from the capsule.



NBC News' remarkable "electric train" device clarifies the orbital mechanics of rendezvous and docking by showing the exact paths taken by the two space vehicles.



Accurate quarter-scale models of the Gemini capsule and Agena target vehicle supply a step-by-step picture of the docking maneuvers.



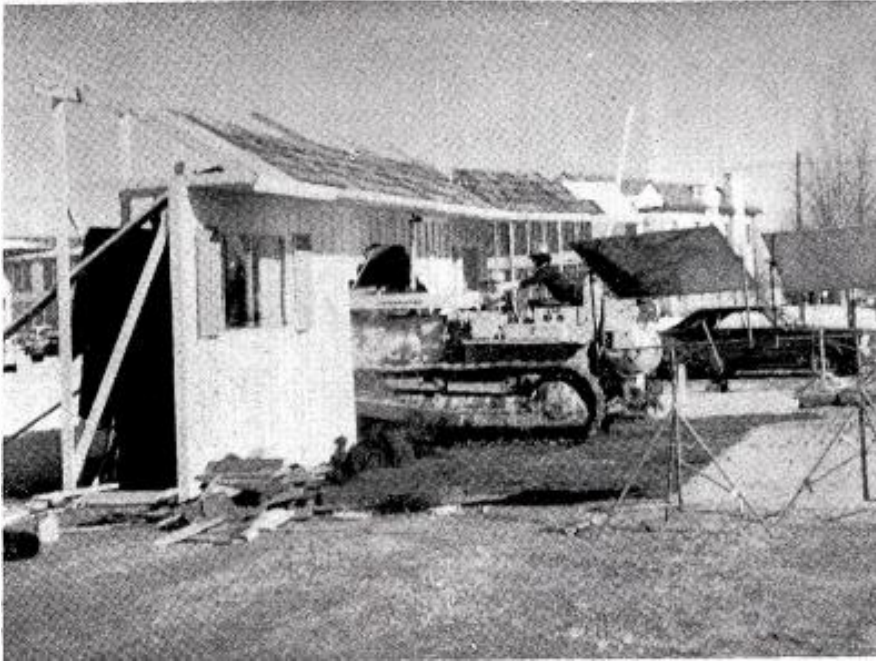
By means of precise film animation techniques, NBC News provides a close-up, astronaut's eye-view of the distant events in space.



For reporting the splashdown and recovery, NBC News makes use of a vast "shuffleboard" map equipped with movable markers. During the unexpected Pacific splashdown, this highly adaptable set-up played a central role in NBC News' coverage.

That NBC News has such resources at its disposal—and uses them to make its reporting as clear as possible—is well known to viewers. One result is that NBC News consistently attracts the largest national audience to its space coverage. This fact was borne out again on March 16, when, during the period of three-network coverage of Gemini 8, more people were tuned to NBC than to any other television network.*

NBC NEWS 



A 15-ton bulldozer, about a thousand square feet of lawn, a dozen shrubs, a mockup of a side of a home and—most important—a beautiful girl for the dual role of housewife-bulldozer driver were required for three Lestoil commercials.

The tongue-in-check script of one commercial shows the housewife, frustrated by the never-ending chore of keeping the bathroom and kitchen spotless. She then satisfies a lifelong urge to drive the bulldozer into the house. A voice-over announcer re-

cy producer.

U. S. Army, Washington (ROTC program); one 60 for TV, live on film. Frank Amy, director. Agency: Ketchum, MacLeod & Grove, Pittsburgh. John Sallay, agency producer.

Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.

20th Century-Fox Studios, Hollywood (movie: "Hombre"); two for TV on film, color. Mary Marsh, production manager. Agency: Monroe Greenthal, Beverly Hills, Calif. Bernice Livingston, account executive. Approximate cost: \$10,000.

Business briefly . . .

C. Schmidt and Sons, Philadelphia brewery, through Ted Bates & Co., New York, will sponsor live color coverage of Dick Tiger-Emile Griffith middle-weight championship bout in 16 eastern markets on April 25. Title bout is the seventh major sports event to be color-cast from Madison Square Garden in New York by partnership of Madison Square Garden-RKO Sports Presentations Inc.

Gold Seal Vineyards, through Gilbert Advertising Agency, both New York, today begins a seven-week spot radio

minds that there's an easier way: Use Lestoil with new greasecutting agents. A film-backwards sequence restores the house to its previous (but presumably cleaner-than-ever) unpulverized state.

Spots were directed by Ralph Papin and produced by John Bennett of Alexander Film Co., Colorado Springs. Commercials will be used nationally in 20 major markets and will share time with Dust 'n Wax and Jet Spray, other products of Standard Household Products, Holyoke, Mass.

thrust using one-minute commercials on about 40 radio stations in 35 cities. For the first time Gold Seal will be introduced into California, a rival wine producing state.

Pepsi-Cola bottlers of the Delaware Valley, through J. M. Korn & Son, Philadelphia, has begun a \$75,000 dual TV spot and newspaper campaign for Diet Pepsi and the Pepsi no-return package in Pennsylvania, southern New Jersey and Delaware. Easter bunnies and roses will key the campaign.

Barcolene Co., Boston, through Firestone Associates, Philadelphia, is introducing its new Defend, a germ-proof fabric softener, in mid-Atlantic and New England areas with spot radio and about 450 TV spots a week. The schedule, which runs through the spring, includes TV commercials in color.

U. S. Time Corp. (Timex watches), through Warwick & Legler, both New York, will sponsor a special of taped highlights in color of the Ringling Bros. and Barnum & Bailey Circus on NBC-TV April 7, 7:30-8:30 p.m. EST.

General Food Corp.'s Post Division,

White Plains, N. Y., through Foote, Cone & Belding, New York, has begun an advertising campaign for Toast'em Pop-Ups that includes network and spot television.

Carnation Co., Los Angeles, through Erwin Wasey Inc., same city, is introducing two new products on television, one via spot TV, the other on network shows. Primarily spot TV, with some radio and point of purchase, is being used in four western, two southwestern and one midwestern states to back a new low-fat yogurt line. The introduction of a new chicken flavor dog food is being supported by 94 commercials on four CBS-TV programs. *To Tell the Truth*, *House Party*, *Password*, and *As the World Turns*.

Bristol-Myers, through Young & Rubicam, both New York, has signed to sponsor ABC-TV's *The Man in the Square Suit*. The comedy color special is scheduled for April 22 (9-9:30 p.m. EST).

Joseph Schlitz Brewing Co., Milwaukee, will use TV spot in 70 markets and heavier radio spots as part of its spring campaigns for Schlitz beer which introduces new advertising theme replacing "real gusto" campaign of the past four years. New theme centers on "most carefully brewed beer in the world" line. ABC-TV and NBC-TV also will be used. All TV spots are in color.

Wynn Oil Co., Azusa, Calif., through Erwin Wasey Inc., Los Angeles, begins a three-month national advertising campaign on three major radio networks on April 2. Object is to introduce a new oil additive product. Wynn's Charge! There will be three Charge! commercials a week on *ABC Weekend News*, 10 a week on *CBS Dimension and News Analysis* and 21 on *NBC News-on-the-Hour*.

Southland Corp. (7-Eleven stores), through Stanford Advertising, Dallas, bought sponsorship in NBC Radio's *Monitor*. **Ball Bros. Inc.**, through Applegate Advertising, Muncie, Ind., has bought into NBC Radio's *Emphasis* segment.

Pharmaco Inc., Kenilworth, N. J., through Shaller-Rubin Co., New York, has renewed 26-week participation, starting April 11, in CBS Radio's *Arthur Godfrey Time*. Pharmaco's Sutton deodorant line will be advertised twice weekly.

Helms Bakeries Inc., Los Angeles, through Sachs, Finley & Kaye Inc., Beverly Hills, has reached the mid-point of a two-pronged TV and radio promotion in California markets on behalf of its Helms bread product. Prompted by the success of an initial six-week campaign, the advertiser is extending its



—Starring Sammy Jackson, Harry Hickox, Kevin O'Neal, Laurie Sibbald and Andy Clyde. 34 half-hours. Available for fall start.

...the one-season off-network program backed by an on-network 20 rating!

Jog your memory. Try to think of the last time you heard of a *complete* off-network television series that offered these three advantages . . .

1. Well-known property with a tremendous built-in audience.
2. Right number of half-hour episodes for once-a-week scheduling over one season.
3. Average 20 rating* during the October-April season on the network.

Haven't heard of one in a long time? Maybe never?

Perhaps you're interested in knowing that NO TIME FOR SERGEANTS *does* have these three advantages. And that makes it kind of unique. Doesn't it?

*Nielsen Television Index: Oct '64 to Apr '65

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000



You are cordially invited to visit our hospitality suite at the NAB Convention in Chicago, March 27-30—Suite 524A-526A, Conrad Hilton

efforts for another six weeks. Involved are a total of 1,050 radio and TV spots to be placed on one TV station—KTTV(TV) Los Angeles—and 16 California radio stations, including two each in Bakersfield and Fresno, three in San Diego and nine in Los Angeles. One phase of the promotion is aimed at children, with toy premiums being offered, while a separate flight of spots is directed solely at adults.

Multiple Toymakers Division of Loral Corp., New York, is scheduling a 26-week TV campaign as part of an overall drive that's budgeted at \$1.4 million and set to start in July and run through peak Christmas period. Multiple Toymakers will place its one-minute color commercials in seven children's shows on ABC-TV and also use spot TV in major markets. Some print also is in the budget. Campbell-Ewald, New York, is agency.

Agency appointments . . .

- Dante Inc. has named Norman, Craig & Kummel, both New York, to handle advertising for its line of men's toiletries and gifts. The account, which bills an estimated \$1 million, was formerly with Harold Breitner & Co., New York. NC&K is preparing a special Father's Day promotion for Dante that will include a heavy use of TV and radio. Dante is a division of Shield Inc.

- Compton Advertising, New York, has been named to handle TV advertising for two New England utilities, Connecticut Light & Power Co. and Hartford Electric Light Co. have joined forces to promote their services through spot TV. The first campaign, promoting electric water heaters, began last week in Hartford and New Haven, both Connecticut. The second campaign, now being prepared, will concentrate on electric heating for homes, churches and schools. Compton also handles TV advertising for two other combinations of New England utilities: Boston Edison Co. and New England Electric System, and a group of five utilities serving Massachusetts and Connecticut.

- Book-of-the-Month Club Inc., New York, has appointed BBDO, New York, as its agency, effective Aug. 1, replacing Schwab, Beatty & Porter Inc., New York, and will create TV commercials. The budget is about \$3 million, overwhelmingly in print advertising and in direct mail.

Also in advertising . . .

Unlimited ▪ A new film company, Creativity Unlimited, has been formed in New York and will create TV commercials, industrial films and docu-

mentary projects. Gil Lash is president of Creativity Unlimited. The new organization is located at 545 Fifth Avenue. Telephone: (212) 687-6865.

New agency ▪ Am-Ad Inc., Chicago, has been formed by George Anderson & Associates and has taken over the Chicago office of Kudner agency which it had there before merging with Tatham-Laird. Mr. Anderson had been with Kudner. Address: 410 North Michigan Avenue. Phone: (312) 527-0770. Am-Ad's principle broadcast account is William Wrigley Jr. Co.'s children's advertising.

Petry pushes for industrial radio ads

A new presentation distributed to advertising agencies last week by Edward Petry & Co. points up the value of spot radio for industrial advertisers.

Petry stresses that although the target audience in most cases was extremely narrow, such as corporation executives and highly specialized engineers, there are instances in which spot radio has been used to reach the industrialists as well as the general public.

It cites specific industrial clients that have used spot radio in the past, including Jones & Laughlin Steel Corp., International Nickel Co., Timken Roller Bearing Co., Illinois Tool Works, General Instrument Corp., Western Electric Co. and Republic Steel Corp.

Advertisers told to stress network

Worldwide advertisers using TV were urged last week by Donald W. Coyle, president of ABC International Inc., to plan network exposure rather than local or regional scheduling of their messages.

He told the 49th annual International Executives Association conference in New York last Wednesday (March 23) that overseas advertising on a network basis is likely to be more efficient and economical, and added:

"While we certainly do encourage local and regional use of television, we believe that inevitably the concept of networking will be the rule for multinational advertisers because it works better . . . centralized control with local support yields far greater dividends."

TV networks nearing sellout for fall

Network television sales in the 1966-67 nighttime schedule appeared to be moving along at a fair pace last week as CBS-TV and NBC-TV reported themselves around 80% sold for the first 13 weeks of the new season.

ABC-TV declined to put a figure on its sales level "for competitive reasons."

NBC-TV, which has sold more time in big blocks for this fall than it did last year, has seven hours of its prime-time schedule already fully sold to full-hour buyers, half-hour sponsors or alternate-half-hour sponsors.

CBS-TV's big spender, General Foods, is back in evidence even stronger than last year with full sponsorship of *Jean Arthur*, *Andy Griffith* and *Gomer Pyle* as well as an alternate half-hour of *Green Acres*.

CBS-TV's *Jackie Gleason* and *Mission Impossible*, both one-hour participation vehicles, are reported SRO through the first quarter of the new season, and five additional half-hour shows are also fully sold over the same period.

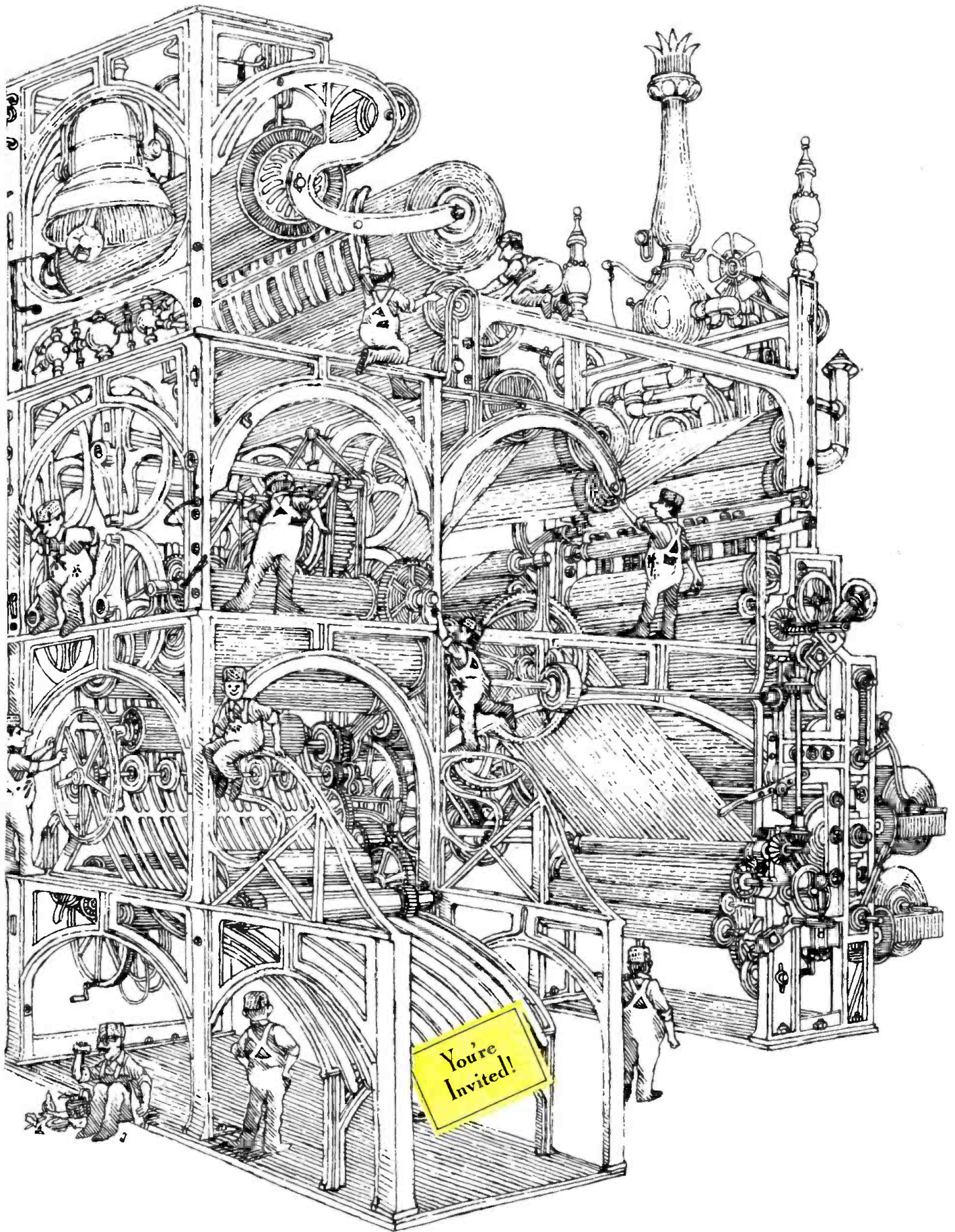
CBS radio's crystal ball sees record '66

CBS Radio envisions a record sales year in 1966, with first-quarter business running 37% ahead of the same period in 1965.

This favorable prognosis was made last week by George J. Arkedis, vice president, network sales, who reported that business written for the first half of 1966 is already larger than for any six-month period since 1958. He added that with nine selling months still remaining this year, CBS Radio already has written 88% of the total sales volume recorded last year.

He attributed the upswing to an influx of advertisers new to the network and the return of former clients after varying periods of absence. Advertisers that have returned to the network this year, according to Mr. Arkedis, are Adolph's Ltd., Standard Household Products (Bon Ami), Nationwide Insurance Co. and Knox Gelatin. New accounts include Quality Court United Inc. and the State of Minnesota. Department of Business Development.

Renewals have come from Campbell Soup, Kraft, Ocean Spray Cranberries, Bristol-Myers (Grove Laboratories), Mennen, Pennzoil, American Express, Nestle Co., Sinclair and the Wrigley Co.



We've gone to great lengths to make your stay at the NAB more enjoyable and more profitable! You're cordially invited to make your headquarters at the CBS Films suite, Room 2325 at the Conrad Hilton—where you'll find not only the warmest hospitality in Chicago, but also the most impressive array of top-quality film programming in all television. Come by and see!

New life blood for STV?

**Involved plan worked out with Shasta Telecasting
could revive California pay-TV operation;
but it'll be without Pat Weaver, who is resigning**

Subscription Television Inc., the pay-TV operation that was ruled illegal by California voters in November 1964 and filed in bankruptcy five months later, took a surprising step last week, indicating it might be getting back on its financial feet.

STV announced a plan whereby it would acquire the assets of Shasta Telecasting—KJEO(TV) Fresno, Calif., and Shipstads & Johnson Ice Follies—in return for which Shasta would become a "substantial" stockholder of STV.

At the same time Sylvester L. (Pat) Weaver Jr., who had led STV as president through the thick of the pay-television battle with California theater interests and who had the ambitious but short-lived three-channel service in Los Angeles and San Francisco, announced his resignation without explanation.

A convoluted financing plan, which would see Shasta administering STV business after itself being acquired by STV, includes a number of contingency provisions, among them approval of the measure by which STV would come out of bankruptcy.

Observers noted that Subscription Television had lost an estimated \$16 million in its ill-fated pay-TV operation and that if it is able to regroup its forces, acquire new assets, and still point toward eventual pay-TV operation, that loss could be turned into a significant asset as a tax loss carried forward.

No value was put on the Shasta assets in information revealed by STV last week, but announcement said the broadcaster would "become a substantial shareholder" of Subscription Television by purchasing stock from STV at \$1 a share. The announcement went on to say that STV had made arrangements to enable it to retain the present management of Shasta to administer the business of STV.

The president and general manager of Shasta Telecasting is George C. Fleherty. He's 38% owner of the company. The other principal owner in Shasta is Carl R. McConnell with 22.6%.

Mr. Weaver's resignation from the

presidency is not effective until April 30.

Who's Involved? ■ The whole plan seemed covered by a certain amount of mystery. The agreement was said to have been signed by Shasta and "certain of STV's principal shareholders," but these shareholders were not named. However, it was assumed they included Lear-Siegler and the Reuben H. Donnelly Co., both heavy STV backers.

It was also revealed that STV shareholders participating in the plan would buy subordinated debentures and common stock of STV to supply "initial working capital for the operation of the businesses being purchased from Shasta and to provide additional funds for the acquisition of other suitable assets."

It has been suggested that STV might have other station properties in mind. The company filed about a month ago in the District Court for the South-

ern U. S. District of New York an arrangement with unsecured creditors by which it would come out of bankruptcy.

The deal depends on the ability of the company to get a favorable tax ruling from the Internal Revenue Service. It also hinges on STV's ability to get a number of major shareholders who decide not to participate in the refinancing to sell a major portion of their shares to Shasta and on a favorable ruling by the California Commissioner of Corporations. Of course the station transfer would have to be approved by the FCC. KJEO is on channel 47. Fresno is an all-UHF market.

In its announcement, STV reaffirmed its intention to continue its effort toward eventual resumption of pay TV.

Official announcement of the Shasta-STV plan was made Thursday evening (March 24). The following day STV stock, traded over the counter closed at 4½ bid, 5 asked). In trading the day before it finished slightly over 5 points.

Favorable Ruling ■ Only two weeks earlier the California supreme court in a 6-to-1 decision had ruled the initiative measure banning pay-TV in the state had been unconstitutional (BROADCASTING, March 7). Justice Louis Burke said the ban "amounts to total censorship in advance, so far as home viewers are concerned."

Mr. Weaver could not be reached for comment on his resignation or future plans. But the former NBC president was recently announced as executive producer of CBS-TV's new Garry Moore show for the 1966-67 season.

Spanish firm opens office in New York

The Movierecord Group of Companies, a Spain-based international communications firm, recently opened its first U. S. affiliate, Movierecord Inc., at 845 Third Avenue, New York. J. L. San Roman, executive vice president, will head the New York office.

Movierecord Inc. also was appointed U. S. representative for the Screen Advertising World Association (SAWA), which conducts international festivals for advertising film.

The Movierecord group controls the interests of 21 different companies in Portugal, France, Spain, Switzerland, Germany and the U. S. It owns broadcasting stations, theaters, studios, print and allied ventures.



Mr. Weaver
Bows out at end of April



For Sale: Bill Veeck's half-hour explosions.

We've really put together a blockbuster. Now there's a half-hour show hosted by baseball's most outspoken critic and friend, Bill Veeck. This is the same Bill Veeck who shocked the sports world by sending a midget to bat for the old St. Louis Browns.

Just like his famous syndicated column which appears in more than 80 newspapers, Bill's topics will range far and wide. He'll have guests from the world of sports, from show business, from practically every walk of life. Whatever the discussion, count on it, the fur will fly.

Bill Veeck's fiery personality guarantees a show loaded with dynamite. Put the Bill Veeck show on now and spark new life into your ratings. For details, clip our coupon today.

YES, send me the details of Bill Veeck's explosive new show.

Name

Company

Address

City

State

Phone

WFLD-TV



Send to: Jim Wood
Television, Chicago
Field Television Center,
Marina City, Chicago
Area Code 312 527-4300

The All-Time Favorite...



Starring
DUNCAN RENAUDO
As the "Gisco Kid"
LEO CARRILLO
As Panchito

CISCO KIDTM

Now in dazzling full **COLOR!**
SMASHING ALL
SALES RECORDS!
(Just like in the good old days!)

Already snapped up by—

WAKR-TV Akron, Ohio • KLYD-TV Bakersfield, Calif. • KTVT Dallas-Ft. Worth, Texas • KTSM-TV El Paso, Texas • KMJ-TV Fresno, Calif. • KHTV Houston, Texas • WGAL-TV Harrisburg-Lancaster, Pa. • KTTV WJAC-TV Johnstown-Altoona, Pa. • KLAS-TV Las Vegas, Nev. • KTTV Los Angeles, Calif. • WCCO-TV Minneapolis, Minn. • WCOV-TV Montgomery, Ala. • WDSU-TV New Orleans, La. • WNEW-TV New York, N.Y. • KGW-TV Portland, Ore. • WGAN-TV Portland, Me. • WTEV-TV Providence, R.I. • New Bedford, Mass. • KTAR-TV Phoenix, Ariz. • WREX-TV Rockford, Ill. • WHEC-TV Rochester, N.Y. • WHBF-TV Rock Island, Ill. • WNYS-TV Syracuse, N.Y. • KQVR-TV Sacramento, Calif. • WICS-TV Springfield, Ill. • KTVU San Francisco-Oakland, Calif. • KCPX-TV Salt Lake City, Utah • WTTG Washington, D.C. • WTRF-TV Wheeling, W. Va. • NEW STATION Milwaukee, Wis.

This all-time record-breaking rating leader is now ready for a brand new juvenile audience.

**156 EXCITING
HALF HOUR
EPISODES**

Available for one-run,
two-run, three-run or
unlimited run at a
BARGAIN PRICE

First come, first served. For fast action, call

WALTER SCHWIMMER, INC.

410 N. Michigan Ave., Chicago, Ill. Phone 467-5220

See "CISCO KID" and "THE SPORTS PACKAGE" at the NAB Convention
Call Howard Christensen or "The Boys" at 467-5220

The hole in the dike widens

FCC approves another TV sale in top-50 markets
without hearing as WUHF(TV) goes to WKY Inc.

The FCC last week approved the sale of WUHF(TV) Milwaukee to WKY Television Systems Inc. and in the process granted the second exception in a row to its interim policy aimed at blocking the spread of multiple owners into the top markets.

The policy prescribes hearings in the case of any application for transfer or assignment that would result in a broadcaster owning more than three stations, no more than two of them VHF's, in the top-50 markets.

The purchase of WUHF, in the 23d market gives WKY a total of five television stations, four of them in the top 50—KTVT (ch. 11) Fort Worth-Dallas (15th market), WTVT (ch. 13) Tampa, Fla. (32d market), and WKY-TV (ch. 4) Oklahoma City (51st market). WKY also controls Houston Television Co., permittee of KHTV (ch. 39) Houston (25th market).

The commission approved the sale in accordance with a provision in the policy permitting exceptions to the hearing requirement when applicants make a "compelling affirmative showing" that the sale would be in the public interest.

The commission early this month made its first exception to the policy in approving without a hearing the sale of KWGN(TV), formerly KCTO(TV) Denver to WGN Continental Broadcasting Co. (BROADCASTING, March 7).

No hearings have been designated under the policy, which was adopted in June (BROADCASTING, June 28, 1965) and which is to remain in effect pending conclusion of a rulemaking that would set identical limits on multiple ownership.

Text Not Available ■ The commission approved the sale by a vote of 4 to 1 but has not released the text of its order stating its reasons for granting the assignment application without a hearing.

WKY, however, made many of the arguments advanced by WGN in urging approval of its purchase of KWGN. WKY noted that WXIX Inc., owner of WUHF, had been losing money with the station and had not been able to find a suitable buyer.

WKY also said it had the resources and experience to build WUHF, an independent, into a station that could compete on even terms with the three network-affiliated VHF outlets in the market.

WKY paid \$500,000 for the station, plus \$150,000 for an agreement from

WXIX not to compete for three years within 75 miles of the station's transmitter.

Commissioner Robert T. Bartley, the lone dissenter, voted for an en banc expedited hearing. Commissioner Kenneth A. Cox, who was the lone dissenter in the KWGN sale, concurred in WUHF sale on the ground that "the only chance of making the station reasonably competitive . . . lies in its transfer to an entity with substantial resources and broadcast experience."

Commissioner Cox felt a stronger case for exception had been made in the Milwaukee case than in the KCTO proceeding. He noted that WUHF is a UHF competing with VHF's, while KWGN is a VHF. He also said it's less likely that WUHF could be sold to a nonmultiple owner than he felt was true of KWGN.

NAEB: UHF plan 'anti-educational'

The National Association of Educational Broadcasters has objected strongly to the FCC's new plan of UHF channel allocations (BROADCASTING Feb. 14). In a petition filed with the commission condemning the "anti-educational rationale" of the present plan, the NAEB called for either granting educational broadcasters the necessary reserved channels or for placing the problem before Congress.

The idea that educational broadcasters can compete for unreserved channels with commercial broadcasters is false, says the NAEB, because ETV can neither work as fast or command the funds of commercial broadcasting. Thus ETV will automatically be relegated to the channels reserved for it—a number NAEB considers totally insufficient.

The entire plan is erroneously related to the potential economics of a market and its ability to support a station, NAEB maintains. While this may be the correct criterion for commercial allocations, it is actually irrelevant to ETV. It points out that a state-supported ETV system places its stations in areas where the people's need is greatest, or where the existing educational facilities can be most easily utilized. Thus local market viability is a useless basis for allocations according to NAEB.

The NAEB claims that this policy of

expecting educational and commercial broadcasters to gradually fill out an "unsaturated" allocations table takes no cognizance of the scope of ETV's needs over the long run and thus defeats most of the government's measures to extend the tools of education to as many people as possible.

Lastly, the NAEB said it resented the possibility that ETV will be gradually moved into the instructional television fixed service spectrum. ITFS, it is claimed, can have relevance only in restricted classroom situations, and this broadcast area itself is becoming rapidly saturated due to new methods of computerized instruction.

Thus the NAEB petition objects to the chance it will be left with what it considers a small share of existing UHF channels, and possibly an undesirable share at that.

Group-owner-rule deadline extended

The FCC last week extended the deadline for filing comments on its proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's, in the top-50 markets (BROADCASTING, June 28, 1965).

The extension of time, which was requested by the Council For Television Development, was from April 1 to Oct. 3 for comments and from May 2 to Dec. 1 for replies. The council is an organization formed last year by group owners to fight the proposed rules.

The council has retained United Research Inc. of Cambridge, Mass., to do a complete study of group-station operations. The commission said that it was granting the extension because the council had said that the United report would not be available until August and that another month or two would be needed to prepare comments using material in the report.

WNEW-TV's studios ready

WNEW-TV New York will place its new color studios into operation in early April. It was constructed at a cost of more than \$1 million, according to Lawrence P. Fraiberg, vice president and general manager of the station.

WNEW-TV will telecast 95% of its cartoon programs in color and intends to step up its production and showing of specials in color, according to Mr. Fraiberg. The color studios occupy a large portion of a floor of the station's facilities at 205 East 67th Street, New York.

**For the discriminating
media buyer:
a ukulele virtuoso,
a domestic affairs expert,
a youth worker.
On CBS Radio.**

Take Arthur Godfrey. So many companies have, he's sold out through June. But we'll take your order for Summer and Fall.

Advertisers also single out Dear Abby, whose style of advice is in a class by itself.

And Art Linkletter's never at a loss for sponsor words. Not with attention-getting Houseparty guests like Judith (age 11) who describes school dances as "short boys with icy hands."

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The CBS Radio Network



Changing hands

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

■ **WDTM(FM)** Detroit: Sold by Merle Miller to the McLendon Corp. for \$350,000. This will be the seventh FM owned by the McLendon Corp., others being **KNUS(FM)** Dallas, **KOST(FM)** Houston, **KABL-FM** Oakland-San Francisco, **WNUS-FM** Chicago, **WYSL-FM** Buffalo, N. Y., and **KGLA(FM)** Los Angeles (application still pending before FCC). **WDTM(FM)** began operation in 1960, is on 106.7 mc with 61 kw and broadcasts from atop the Cadillac Tower building. No personnel changes are planned and the station will continue with its classical music format. Broker was Blackburn & Co.

■ **WGGG** Gainesville, Fla.: Sold by Radio Gainesville Inc. to University Broadcasting Corp. for \$225,000. Radio Gainesville is owned by Charles W. Mackey and Richard L. Marsh, who also own **WILZ** St. Petersburg Beach, Fla. President of University Broadcasting is Robert B. Brown, who has interest in **WORD** Spartanburg, S. C. **WGGG** operates on 1230 kc with 1 kw day and 250 w night. Broker was Chapman Co.

■ **WKTS** Sheboygan, Wis.: Sold by

Richard McKee to Karl Baker for \$210,000. Mr. McKee formerly owned **WMOU** Berlin, N. H. Mr. Baker is president and general manager of **WTTT** Tiffin, Ohio, and formerly owned **WLDS** Jacksonville, Ill. **WKTS** operates daytime on 950 kc with 500 w. Broker was Blackburn & Co.

■ **KHHH** Pampa, Tex.: Sold by Trend Broadcasting Co. to Kermit Ashby, James Hughes and associates for \$100,000. President of Trend Broadcasting is W. R. McDaniel. Mr. Ashby is part owner and manager of **KVOP** Plainview, Tex., and Mr. Hughes is manager and co-owner with Mr. Ashby of **KCAS** Slaton, Tex. **KHHH** operates fulltime on 1230 kc with 250 w. Broker was Hamilton-Landis & Associates.

■ **WCSJ** Morris, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Grundy County Broadcasters Inc. for \$105,000. The Armentrouts recently sold **WZOZ** Princeton, Ill., for \$165,000. Grundy County Broadcasters is composed of M. H. Stuckwish, David Sutton, James Murray and John Mazzotti. Mr. Stuckwish is president and general manager of **WTIM** Taylorville, Ill. **WCSJ** operates daytime on 1550 kc with 250 w.

■ **KORC** Mineral Wells, Tex.: Sold by Action Broadcasting Co. to Sam P. Harbison and Lon Williams for \$85,-

000. David D. Kultgen is president of Action Broadcasting. Mr. Williams is principal owner of **KSWA** Graham, Tex. **KORC** operates daytime on 1140 kc with 250 w. Broker was Hamilton-Landis & Associates.

■ **WJPD** Ishpeming, Mich.: Sold by Dr. James P. Deegan to Eugene A. Halker for \$50,000. Mr. Halker is owner of **WATW** Ashland and **WIKB** Iron River, both Michigan. **WJPD** operates on 1240 kc with 1 kw daytime and 250 w nighttime and is an NBC outlet. Broker was Hamilton-Landis & Associates.

■ **KJKJ** Flagstaff, Ariz.: Sold by James Young, receiver, to Clayton Holm and associates for \$24,000. Mr. Holm is an announcer with **KRLD** Dallas. **KJKJ** has been off the air and in receivership for more than a year. It operates fulltime on 1400 kc with 250 w. Broker was Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 164).*

■ **WUHF(TV)** Milwaukee: Sold by **WXIX** Inc. to **WKY** Television System Inc. for \$700,000 (see page 80).

■ **WGRD** Grand Rapids and **WTRU** Muskegon, both Michigan: 50% ownership plus 100.5 shares of class B nonvoting stock in both stations, sold by W. H. Rich to Edith P. Martin, presently 50% owner, for \$125,000. In addition Mr. Rich sold 44.3% of class B nonvoting shares to Dorothy Martin Moore for \$375,000. Mr. Rich sold out his interest in these stations, and in **WKNY** Kingston, N. Y., and **WPIC** Sharon, Pa., (see below) because of ill health but will remain as consultant. **WGRD** operates daytime on 1410 kc with 1 kw; **WTRU** is fulltime on 1600 kc with 5 kw.

■ **WPIC** Sharon, Pa.: 50% interest sold by W. H. Rich to Alastair B. Martin and others, trustees for Edith B. Martin, present 50% owner, through transfer of stock to licensee corporation for \$320,000. **WPIC** is a daytimer on 790 kc with 1 kw. (See above.)

■ **WKNY** Kingston, N. Y.: 50% sold by W. H. Rich to Alastair B. Martin, present 50% owner by sales of stock to licensee corporation. No consideration. **WKNY** operates fulltime on 1490 kc with 1 kw day, 250 w night. (See above.)

■ **KNOX** Grand Forks, N. D.: Sold by Community Radio Corp. to **KNOX** Radio Inc. for \$317,500. Juston Hoberg, president of **KNOX** Radio, is general manager of **KNOX**. The station operates fulltime on 1310 kc with 5 kw.

■ **WIVY** and **WEFL(FM)** Jacksonville, Fla.: Sold by Edward J. Oberle to Alumni Radio Inc. for \$300,000. Presi-

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dent of Alumni Radio is John J. Wheeler, owner of WKTU Atlantic Beach, Fla., and 50% owner of WCRY Macon, Ga. WTVY began operating in 1946, is a daytimer on 1050 kc with 1 kw. WEBL (FM) is not on the air and is licensed for 102.9 mc, 29 kw, with antenna height of 205 feet above average terrain.

■ WJAG Norfolk, Neb.: 48% interest sold by J. H. Powell and C. A. Phelps to E. F. Huse Jr. for \$200,000. Mr. Huse, presently 47.7% owner, is president of Huse Publishing Co. and has interest in KCOL Fort Collins, Colo., KVSH Valentine and KCSR Chadron, both Nebraska. WJAG went on the air in 1922 and operates on limited time at 780 kc with 1 kw.

New TV Stations

KHTV(TV) Houston (ch. 39) has broken ground for studio and transmitter buildings expected to be completed by next fall. The transmitter building is located at the base of a candelabra transmitting tower already being used by KPRC-TV and KHOU-TV and the station will house its antenna on the third corner of a 1,450-foot aerial platform. KHTV(TV) was recently granted a license modification to operate with 537 kw visual and 53.7 kw aural. The station has been silent since 1954 and was bought in October 1965 by WKY Television System Inc. WKY Television is owner of WKY-AM-TV Oklahoma City, KTVT(TV) Dallas-Fort Worth and WTVT(TV) Tampa-St. Petersburg. Its application for purchase of WUHF-TV Milwaukee, was approved by the FCC last week (see page 80).

Bob-and-Ray series pushes transistors

In support of its campaign to place "a transistor in every home," the Radio Advertising Bureau announced last week it will release to radio stations in May a series of commercials on that theme created by Bob Elliott and Ray Goulding (Bob and Ray).

Miles David, RAB president, noted that this effort is "phase two" in the association's transistor project. RAB began promoting the undertaking last November, a few days after the power failure in the Northeast.

The Bob-and-Ray commercials will be released to stations as part of RAB's overall efforts for National Radio Month in May. The commercials, according to Mr. David, embody a unified copy platform and are varied in appeal.

BROADCASTING, March 28, 1966

WCIU(TV) stockholders sue Gordon McLendon

WCIU(TV) Chicago and two of its principal stockholders, J. W. O'Connor and Howard Shapiro, filed suit last week in the U. S. district court there against broadcaster Gordon B. McLendon.

The complaint asks the court to rule invalidate a contract by Mr. McLendon for purchase of one-third interest in the UHF TV station. It also asks for \$250,000 in damages for statements by Mr. McLendon alluding to WCIU's financial stability.

Mr. McLendon, radio group opera-

tor whose interests include WNUS-AM-FM Chicago, contends he has a legal contract to purchase a third interest in WCIU through acquisition of new stock for \$250,000. The contract, however, came about through various invalid corporate actions within WCIU, the O'Connor-Shapiro group contends (BROADCASTING, Feb. 21, 14).

The complaint charged that public claims by Mr. McLendon about WCIU's financial position were grossly exaggerated. It said also that "defendant has actively sought to disseminate such claims and statements through newspapers and other media."

A SALE EVERY EIGHT DAYS!

That is the average Hamilton-Landis & Associates, Inc., has maintained since last year's NAB Convention in Washington. Coincidentally, this means 44 sales with which to greet the 44th Annual Convention. They are:

KERN, Bakersfield, Calif.
KFHA, Tacoma, Wash.
KHHH, Pampa, Tex.
KJAY, Sacramento, Calif.
KJKJ, Flagstaff, Ariz.
KNET, Palestine, Tex.
KOPY, Alice, Tex.
KORC, Mineral Wells, Tex.
KOYN, Billings, Mont.
KPTL, Carson City, Nev.
KRRV, Sherman, Tex.
KSEE, Santa Maria, Calif.
KSIL, Silver City, N. Mex.
KTHS, Berryville, Ark.
KUBA, Yuba City, Calif.
KUTI, Yakima, Wash.
KVON, Napa, Calif.
KVRE, Santa Rosa, Calif.
KYND, Temple, Ariz.
KZIX, Ft. Collins, Col.
Escanaba Daily Press—Mich.
Iron Mountain News —Mich.

WAAP, Peoria, Ill.
WABX-FM, Detroit, Mich.
WALT, Tampa, Fla.
WARN, Fort Pierce, Fla.
WCSJ, Morris, Ill.
WDBF, Delray Beach, Fla.
WFOX, Milwaukee, Wisc.
WGMZ, Flint, Mich.
WHLL, Wheeling, W. Va.
WHON, Centerville, Ind.
WJPD, Ishpeming, Mich.
WJUD, St. Johns, Mich.
WKFR, Battle Creek, Mich.
WOMT, Manitowoc, Wisc.
WPEO, Peoria, Ill.
WQDC-FM, Midland, Mich.
WREB, Holyoke, Mass.
WZIP, Cincinnati, Ohio
WZOE, Princeton, Ill.
Mining Journal—Mich.
Chris Borden School—Calif.
Ski Safe Company —Calif.

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The pros and cons of CATV

Broadcasters ask House committee for stricter regulation; cable spokesmen plug for less stringent rules; NCTA unveils its own legislative proposal

With the House Commerce Committee providing the forum—and some of the combatants—Congress last week was subjected to conflicting pleas and was offered contradictory advice on shaping national policy in the regulation of community antenna television.

The National Community Television Association through its president, Frederick W. Ford, offered a bill that would permit FCC regulation of CATV's—but is so limited a manner as to leave the cable companies considerable freedom in which to grow and operate.

The FCC, on the other hand, through Chairman E. William Henry, asked for legislation that would confirm the broad authority over all CATV's—microwave-fed or not—that the commission has asserted (BROADCASTING, March 14). The FCC-drafted bill (HR-13286) was introduced by Representative Harley O. Staggers (D-W. Va.), Commerce Committee Chairman.

Under consideration also is a bill introduced by Representative Walter Rogers (D-Tex.), chairman of the committee's Communications Subcommittee, which would prohibit the commission from regulating any CATV system (HR 12914).

Hearing Extended ■ Because of the number of witnesses who want to testify,

Representative Staggers abandoned efforts to wind up the hearing in three days. It will resume April 5, with the commission scheduled to return for additional questioning. The National Association of Broadcasters and the Association of Maximum Service Telecasters are also scheduled for that week.

The committee last week heard CATV spokesmen urge Congress to deny the commission authority to impose tight regulation on CATV systems, and it heard broadcasters ask for additional protection from CATV's. It also heard the heads of the American and National football leagues ask that steps be taken to prevent CATV's from ignoring the television blackouts that assure their league teams of healthy box-office receipts.

By the time the hearing adjourned Thursday afternoon, committee members had a clearer idea of what Commissioner Robert T. Bartley meant when he said that trying to find the truth from among the conflicting statements of the various vested interests in the CATV controversy "is like shoveling smoke."

The committee member most hostile to the commission in the questioning was Representative Rogers, who says the commission, in asserting jurisdiction

over "reception" of radio signals is exercising power it could use to censor broadcasts. "The underlying right involved here is the right of the American people to receive what goes over the air." His bill would prohibit the commission from regulating reception of radio signals.

No Censorship ■ Chairman Henry said the commission isn't bent on censorship but rather, on regulating CATV's. "What we're trying to do is state policy considerations, not take authority over reception," he said. He also said CATV is more than a reception service. "It is a new means of distributing TV signals."

The commission also ran into a sharp critic in the person of Representative Fred Rooney, (D-Pa.), who said that CATV's have helped, not hindered, television stations, and that the commission's rules have "stymied the growth of CATV by five years" and denied the public a choice of programing.

Chairman Henry agreed their growth had been stymied but not by five years. He also said the commission acted when it did in order to check the "explosive growth" of CATV and thereby prevent "serious disruption or erosion" of the present television system. He said the commission rules represent "a fair accommodation of the needs of both the broadcast and CATV interest in bringing service to the public."

Commissioner Bartley, who opposed the commission's order adopting CATV rules, told the committee that the fears that CATV will harm television remain to be borne out. He also said the CATV rules "look to the economic protection of television stations, rather than looking to the public's freedom to choose."

Holy FCC ■ However, the chairman and those who voted with him on the CATV issue had their supporters on the committee. Representative Paul Rogers (D-Fla.), alluding to the photograph of Chairman Henry as the Caped Crusader that has appeared in BROADCASTING (BROADCASTING, March 14) and other national publications, said, "Holy FCC, Batman. A wholly reasonable and equitable position on CATV."

And Representative Staggers, in opening the hearing, said that although CATV has brought television service into millions of homes that could not



Stating the FCC's position at last week's hearing in Washington were Commissioners Kenneth A. Cox, Ros-

el H. Hyde, Chairman E. William Henry, Robert T. Bartley and Robert E. Lee.

otherwise have received it, "it is important that it [CATV] conform to reasonable standards for the public good."

But the NCTA bill provides a rallying point for committee members disposed to support CATV's position. It would define CATV as a reception, rather than—common-carrier or broadcasting service, and would permit the commission to regulate CATV's. It would prohibit the commission from requiring a cable system to carry the signals of stations located 30 miles or more from its community and from carrying the programs of satellites or translators. The commission would also be barred from requiring a CATV to afford more than simultaneous nonduplication protection.

If enacted, the bill would scuttle the commission's regulations that require CATV's to carry, up to the limit of their channel capacity, the signals of all stations (including satellites and translators) putting a grade B signal over them, and to afford local stations same-day nonduplication protection. It would also knock out the commission rule requiring new CATV's to seek commission permission, in hearings, before relaying distant-station signals into the top-100 markets.

Protect UHF ■ The commission said its top-100 market rule is designed to protect the development of UHF's in those markets and to guard against the transformation of CATV's into wired-pay-television systems. But Mr. Ford said CATV's can aid UHF's by giving them the kind of extended coverage now enjoyed by VHF's.

And he sought to ease fears that CATV's will develop into wired pay-TV systems. He said CATV's "as they exist today are unsuited to pay TV" and would have to be "substantially altered" to originate programs.

He said that CATV's would not object if the commission barred pay television by radio frequencies as well as by cable. But, he said that if broadcasters are permitted to engage in pay television, a matter being considered by the commission (see page 100), then CATV's should have that right, too.

He also opposed the provision in the commission bill that would prohibit CATV's from originating programming, except as to the extent permitted by the commission. He said CATV's are uniquely equipped to perform a local service. He also expressed the view that local origination would be an interstate activity not subject to federal regulation.

And the NCTA president, a former member and one-time chairman of the FCC, opposed proposals for bringing CATV's under Section 325(a) of the Communications Act, which requires broadcasters to obtain permission before rebroadcasting the programs of another station. The commission hasn't taken



Conferring during the hearing before the Commerce Committee were its chairman, Harley O. Staggers (l) and its ranking member, Walter Rogers.

a position on this, but has asked Congress to consider the question.

Bid for Control ■ Such a proposal is "an outright bid by broadcasters to control completely the growth and operations of CATV systems as they see fit," Mr. Ford said. He added that the rebroadcast section is necessary to prevent one station from pirating the programs paid for by another station. But, he said, "CATV does not compete and does not use such signals to attract viewers to other advertising."

Mr. Ford also urged Congress to remove CATV from state jurisdiction except to the extent of permitting states and local authorities to grant franchises. The commission's bill leaves to the states any regulatory power not exercised by the federal government.

This leaves open the question of whether CATV's are public utilities. Chairman Henry, in a personal state-

ment, expressed the view that CATV's have most of the attributes of public utilities, but he stressed that the commission has no intention of regulating local aspects of CATV.

Utility Concept ■ The National Association of Railroad and Utilities Commissioners, an organization of state public utilities commissioners, has prepared a model state act for regulating CATV's as public utilities.

And NARUC, when the hearing resumes, will ask for language in any CATV bill the committee approves spelling out state and local jurisdiction over such matters as rates, charges, franchises and safety of operation and equipment and the location of distribution facilities.

Chairman Henry said that the commission and NARUC "are not too far apart" in their views on the proposed language.

Robert H. Beisswenger, president of the Jerrold Corp., gave the committee a sample of the thinking of the new generation of CATV operators who have outgrown the small, underserved markets and are seeking to enter major markets with multiple services. Jerrold, a major force in the CATV industry, owns 22 systems and manufactures CATV equipment.

Mr. Beisswenger said the public should have "full freedom" to choose its television programs, without hindrance from the FCC. And, CATV's, he said, should have freedom to provide that service. He said Jerrold supports the "philosophy" of Representative Rogers's bill, but would not oppose "reasonable and nonrestrictive governmental regulation."

He said neither broadcasters nor CATV's would be hurt if the commis-



The battery for the National Community Television Association (l to r): E. Stratford Smith, special counsel;

NCTA President Frederick W. Ford, and Robert L'Heureux, general counsel to NCTA.

sion's CATV regulations were lifted. "If the FCC must persist in all this talk of the CATV's running the broadcasters off the air, let them bring in the financial records of the broadcasters and see how much they've been hurt," he said.

Big Load ■ Like several other witnesses, Mr. Beisswenger warned that the commission is taking on an "intolerable" burden in attempting to hold hearings on requests by CATV's to enter the top-100 markets. He said there are 460 systems in those markets, 119 under construction and 500 that have been awarded franchises. There are another 1,200 applications pending.

Considering that commission decisions "are quite often months and even years in the making," Mr. Beisswenger predicted that the heavy load of work that can be expected in processing requests would result in a "five-year freeze" on new CATV activity in the major markets.

A number of CATV operators complained to the committee of the inequities they see in the commission's rules. Siding with them was a broadcaster who has branched out into CATV—Frederick Gregg Jr., president of LIN Broadcasting Corp., owner of UHF station WAND(TV) Decatur, Ill.

UHF Disadvantage ■ He said the commission's rule requiring hearings in cases of CATV's proposing to relay distant signals into the grade A area of a station in any of the top-100 markets has the effect of barring his station from serving its entire market, which includes Champagne and Urbana and is ranked 73d. He said this would put his station at a disadvantage in competing with WCIA(TV) Champagne-Urbana, the only VHF outlet in the area.

He also criticized the commission's use of the American Research Bureau market rankings. He said these were developed for an unrelated purpose—the making and selling of surveys and are inappropriate for the use that the commission is making of them.

Edward Davis, vice chairman of the Akron, Ohio city council, urged the committee to protect the city against the loss of CATV service. The city of 300,00 has one TV station, WAKR-TV. But, since Akron falls within the grade A contours of Cleveland stations, 35 miles away, the CATV now under construction could not import distant signals without going through a hearing. He said the city last year granted a franchise to Akron Telarama Inc., which has made a total commitment of some \$800,000 and a cash outlay of \$200,000.

The broadcasters' concern over CATV was expressed by Guy Main, executive vice president of Midwest Television Inc., licensee of WCIA(TV) Champagne-Urbana and WMBD-TV Peoria, both Illinois, and KFMB-TV San Diego. He said

CATV posed a threat to his stations and, in the case of San Diego, has brought in signals from Los Angeles to such an extent as to make local residents feel they live in a satellite of Los Angeles.

He said advertisers have asked him



Speaking on behalf of the CATV industry in general and in his firm's own interest in particular was Robert H. Beisswenger, president of the Jerrold Corp., Philadelphia CATV equipment manufacturer and CATV system operator.

whether they can cover the San Diego market by buying time on Los Angeles stations. KFMB-TV has asked the commission to call a halt to CATV activity in San Diego (BROADCASTING, March 21). He called on Congress to enact a stronger bill than that proposed by the commission "to protect live, free television."

Representative Rooney, however, saw the CATV's in the San Diego area as a complement to regular broadcast service, and said the station's only objection is to a possible encroachment on its advertising revenues. "In short, you're against competition," he said.

Football Views ■ The growing problem involved in the CATV transmission of broadcasts of professional football games into areas blacked out by arrangement with the professional leagues was aired in the testimony of Commissioners Pete Rozelle of the National Football League and Joe Foss of the American Football League.

Their concern was not the fate of

broadcasting, as such. As Mr. Rozelle put it: "We're only interested in football. If that's worked out, we have no further problems."

Professional football was given the right by Congress in 1961 to black out games within a 75-mile radius to preserve attractiveness at the box office. If CATV is allowed to ignore the blackout, Mr. Rozelle said, professional football teams might find themselves playing in "comparatively empty arenas" and might have to turn to closed-circuit operations as another source of revenue.

Mr. Foss suggested bringing CATV's under the rebroadcast provisions of the Communications Act as a means of solving the problem.

The committee also heard a plea that Congress exempt time-weather and news operations from any prohibition on the origination of programming by CATV's. The plea was made by Llye O. Keys, part owner and president of Telemation Inc., Salt Lake City, which manufactures a time-weather televising device for CATV's. It also makes equipment for presenting Associated Press news on a 24-hour basis on CATV's.

He said prohibition of program origination by CATV's might violate the constitutional guarantee of free speech.

The bill NCTA wants

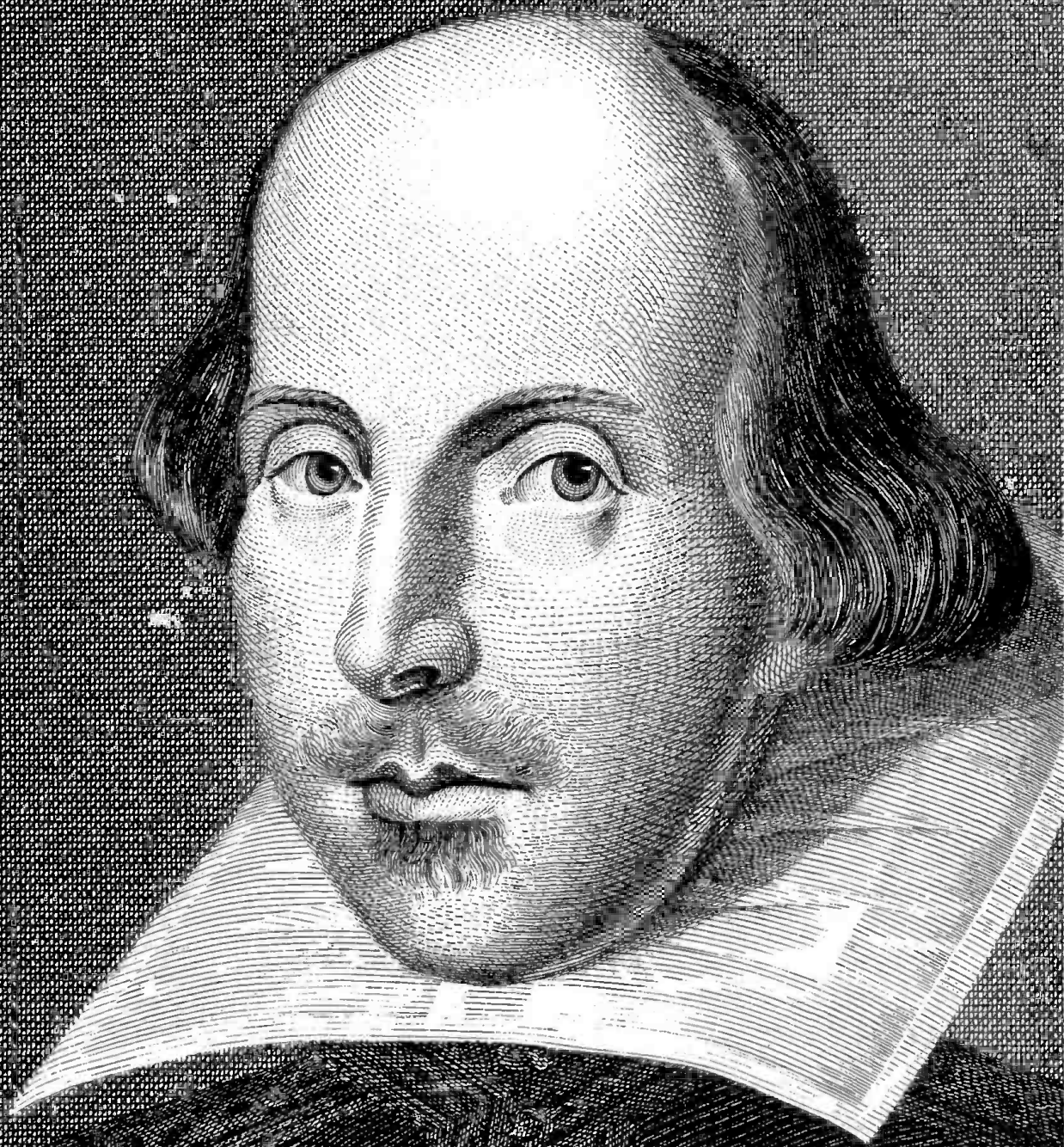
Alternative presented
to CATV bills by
Rogers and Staggers

When Representative James A. Mackay (D-Ga.) heard that the National Community Television Association had drafted its own bill for the consideration of the House Commerce Committee (see page 84), he suggested that it should be introduced as a third choice to the two bills on CATV before the committee—one by Representative Walter Rogers (D-Tex.) and one by Representative Harley O. Staggers (D-W. Va.). Representative Rogers' bill (HR-12914) would prohibit the FCC from asserting any jurisdiction over CATV; Representative Staggers' (HR-13286) is the legislation proposed by the FCC. The NCTA bill, reprinted below, would endow the FCC with authority to regulate CATV, but it drastically circumscribes that jurisdiction. Herewith the NCTA bill:

A BILL

To amend Section 3 of the Communi-

BROADCASTING, March 28, 1966



"The harder matched, the greater victory."

William Shakespeare (1564-1616) Greatest English Dramatist

Shakespeare was right; and winning today's television audience is more competitive than ever. Griffin-Leake does it with a management philosophy that makes striving for excellence the worthiest of goals.

GRIFFIN-LEAKE TV, INC.

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



Fisher repudiates NCTA interpretation

Dr. Franklin M. Fisher, author of the famous Fisher Report prepared for use by the National Association of Broadcasters to show the economic impact of community antenna TV on a television station, has formally denounced the use of his findings by the National Community Television Association to show that the systems have "no economic impact on the stations."

In a letter to Representative John D. Dingell (D-Mich.), Dr. Fisher assailed NCTA for testifying during a Small Business subcommittee hearing March 8 that his findings substantiate NCTA's position that CATV would

have no adverse effect on a UHF entering a large market already served by three network affiliates.

Dr. Fisher, a professor of economics at the Massachusetts Institute of Technology, told Mr. Dingell that he could not understand why NCTA "persists in attributing to me a view I do not share and findings I did not find." He asked that his dissent be printed with the NCTA statement.

The Subcommittee on Regulatory and Enforcement Agencies is conducting an investigation of parts of the communications industry, as they relate to small business. It will continue its inquiry on April 7.

cations Act of 1934 (47 U.S.C. 153).

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that Section 3 of the Communications Act of 1934 (47 U.S.C. 153) is amended by amending subsections (h) and (o) thereof and by adding a new subsection (gg) as follows:

Section 3. Definitions.

For the purpose of this act, unless the context otherwise requires—

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communications by wire or radio or in interstate or foreign transmission of energy except, where reference is made to common carriers not subject to this act; but a person engaged in radio broadcasting or in operating a community antenna television system shall not, insofar as the person is so engaged, be deemed a common carrier.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay "stations; but a person engaged in operating a community antenna television system shall not, insofar as the person is so engaged, be deemed to be engaged in broadcasting.

(gg) "Community antenna television system" means a facility utilizing a receiving antenna or antennas, connecting wire, cable, or relay facilities and associated equipment to which members of the public may obtain an attachment or connection of their television receivers to facilitate or make possible reception by such members of the public of the signals of one or more television broadcast stations, but such term shall not in-

clude for the purposes of this act any facility which (i) only receives television signals from transmitters located no more than 30 miles from the main post office of the community in which such community antenna television system is located; or (ii) only originates its own television programs; or (iii) only carry audio programs; or (iv) a combination of (i), (ii) and (iii) or of any of them.

Section 2: Part I of title III of the Communications Act of 1934 is amended by adding at the end thereof the following new section:

COMMUNITY ANTENNA TELEVISION SYSTEMS

Sec. 331. The commission shall, as the public interest, convenience or necessity requires, have authority—

(a) To issue orders, make rules and regulations, and prescribe such conditions or restrictions with respect to the technical characteristics and operation of community antenna television systems to the extent necessary to carry out the purposes of this Act with due regard to both the establishment and maintenance of broadcast services and the provision of multiple reception services; provided, however, that the commission shall have no authority:

(1) To require a community antenna television system to receive on its system the signals of a television broadcast station whose transmitter is located more than 30 miles from the main post office of the community in which the community antenna television system is located; or

(2) To require a community antenna television system to receive on its system the signals of a television broadcast station which originates fewer than ten hours per week of its

own programs; or

(3) To require a community antenna television system to receive on its system the signals of a television broadcast station which duplicates in whole or in substantial part (i.e. more than 75%) the programs of another television broadcast station received by such community antenna television system; or

(4) To require a community antenna television system to delete or refrain from receiving signals carrying any program of any television broadcast station unless (i) such program is broadcast by a television broadcast station whose transmitter is located more than 30 miles from the main post office of the community in which the community antenna television system is located, and (ii) in addition duplicates simultaneously a program broadcast by a television broadcast station whose transmitter is located within 30 miles of the main post office of the community in which the antenna television system is located, and (iii) whose signal the CATV is required to receive.

(b) To make general rules exempting from regulation, in whole or in part, community antenna television systems where it is determined that such regulation is unnecessary because of the size or nature of the systems so exempted.

KNDO-TV protests its deferred license status

KNDO-TV Yakima, Wash., has filed a strong objection to the FCC's move to defer its license renewal because of a three-way contest for UHF channel 35 in Yakima.

In November 1965 KIMA-TV (ch. 29) Yakima, opposed an application by KXLY-TV Spokane, Wash., for the town's third UHF facility on the grounds that the market could not support another television without degrading public service. KIMA-TV called for an evidentiary hearing with the FCC and requested that the commission defer license renewals of KXLY-TV, KEZI-TV Eugene, Ore., also applicant for channel 35, and KNDO-TV.

The commission granted the renewals of KXLY-TV and KEZI-TV since they were not directly involved in the market, but deferred the KNDO-TV application.

KNDO-TV has objected, first, because it says the commission action was taken only on the grounds it "appears appropriate" and, second, because it never objected to the channel 35 applications at all. As a matter of fact, KNDO-TV says it has even supported the activation of a third television station in Yakima.

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
BOSTON - MANCHESTER
DETROIT
CLEVELAND
SAN FRANCISCO - OAKLAND
PITTSBURGH
WASHINGTON
PROVIDENCE
ST. LOUIS
DALLAS - FT. WORTH
CINCINNATI
BALTIMORE
MINNEAPOLIS - ST. PAUL

MIAMI

NEW HAVEN - HARTFORD - NEW BRITAIN
INDIANAPOLIS - BLOOMINGTON
MILWAUKEE
KANSAS CITY
CHARLOTTE, N. C.

THE **MIAMI** MARKET
MAY BE 19th TO SOME PEOPLE...

**BUT
TO SMART ADVERTISERS**

THE **MIAMI** MARKET

**IS
16th!**

647,100 TV HOMES (Television Magazine April 1966)

144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel
and Motor Hotel Ass'n., and Florida Development Commission)

791,766 TOTAL TV HOMES

Represented by



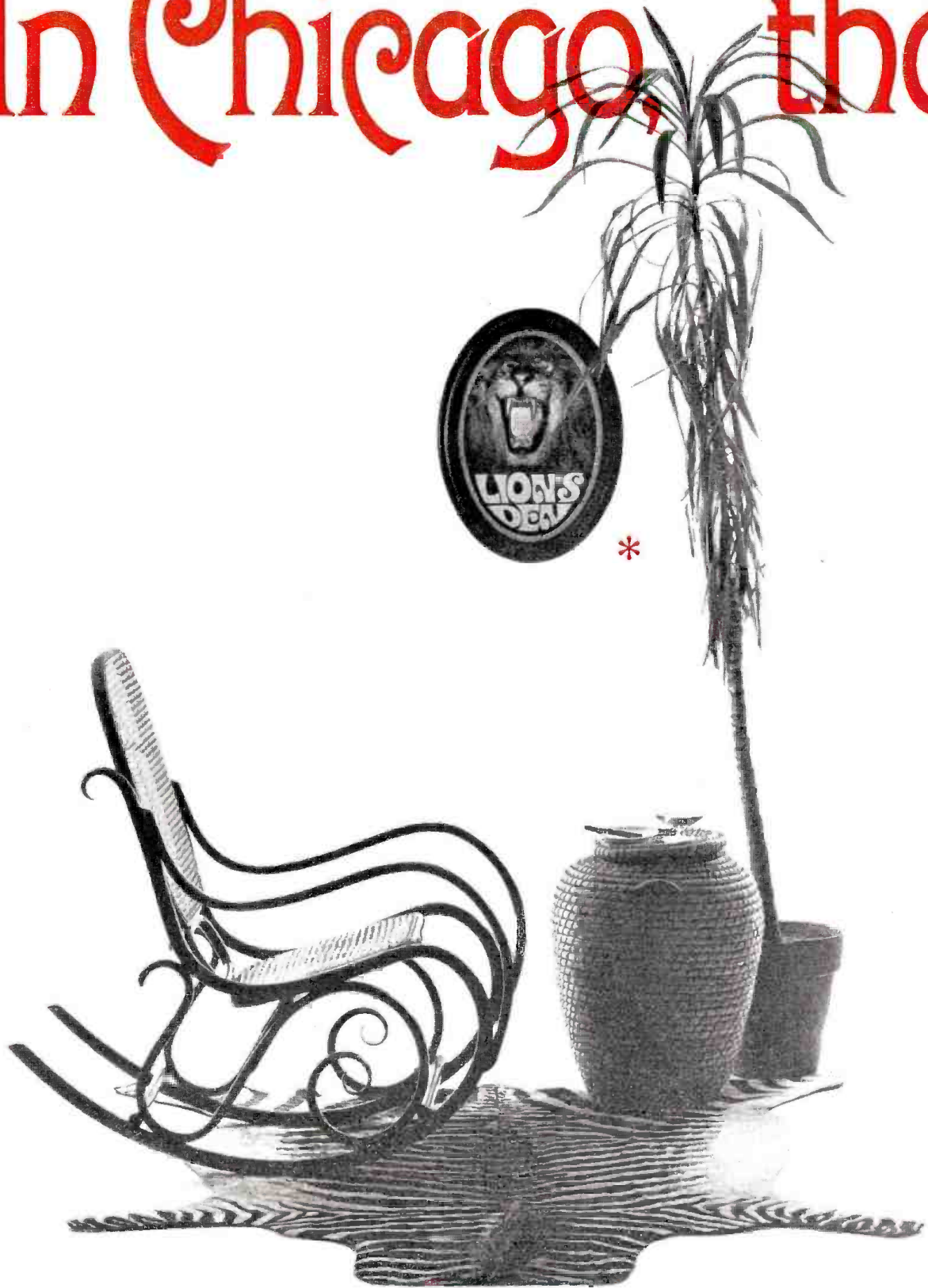
Television, Inc.



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

In Chicago, that



***MGM-TV invites you to leave the tigers behind...
and be treated like a king in the Lion's Den.**

great suite 1905A

(CONRAD HILTON)

MARKET EXPANSION PLAN

Here's the one you've been waiting for . . . A special series of first-run features designed exclusively to give smaller market stations that big market look. It's another first from MGM-TV.



GRAND PRIZES: 3 Polaroid Color-Pack Cameras. If you're a TV broadcaster, be the first from your state to visit Suite 1905A between Sunday Noon and 7 PM Monday.*

If you can MATE YOUR STATE, you'll win a prize and be eligible for the GRAND PRIZE drawing to be held Tuesday at 6 PM.

It's a contest guaranteed to put you in a happy state of mind.

*excluding the time from 7 PM Sun. to 10 AM Mon.

A BEAUTIFUL SURPRISE



MEET THE NEW "GIRL FROM MGM-TV."

CATV talkathon in Windy City

Pro and anti views heard from ad agency man,
advertiser, TV stations, FCC commissioners,
a U.S. senator and CATV representatives

Will community antenna television upset TV's cost efficiency if it spreads into the bigger markets and segments viewing audiences?

Two advertising representatives suggested CATV's continuing growth might do just that last week in talks prepared for the CATV seminar of the Broadcast Advertising Club of Chicago. They were Dr. Seymour Banks, vice president, Leo Burnett Co., Chicago, and Philip B. Hinerfeld, vice president and director of advertising, Pepsi-Cola Co., New York.

The all-day meeting was held Friday (March 25) to explore marketing implications of CATV as well as to provide a platform for airing of the basic viewpoints on the eve of the annual National Association of Broadcasters convention. Other participants included FCC Commissioners Kenneth A. Cox and Robert T. Bartley and Senator Vance Hartke (D-Ind.) as well as leading broadcasters and CATV representatives.

Both Dr. Banks and Mr. Hinerfeld wondered if CATV's growth, extending station coverage in some cases and duplicating it in others, might mix up

the geography of present TV coverage. This could outdate the new concepts of product selling and distribution on the basis of a TV market before their advantages have been fully enjoyed, they indicated. Not all of their outlook about CATV was gloomy, however.

Bigger Choice ■ Dr. Banks pointed out, based on data from the A. C. Nielsen Co., that CATV will increase current television audiences by bringing more choices to homes able normally to get only one, two or three stations. This benefits the advertiser, he said, because it expands geographic coverage and enlarges the audience of specific programs.

If CATV is allowed to expand into areas already served by six or more stations, set-use data "indicate there is no proportionate increase in television usage" with the extra channels made available. Thus, he said, "more stations mean further segmentation of television audiences."

Dr. Banks felt "the expansion of CATV systems into markets currently well-served by VHF and UHF stations will weaken commercial television."

The big question, he said, is whether CATV will "give us smaller pieces of the existing general audiences" or produce "greater and greater specificity of audience." The latter could well be desirable if the segments concentrated more good prospects than were otherwise available to an advertiser, he explained.

"We are particularly concerned that the newest stations in a market, the UHF's, will bear most of the brunt of CATV systems bringing programs from other markets," he said. The healthy growth of UHF is important for smaller advertisers who can't afford TV now, he indicated.

What About Pay TV ■ The Burnett executive also expressed concern about pay TV "which will tend to weaken people's enjoyment of or response to American commercial television, a system which, while admittedly imperfect, has proven to be of great cultural benefit and entertainment . . . and which has come as close as any other medium yet developed to match the criteria of an ideal advertising medium."

CATV could both help and hurt market testing programs, Dr. Banks said, depending on the test techniques themselves and the amount of CATV spill-out or spill-in. He thought possibly CATV could greatly enhance testing if it were possible by some means to control and insert or omit commercials by various CATV household groupings.

Along this same line he envisioned some future direct mail type of selective CATV advertising in which commercials could be inserted into all channels going into pre-specified CATV homes. Thus an advertiser would no longer have to depend on any given program's ability to select the target audience, often an inefficient process at best. But Dr. Banks admitted this was purely speculative and without consideration of all the policy and technical problems involved.

Lower Spot Efficiency ■ Pepsi Cola's Mr. Hinerfeld warned that community antenna TV could lessen the efficiency of spot television although he acknowledged advertisers don't know very much about the subject of cable TV yet.

What the advertiser wants to know,

Television is pro football's angel

The professional football leagues, in testimony before the House Commerce Committee about community antenna TV-broadcast problems (see page 84), both pointed out the high costs inherent in the maintenance of a team in their leagues.

Joe Foss, commissioner of the American Football League, and Pete Rozelle, commissioner of the National Football League, told the committee that stadium rentals, training costs, travel expenses, administrative costs, game expenses and the rising payroll costs of players create a need for insured income from a protected gate and from television revenues.

Mr. Foss gave some indication of the costs and said that television now provides his AFL teams with al-

most 70% of their operating income. He pointed out that there is a wide disparity because some teams have the support of large cities while others must depend on smaller areas for their gate receipts.

Annual costs, he said, have doubled in the past six years, from \$750,000 per team in 1959 to \$1.5 million per team at present.

The average gate for an AFL game, he said, is \$195,000. Average total annual income from gate receipts is \$1.365 million per team. But out of this, he said, must come taxes, operating costs, stadium rentals and travel expenses, plus a payment to the visiting team. Actual net income consists of about 70% of the money derived from the sale of TV rights.

They helped us win the RTNDA award for editorializing.



The Beatles

Herman's Hermits



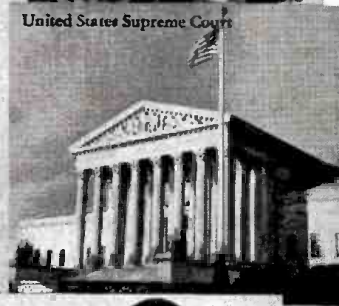
The Supremes



Petula Clark



United States Supreme Court



Jay and The Americans



WMCA won the Radio Television News Directors Award because of our campaign for reapportionment of the N. Y. State Legislature.

But we had help. From the hip entertainers above and others like them.

These are the swingers with whom our Good Guys built the vast audience that's been involved in our campaign. New Yorkers who dig our music also dig what's going on around them.

So we thank The Beatles, The Supremes and the rest.

The Supreme Court of the United States had something to do with our success, too. The High Court decided the New York State case in WMCA's favor. As a result, legislatures across the country are being reapportioned.

See what happens when you turn people on.

wmca turns people on.

the straus broadcasting group
415 madison avenue,
new york, n.y. 10017 (212) MU 8-5700
represented by robert e. eastman & co., inc.
wmca—new york—570 kc



Mr. Hinerfeld said, is whether the CATV carries his commercial and if so, where. But the problems don't stop there he suggested. CATV's tendency, he said is to lead to higher costs per thousand. While it extends some signals, Mr. Hinerfeld noted, it also fragments the audiences of local stations where those extended signals are being introduced. The effect, he went on, may be higher rates for the station whose signal is extended and no compensating decrease for those whose audiences has been diluted. "Does anyone ever lower rates in TV?" he asked rhetorically.

Mr. Hinerfeld said it was possible that population increases might offset this tendency to lower efficiency but he warned "there's a break-point at which rising costs and falling audiences will shift TV dollars into other media."

Mr. Hinerfeld said CATV could also result in a "crazy quilt" pattern of station coverage that might destroy the current concept of a television market as the effective coverage of the leading television station. "If CATV substantially changes coverage patterns by extending the range of signals, it will change the geography of our television markets," he continued. And the so-called practice of leap-frogging, by which systems carry distant signals to the exclusion of stations closer to their antenna customers, according to Mr. Hinerfeld, "might destroy the value of the television market concept and much of the value of spot television itself."

The Pepsi Cola executive said CATV presents fewer problems in the case of network television. Its potential effect is to reduce the coverage advantage of any one network, according to Mr. Hinerfeld.

Antennas and Ratings ■ The A. C. Nielsen Co. called on community antenna operators for complete information about the nature of their systems. William Wyatt, Nielsen vice president, said collection and use of system data is already important to accuracy in local-market TV research (Nielsen Station Index) and, in time, will probably be a significant factor in national sampling.

In areas where CATV is a major influence, he explained, CATV and non-CATV viewing groups must be tabulated separately. He listed these reasons:

CATV households are more likely to return survey diaries than non-CATV homes. Usually antenna subscribers have more viewing choices than non-subscribers. Within a measurement area, viewing clusters will be determined by smaller areas served by cable. CATV subscribers are presumed to be heavier viewers than their non-CATV neighbors, on the basis of their willing-



ABC's new home

ABC's administrative divisions, comprising 1,200 persons plus tons of office equipment, have completed the transfer to their new headquarters in the new 40-story ABC building at 1330 Avenue of the Americas, New York.

Eight floors of the new building, located between 53d and 54th Streets, are still incomplete. The executive offices on the top three floors will be ready before June. In the interim, top corporate officers are installed on the eighth floor of the structure.

ABC plans to construct a complex of buildings at the site of the company's former administrative headquarters, Central Park West and 66th Street. The complex will constitute an operations center, housing TV and radio facilities and full broadcast news centers.

ness to pay for antenna service.

Mr. Wyatt offered the example of an eastern television market in which one-third of the homes subscribe to one antenna system. For non-CATV homes local stations are found to have a combined share of audience of 85%, he said, but only a 50% combined share in homes, since these antenna customers do some of their viewing on outside channels.

In order to give proper weight to

CATV homes in its sample Nielsen says it must know the proportion of CATV subscribers in the market, what channels are carried on available systems, and what dial positions they occupy on subscriber sets.

Mr. Wyatt suggested that CATV isn't large enough yet to significantly affect rating results drawn from its national sample. "Less than 1% of the NTI sample households are served by CATV systems which relay different stations at different times over the same channel," he said, and this "does not peril the effort to get stable and usable measurement results."

Limited Bargaining Power ■ Frank Thompson, a director of the National Community Television Association and president of the Rochester Video Division of American Cablevision Co., charged that the FCC's proposal will tend to limit any chances of advertisers to get a better bargaining position in the seller's market of TV today.

"The FCC apparently believes that the need and demand for television advertising exposure is diminishing in direct proportion to the increase in population," he said. The commission in its proposed 100-top-market restrictions, he said, now would say that cities like Chicago "cannot have the use of the almost unlimited capabilities of closed circuit, coaxial cable CATV systems."

Even if the FCC's allocation plan somehow would allow seven stations in all major markets, Mr. Thompson argued, the pressure for TV exposure among advertisers would continue so great only the very largest could afford it. Seven channels will never be enough he charged, and advertisers and agencies should not only become very interested in the CATV issue but also "highly aroused."

The CATV industry is "not opposed to proper regulation," Mr. Thompson pointed out, but "we are violently opposed to regulation by bureaucratic decree rather than by law." He felt the courts will renounce the FCC's second report and order assuming jurisdiction over CATV. This is the first time in the history of communications, he noted, that the FCC "has asserted control over broadcast reception."

One major CATV entity, Telesis Corp., has so much faith in the mutual benefit and compatibility of CATV and stations, especially UHF, that it is preparing applications for UHF construction permits in CATV markets. Richard F. Shively, Telesis president, said this move should help put an end to the unfounded fears that CATV will harmfully segment the audiences of existing stations or impede new outlets.

Actually the contrary is true, he said, and for this reason Telesis will restrict its UHF station applications to those areas where CATV is franchised. He



award winning
"RIGHTS and RESPONSIBILITIES"
programs again offered to
the nation's broadcast stations

"Rights and Responsibilities" . . . A GROUP ACTION project of Taft Broadcasting Company . . . is a unique and timely series of public service programs and a recent winner of the Freedoms Foundation major award in the Americana category. In five 5-minute programs the series features outstanding personalities in thought-provoking interpretations of the *responsibilities* suggested by the First Article of the Bill of Rights. The series has already been broadcast by more than one hundred radio and television stations from Lewiston, Maine, to Anchorage, Alaska. It has been used by a large number of high schools and universities, industrial concerns, political clubs, veterans groups, and even by a large state penitentiary. It has also gone overseas for showing to over two million servicemen and their families.

Rights and Responsibilities is still available in video or audio form without charge. We will be glad to send the details upon request.



FREEDOM
OF SPEECH
featuring
Art Linkletter

FREEDOM
OF THE PRESS
featuring
Bob Considine

FREEDOM
OF RELIGION
featuring
Dr. Billy Graham

THE RIGHT
TO ASSEMBLE
featuring
Pat Boone



a **GROUP ACTION** by
TAFT BROADCASTING COMPANY

COLUMBUS WTVN
tv am fm

BIRMINGHAM WBRC
tv am fm

LEXINGTON WKYT
tv

CINCINNATI WKRC
tv am fm

BUFFALO WGR
tv am fm

KANSAS CITY WDAF
tv am fm

SCRANTON/WILKES-BARRE WNEP
tv

called for more cooperation among CATV broadcasters in areas of both joint promotion and audience enhancement.

On A Par ■ Color TV is especially improved by the CATV service, Mr. Shively noted, while the system also extends any station's signal into those poor reception areas that otherwise would not watch or watch as much. As for UHF, he said, CATV puts the signal on a parity in quality with any VHF station in the area. It extends the UHF signal as far as any VHF too, he added.

That CATV will allow pay TV to come through the back door "is the reddest of herrings," Mr. Shively said. The FCC's notice "made it quite clear that pay TV would be considered separately," he said, and most city ordinances franchising CATV "specifically prohibit pay TV." Further, he noted, in order to pay for programs, pay TV will need as many customers as possible. For this reason pay TV ultimately must be an off-the-air service, he said.

Broadcaster's View ■ Dwight W. Martin, chairman of the NAB committee on the future of television and vice president of WDSU-TV New Orleans, said it appears "that the basic philosophy evident in the latest pronouncement of the commission parallels pretty generally the thinking of the NAB" although no meetings have been held since the FCC notice. In some areas the NAB will prefer different regulation, however, he said.

Fundamentally, Mr. Martin said, the activities of a CATV system should be limited to acting "as a superior antenna, gathering and distributing to its customers those signals which are present in the air over the community to be served."

He felt possibly that the FCC's proposed rule that no CATV system could bring into any of the 100 largest cities

any station that wasn't placing a grade B signal or better over the city "may be a bit too restrictive." He also felt fledgling stations in smaller markets have an equal if not greater need of protection from CATV as do those in the 100 major markets that appear to be of concern to the FCC.

Mr. Martin said a duplication protection "is plainly inadequate if limited to 24 hours" as the FCC proposes. This would especially be true in the case of feature films, he noted.

He also emphasized the need for CATV systems to be restricted to their traditional role, "that of carriage of broadcast programs of conventional stations. CATV is not a program service." The commission's regulations should perpetuate this role, he said "and should prohibit any program origination completely and absolutely, thus allaying any fear of forming a nucleus of a closed-circuit pay-TV system."

Willard E. Walbridge, executive vice president and general manager, KTRK-TV Houston, contended that by seeking regulation of CATV broadcasters are not "selling our freedom birthright for a mess of protection." It only shows many feel the FCC is not always wrong, he said.

Broadcasters don't wish to wreck CATV, Mr. Walbridge said, "but we are determined that they be regulated to that minimum extent which would allow them, as a supplemental service, to fit into the orderly and established patterns of free broadcasting. To do less would be to imperil the free system and to irretrievably damage the public interest."

It is a paradox, he continued, "that our whole free system could be in jeopardy from a fee system which attracted risk capital away from us because CATV's didn't have any program expenses. They circumvented this substantial cost item on their P & L by the simple expedient of taking the programs

of the free system."

Economics ■ Simple arithmetic tells the economic threat from CATV, Mr. Walbridge said. CATV earns \$160 million a year from but two million connections, he said. With a projected 25 million connections CATV would earn \$2 billion a year, "matching the free industry's present revenues with less than half the number of sets we serve."

Presumably, long before this point, he held, CATV "would be bidding against us in the program market to originate their own programs." Shows and talent have a way of going to the highest bidder, he said.

The big question for the advertiser, Mr. Walbridge said, is whether he would buy spots on the station in a given town that once brought in 50,000 homes but now was 50% wired up "and your announcements were coming in on a dozen other signals from elsewhere."

After 21 years of existence, television has attained relative maturity. Interestingly enough, however, the medium is now facing challenges similar to those that motion pictures tackled some years ago, in the view of Richard A. Moore of RKO General Broadcasting.

When television entered the media market, the movie industry recoiled out of fear, he noted. The new medium was seen as a direct competitive threat to the well-being of motion pictures. The result, of course, was a cinematic iron curtain that was drawn around the status quo in Hollywood.

Mr. Moore directed his remarks to those broadcasters who are skeptical about the emergence of CATV. He called upon broadcasters to recall that "television is the great boon to the motion-picture industry which now shoots more film and employs more people than at any time in its history—thanks to the medium it feared." He implied that a mature acceptance of CATV will result in similar long-term benefits for the television industry. Mr. Moore also suggested that an anti-CATV campaign at this period of the industry's history would be futile for "certainly, it is possible that cable will have a role, either primary or supplementary and, to the extent that cable has something to contribute to the public, the public will have cable, no matter what fences any of us try to build—no matter who tries to rule it off limits as motion pictures tried to do to TV."

View From the Hill ■ Advertisers may hold one key to the battle over CATV, Senator Vance Hartke (D-Ind.) told the luncheon session of the CATV seminar. He said the sponsor's influence may well be crucial because "taking into consideration audience sizes and market, you will have to know about where the cable takes the shows

TV opposes Jaycees translator bid

KSTF(TV) Scottsbluff, Neb., a satellite of Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo., is finding itself in direct competition with the local Junior Chamber of Commerce.

The Jaycees are applicants for a translator to rebroadcast KDUH-TV Hay Springs, Neb., whose grade B signal falls 15 miles short of Scottsbluff. But both KSTF and KDUH-TV have primary CBS affiliations and carry ABC, thus, according to KSTF, making for quite a bit of duplication

over the translator.

Moreover, KSTF claims that CBS has never given direct or indirect permission for its programs to be translated into Scottsbluff and has a letter from CBS Senior Attorney A. Werner Pleus to prove it.

Therefore KSTF claims that the FCC's abandoning of its nonduplication policy for translators will be a serious threat to its wellbeing and requests either nonduplication protection against the Jaycees or a re-broadcasting veto from CBS.



Stay up front with the NBC Owned Stations

How did the NBC OWNED STATIONS *get* up front? Chiefly, by knowing the right people.

In the case of NBC-OWNED WMAQ-TV, that means *Chicagoans*.

WMAQ-TV enjoys a great rapport with its viewers all week long. But especially on Sundays.

We're referring to one of television's most provocative locally-produced series — the WMAQ-TV "Sunday Night Specials." What the "Sunday Night Specials" provoke is *community attention* — whether the subject is jazz, baseball, politics, railroading, or Humphrey

Bogart's middle name. (It's "DeForest," if you must know, and one of the items in The Greater Chicagoland Tourney of Trivial Information, a recent event on this most versatile color series.)

Naturally, all five NBC Owned Television Stations can boast quality

programming, virtually all in color. But no city is quite like Chicago — and no station knows how to win Chicago's attention like WMAQ-TV. Wouldn't you like some of this attention, too?

**REPRESENTED BY
NBC SPOT SALES**



WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles

as well as the sets that pick the programs up under the shadow of the station's broadcast antenna."

Chiding both CATV operators and broadcasters for not trying to understand one another's positions more willingly, Senator Hartke suggested that "the public, broadcasters and the CATV people would all benefit, along with the advertisers, if cooperation could become a by-word."

Commenting on the FCC's proposed CATV bill submitted to the Congress, Senator Hartke felt "on the whole the commission did a good job with a difficult subject." He said, however, he considers the bill as it is now to be "too broad." He favors more detailed guidelines "so as to leave less for bureaucratic interpretation."

"Somehow, in coming up with its ideas, the commission has taken the attitude it is wise to have all three networks available to everyone and once that is done it is not necessarily in the public interest to provide more," the senator said. "This is a fair interpretation of reasoning behind the orders on importation of signals," he said, "but it is one to which I do not necessarily subscribe."

Indicating a "cooling off" period might be helpful to all involved, Senator Hartke said he would like to see the FCC postpone its April 18 order while Congress completes its deliberations. He also offered his own comments on several of the issues involved:

- **Carriage:** "There should be some further discussion over whether a CATV system should carry stations that cover its subscriber area with grade B signals since there may be overlapping. The requirement on carriage might better be limited to stations with city signal or grade A signals."

- **Distribution:** "In handling a station's signal there should be no alteration or degradation of the signal. Perhaps it should be spelled out that no permission is required of the licensee for the CATV system to pick up and distribute the signal."

- **Engineering standards:** "CATV should be required to meet the same rigid technical standards as are imposed on broadcasters."

- **Copyright:** "There should be a thorough discussion as to whether any regulation on copyright is needed."

- **Importation:** "Nonduplication should be extended to protect local stations in their own programming wherever feasible. . . . Due consideration must be given to local special events, especially school and college sports and local cultural events where importation of a similar event on TV would substantially harm the local event. . . . In the top 100 markets, FCC consent should be required only if the CATV

system is within city grade or grade A contour of all stations . . . and importation might be limited to say 300 miles."

- **Origination:** "Service such as time and temperature, police or fire warnings, entertainment guides, closed circuit instruction to schools and perhaps local news might well be authorized for CATV. The type service authorized might be keyed to the size of the market."

- **Pay TV:** "This might well be the time for Congress to legislate against the sale of television programs on a pay-by-the-program basis."

- **Utility status:** "Congress might consider a statement that CATV is not a public utility."

- **Automatic evidentiary hearings:** ". . . What the FCC is calling for is that any licensee can force a CATV franchise into evidentiary hearing simply be asking for it. I believe there should be some evidence required of the licensee which would give the commission reason to believe that irreparable damage is to be done . . ."

FCC Commissioner Robert T. Bartley, who disagrees with the commission majority and its proposed legislation on CATV, reaffirmed his belief "it will not be sound public policy, certainly not on a national basis, to tell people they can't have broadcasts they want and are willing to pay for via CATV. People willing to pay extra should be allowed to bring in broadcasts which they would not otherwise receive or would not receive as well."

Commissioner Bartley said a basic question for resolution by Congress in its formulation of national policy is the role CATV is to play in the "overall communications plan." He urged that "sound national policy would be for them to remain antenna systems" and therefore recommended that legislation prohibit CATV systems from originating programs.

"With this national policy and legislative proscription," he said, "I would impose no barriers to development of CATV in the marketplace and accordingly promulgate no commission rules or confer any jurisdiction on the commission for regulation of such systems."

Commissioner Bartley noted that the heart of concern over CATV "is its possible evolution into pay television." He said he would not discourage closed-circuit type systems (not CATV) from being built or distributing their own programs. But he would agree that an unfair competitive advantage in favor of CATV would ensue if CATV could mix off-air programs with those of its own closed-circuit origination. Free television here would give CATV a base to support the pay-TV venture, he indicated.

Rust Craft opposes Cosmos CATV request

Rust Craft Greeting Cards, licensee of WRDW-TV Augusta, Ga., has filed a rebuttal to a request by Cosmos Cablevision for relief from the FCC's community antenna TV ruling that prohibits relay of distant-station signals into a top-100 market (BROADCASTING March 14).

Cosmos has a CATV franchise in North Augusta, S. C. The CATV firm produced a letter from North Augusta Mayor N. F. Manley praising its efforts to bring South Carolina state news and network coverage to the community through its importation of WIS-TV, WNOK-TV and WOLO-TV from the state capital of Columbia. (Wis-TV is owned by Cosmos' parent company, Cosmos Broadcasting Corp.) But WRDW-TV also has produced letters from the mayor praising its own community service.

Moreover WRDW-TV points out that network coverage would only be duplicated. The Augusta television stations already carry a reasonably full three-network schedule and the addition of the same three networks from Columbia would hardly add any new programming, according to WRDW-TV.

Cosmos claims that Augusta is "with-in or without the top 100 markets depending on the category used." But WRDW-TV points out that the American Research Bureau does call Augusta the 96th market and that the grade B signal of the Columbia stations does fall 20 miles short of North Augusta.

Last of all, WRDW-TV points out that the formation of a CATV system in the Augusta market would be a serious handicap to any possible growth of UHF television in that area.

Three New York dailies merge into two papers

The long-expected consolidation plan of three New York newspapers, the *Herald Tribune*, the *World-Telegram and Sun*, and the *Journal-American*, was announced last week. It would eliminate one afternoon paper and one Sunday paper.

Under the merger proposal, a new company would be formed to continue the *Herald-Tribune* as a morning paper and combine the afternoon *Journal-American* and *World-Telegram and Sun* into an evening paper to be known as *The World Journal*. Replacing the Sunday *Herald Tribune* and *Journal-American* will be a new Sunday paper to be called the *World Journal and Tribune*.

The new publishing company would

In Pittsburgh where excitement's brewing,
TAKE TAE 

You'll like the local color. And the homes-reached record too.

WTAE CHANNEL 4

BASIC ABC • REPRESENTED BY KATZ



"Hearing William Steinberg and the Pittsburgh Symphony in Carnegie Hall last night . . . strengthened my faith in them as one of America's three best teams of the kind."

Biancolli, New York World Telegram, November, 1965.

be called World Journal Tribune Inc.

A notice of intention to consolidate was filed March 22 with the Department of Justice in Washington for clearance under the antitrust laws. Though no date was announced for the start of new operations, it was predicted they would begin in early April.

A joint statement from the three publishers said "the economics of the newspaper industry in New York compel this move."

The city will be left with five major daily newspapers after the consolidation

is effected. In 1930 there were 12 major papers in New York.

The ownership of each of the newspapers involved in the projected merger has extensive broadcast interests. Whitney Communications Corp. (*Herald Tribune*) owns Corinthian Broadcasting Corp., operator of KOTV(TV) Tulsa, Okla.; WISH-TV Indianapolis; WANE-AM-TV Fort Wayne, Ind.; KHOU-TV Houston, and KXTV(TV) Sacramento Calif. The Hearst Corp. (*Journal-American*) owns and operates WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV

Milwaukee, WRYT-AM-FM and WTAE-TV Pittsburgh and WAPA San Juan. E. W. Scripps Co. (*World-Telegram and The Sun*) owns Scripps-Howard Broadcasting Co. which operates WEWS(TV) Cleveland; WCPO-AM-FM-TV Cincinnati; WMC-AM-FM and WMCT(TV) Memphis; WPTV(TV) West Palm Beach, Fla. and WNOX Knoxville, Tenn.

Whitney Communications also has a two-third interest in the following radio stations: WVIP Mt. Kisco, WVOX-AM-FM New Rochelle and WGHQ Kingston, all in New York.

The future form of pay TV

FCC proposes rules to establish over-the-air subscription television; wants comments on possibility of allowing toll TV by wire

The FCC has begun what it hopes will be the final procedural step in an 11-year journey to a decision on whether to authorize a nationwide system of pay television.

The commission last week asked for comments on proposed rules to provide for a system of over-the-air pay television. At the same time, it initiated a notice of inquiry into the possibility of pay TV by wire.

"That subscription television on a nationwide scale can be effectively integrated into a total TV system, with advantages to the viewing audiences, appears to be a reasonably sound conclusion at this point," the commission said.

It held out the hope of improved and more varied programming fare, both for pay-TV subscribers and for those relying on free television, resulting from competition between free and pay-TV.

But the commission doesn't expect the competition to be intense. Pay TV, according to the notice, isn't likely to have much of an impact on free television. But if it should become a threat, the commission makes clear that it would give prime consideration to "the preservation of conventional television service and the continued availability of good program material to the free service."

Zenith-Teco Petition ■ The proposed notice and inquiry, expected for the past six weeks (CLOSED CIRCUIT, Feb. 21), is the result of a petition for rule-making filed last year by Zenith Radio Corp. and Teco Inc. (BROADCASTING, March 15, 1965). They have been conducting a test of Zenith's Phonevision pay-TV system over WHCT(TV) Hartford, Conn., since 1962.

But the pay-TV proceeding was initi-

ated with a notice of rulemaking on Feb. 10, 1965. And the commission last week said it expects to adopt rules, if it finds that course to be in the public interest, without further rulemaking. However, it may hold an oral argument.

Even so, the commission is not moving boldly. While asserting it has the authority to establish a nationwide pay-TV system, it said it would welcome congressional guidance. And the period it designated for the filing of comments and reply comments—Sept. 1 and Oct. 1—will, the commission said, give Congress time in which to act "if it so desires."

A bill, (HR 4472) to prohibit pay television was introduced in the House last year by Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary committee, and a long-time foe of pay television.

The commission concluded that subscription television is 'broadcasting' within the terms of the Communications Act, and not common carrier or some other service. It invited comments on whether commission rules and regulations, applying to free broadcasting, such as the fairness doctrine, should be applied to pay television.

The rulemaking appears to run counter to the commission position in seeking to prevent CATV's from developing into wired pay-television systems. However, the commission's concern with CATV is that the cable companies might use the product of free television on which to grow into pay-television systems. Pay-television stations would have to buy the product to compete with free television.

In its notice of inquiry on wired pay television, the commission asked for

comments on what role the federal government should play in connection with the establishment and operation of wired pay television. The commission will also consider comments filed in a pending proceeding dealing with the question of whether CATV might become a vehicle for pay television.

Steam Gone ■ The pay-TV issue, once the most bitterly disputed in the broadcasting industry, appears to have lost much of its zip. The Zenith-Teco petition was opposed only by the motion-picture theater owners group, and supported only by two pay-TV companies, Teleglobe Pay-TV System Inc. and International Telemeter Corp.

This apparent lack of interest on the part of the industry was reflected in commission meetings, where discussions on the issue were described as desultory. The vote to issue the notice last week was 6 to 2.

The coolness of the emotions being displayed is apparently due to the feeling that toll TV is not the threat to free television it once was thought to be. The Hartford pay-television test, as the commission noted, provided it for the first time with information on which to base policy. It attracted less than 1% of the net-weekly circulation of the Hartford market—4,851 television homes as of June 30, 1965, out of a total of 800,000. And the commission noted that the average subscription audience at any one time was 5.5%.

From this the commission projects a potential nationwide pay-TV market consisting of 10% of the nation's TV homes, and an average subscription audience of 10% of subscribers—or 1% of the country's TV homes.

Future Not Too Bright ■ RKO Gen-

Does everything on your schedule beat Merv Griffin singing duets with Carol Burnett, playing games with Jayne Mansfield, or matching wits with Arthur Treacher? Is every hour filled with shows that top Mike Douglas playing polo in traffic with Zsa Zsa Gabor? Or swimming in a water tank with Louis Nye and live tigers?

Or have you got some weak spots? We'll give you Merv or Mike or both, to pep up a slow morning, a dull evening or a lazy afternoon schedule. If feature films are your weakness, we'll cure that with a new bundle from Britain called the "Carry On" series. 12 British feature films starting with the famous "Carry On Nurse" and winding up with the just as hilarious "Carry On Venus."

Tell the truth. Is your schedule so healthy that an injection of Merv Griffin, Mike Douglas or British humor wouldn't help it? If it isn't, call us. You'll be rewarded for your honesty.

WBC PROGRAM SALES, INC.

Are all your programs better than theirs?



Let us entertain you in Suite 2500 at the Conrad Hilton Hotel, Chicago

eral Inc., which owns WHCT and holds the Phonevision franchise for the test, said it didn't try to increase the number of subscribers at the end of the second year. But, the commission said, it's doubtful whether RKO, even if it tried, could have achieved subscription penetration of much more than 1%.

The Hartford test has been a money loser. According to figures provided by Zenith, Teco and RKO, \$3,538,000 was lost in the first three years of that test—\$1,353,000 the first year, \$1,367,000 the second and \$818,000 the third.

Indeed, the commission felt obliged to mention that, in the event pay-television is authorized on a permanent basis, it may require a showing by pay-television applicants of their potential for sustained operation.

While describing pay television as something of a toothless tiger, as a competitor of free TV, the commission said toll TV could provide a valuable service in offering the public programming not generally available on free television. The Hartford test provided 1,500 hours yearly of movies not available on free television, sports and cultural events.

Aid to UHF ■ The commission also views pay television as possible means of "making viable" stations in small markets that are currently receiving little or no service. But in this connection, the commission made clear it isn't ready yet to limit consideration of pay-television to UHF stations only. The commission asked for comments on this question.

The commission hasn't reached a judgment yet, either, on one of the warnings voiced by those opposed to pay television—that it would siphon off talent and product now available to free television. However, it asked for comment on this question—and also on what measures might be taken to prevent such a development.

The commission suggested rules to limit or prevent interconnection of pay television systems, as a means of barring networking, or to prohibit a system manufacturer or franchise holder (who might hold franchises in numerous markets) from supplying pay-television programming.

Zenith and Teco, in their petition for rulemaking, suggested the problem could be met by limiting pay-television programs to "box office" type. But the commission said that raises the problem of definition. The commission also said it might be barred by the no-censorship provision of the Communications Act from restricting the kind of programming to be aired.

Under the proposed rules pay-television authorizations would be granted to stations on a case-by-case basis. The stations themselves would not neces-

Law firm protests letters from viewers

The Washington law firm of Dow, Lohnes and Albertson has protested to the FCC concerning a letter sent to the commission by several Orlando, Fla., citizens requesting that Orlando's channel 9 remain in the hands of its present owners, WFTV(TV).

The law firm represents TV Nine Inc., one of seven applicants for the channel (BROADCASTING, March 7), several of which are requesting joint interim authority for the facility until a permanent licensee can be determined by a hearing.

Dow, Lohnes and Albertson, along with another involved law firm, felt there were ex parte implications in the letter and that it "was not uninspired" by WFTV.

The law firm said that its copy of the letter was both unsigned and undated and recalled that "this case has its genesis in ex parte contacts." The Orlando dispute is one of several cases involving allegations of improper contacts with the late FCC Commissioner Richard A. Mack.

sarily hold the franchise for the pay-television system. But they would be required to maintain ultimate control over the subscription system operators who would pay the stations for their time.

The proposed commission rules would also ban the broadcast of commercials, and would provide for the uniform application of charges, terms and conditions of service.

No Doubt on Commercials ■ With the exception of the rule on commercials—the commission said there is no doubt as to its decision on that—the agency asked for comment on the provisions, as well as on a number of other questions.

On some of these, the commission has reached tentative conclusions. It would not, for instance, limit the size of market in which pay television would be allowed. But it feels that there should be limitations on the amount of time a station could devote to pay television. A sliding scale keyed to the number of stations is suggested—the more stations, the more time allowed for subscription programming.

The commission also feels there should be only one technical system of pay television. If different systems were used, the commission said, different decoding apparatus would have to be provided for viewers. The commission would require stations in any service to

use a single system of transmission.

The commission also asked for comment on whether pay television should be permitted over more than one station in a community and, if so, whether the stations involved should be permitted to broadcast pay-television programs simultaneously.

If the commission ultimately establishes a pay-television system, the early operations will be on independent stations, probably UHF's, in major markets. This is indicated by the pattern of franchise grants already made for use of its system by Phonevision.

Zenith has granted franchises to RKO General for systems in Hartford, New Haven, New York, Philadelphia, Washington and San Francisco. Marshall Field holds one for Chicago, and Kaiser Broadcasting holds one for Los Angeles.

RKO owns WHCT-TV (ch. 18) Hartford and WOR-TV (ch. 9) New York. Marshall Field owns WFLD(TV) (ch. 32) Chicago. And Kaiser has a construction permit for KMTW(TV) (ch. 52) Corona-Los Angeles. None of these is affiliated with networks.

Maryland approves ETV bill after stiff fight

The Maryland general assembly has enacted a \$1 million educational television bill after resolving a month-long controversy over who should control the proposed state ETV system.

Bitter debate had flared over whether to give the state department of education jurisdiction over the funds, as the educators claimed was proper, or to appoint an independent commission to govern the system. The chairman of the house of delegates ways and means committee deplored what he said was giving the educators "the right to control the minds of millions of people."

The state Senate wanted to place it in the hands of the board of education. The house of delegates wanted to appoint an independent commission.

In compromise form the amended bill gives control to an independent 11-man commission which includes three professional educators, among them the state superintendent of schools. And responsibility for in-school programming rests solely with the board of education.

The system will begin with the construction of studio and transmitter facilities in the metropolitan Baltimore area, financed by the present \$1-million bill. The completed ETV network will comprise seven stations and is expected to cost \$4.5 million. In addition, another \$4.5 million may be needed to fully supply the state's schools with receiving equipment.

WTMJ-TV was the first station in Milwaukee to put television


in
the
red, blue, green,
yellow, etc., etc., etc....

Since then our color programming has really been keeping advertisers in the black. WTMJ-TV has made it a habit of being first. Consider this: WTMJ-TV was first in the nation to request a commercial television license. First in Wisconsin on the air. First in Wisconsin with network programs. And first in Wisconsin with color (back in 1953). As a matter of fact, more than 97% of WTMJ-TV's programs between 5:30 p.m. and midnight are now in color. On the average, more than 150 color programs a week. That's more color than all the other Milwaukee stations carry combined. Thinking color? Then come to Milwaukee. Color-set saturation far exceeds the national average and the figure for most of the major color markets. Just remember: In Milwaukee, you get the most in color, audience, and response from Milwaukee's most colorful station — WTMJ-TV.

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How Cox views his role on the FCC

Ever since he joined the FCC in March 1963, Commissioner Kenneth A. Cox has been regarded by broadcasters as an activist, perhaps the most militant member of the agency. Last week the commissioner told a New York City radio audience that's the way he sees himself.

The commissioner, in participating in Part II of an interview conducted by Ed Joyce of WCBS, acknowledged that broadcasters regard him as a tough regulator.

Asked how he assesses his own role in terms of the other commissioners he said: "I think I am more inclined to seize on new problems as they come along and to feel that this is something . . . about which we should do something."

"I'm more inclined to take a broad construction of the statute and to say when a problem arises, I think we have authority to deal with it rather than necessarily going to Congress for a clear, additional authority."

He also admitted he is an "activist" and tends "to support the views of our staff, who are also rather active."

Whatever his role on the commission, he said, he enjoys it. And he finds that broadcasters are anxious to hear his views. Frequently, he said, they say that while they don't always agree with him, "they concede there is another side to the matter. And I'm content with that."

Part I of the interview, in which the commissioner said that, if he were in the majority, the commission would be stricter on programing matters, was broadcast two weeks ago (BROADCASTING, March 21).

Pierson suggests foundation for ETV

A suggestion that commercial broadcasters establish a foundation to solve the "economic plight" of noncommercial stations was to be offered Sunday (March 27) by W. Theodore Pierson of Pierson, Ball & Dowd, Washington law firm.

In an address scheduled at the Association for Professional Broadcasting

Education's annual meeting in Chicago, Mr. Pierson said creation of such a foundation would show that commercial broadcasters, because of their "knowledge, standing and interest in television," are taking the lead in helping educational operators.

Such a foundation, he maintained, also could study and develop ways to safeguard against "centralized private or public control" of the nonprofit broadcasters.

Mr. Pierson was critical of those who ignore television's dual system of commercial and educational broadcasting. He noted that the "profit broadcaster is constantly criticized for not broadcasting more of the things which the critic thinks the people should receive but which, in huge numbers, the people refuse to receive." Commercial broadcasters, he said, must be concerned with the programs that "a substantial portion of the public will voluntarily receive. . . ."

He said it was time that as much effort be expended on helping ETV's survive without profits as is now spent on "coercing" the commercial operators "to become less profitable."

EQUIPMENT & ENGINEERING

Engineers meet in New York

Color TV, auto radio and aerospace in spotlight at 5-day IEEE convention

A more dramatic move of integrated circuits into commercial use, particularly in radio and TV, was indicated last week at the Institute of Electrical and Electronic Engineers' 1966 international convention in New York.

An estimated 60,000 engineers representing more than 40 countries were attracted to New York's Hilton hotel, where 80 technical sessions encompassing 350 papers were held over five days, and to the nearby Coliseum where some 1,250 exhibit units spread over four floors were open to the public for four days.

The latest products on exhibit included integrated circuits, laser devices, "rare earth" phosphors for TV picture tubes and zig-zag antennas. But most products shown were small essential components such as transformers and semiconductors. A majority of the firms at the IEEE stressed the importance of technological capability in such diverse

fields as color TV, the auto radio and aerospace.

IC Clues ■ RCA displayed four new microelectric silicon chips (\$1.25 each) that eventually will be used in FM sound systems. An RCA spokesman said some of the integrated circuits now available can be adapted to both radio and TV use. Two weeks before IEEE's convention, RCA had announced a 12-inch black-and-white TV receiver equipped with separate units within its sound system that replace vacuum tubes and transistors.

Three TV manufacturers—Motorola Inc., Westinghouse Electric Corp. and Sylvania Electric Products—were reported to be experimenting with linear circuits in TV sets. Some reports indicated these units are still "too sophisticated" or "too costly," but one Westinghouse official said his company is negotiating an arrangement to supply units to TV manufacturers.

Two other exhibitors, Texas Instruments Inc., Dallas, and Fairchild Camera and Instruments Corp., Mountain View, Calif., were mentioned as potential IC suppliers for TV manufacturers.

New Products ■ RCA demonstrated three of its newest rectangular color picture tube sizes: 25-inch, 19-inch and 15-inch. RCA also showed a radar transistor-multiplier engineered specifically for Apollo's lunar excursion module, a ceramic-metal photo-multiplier tube used for radiation detection in space exploration, and a measurement

device for atmospheric weather information. For the military field, RCA had a new 10-inch scan conversion tube for aircraft translation of radar data to TV signals. Overlay transistors were also exhibited for community antenna television operations.

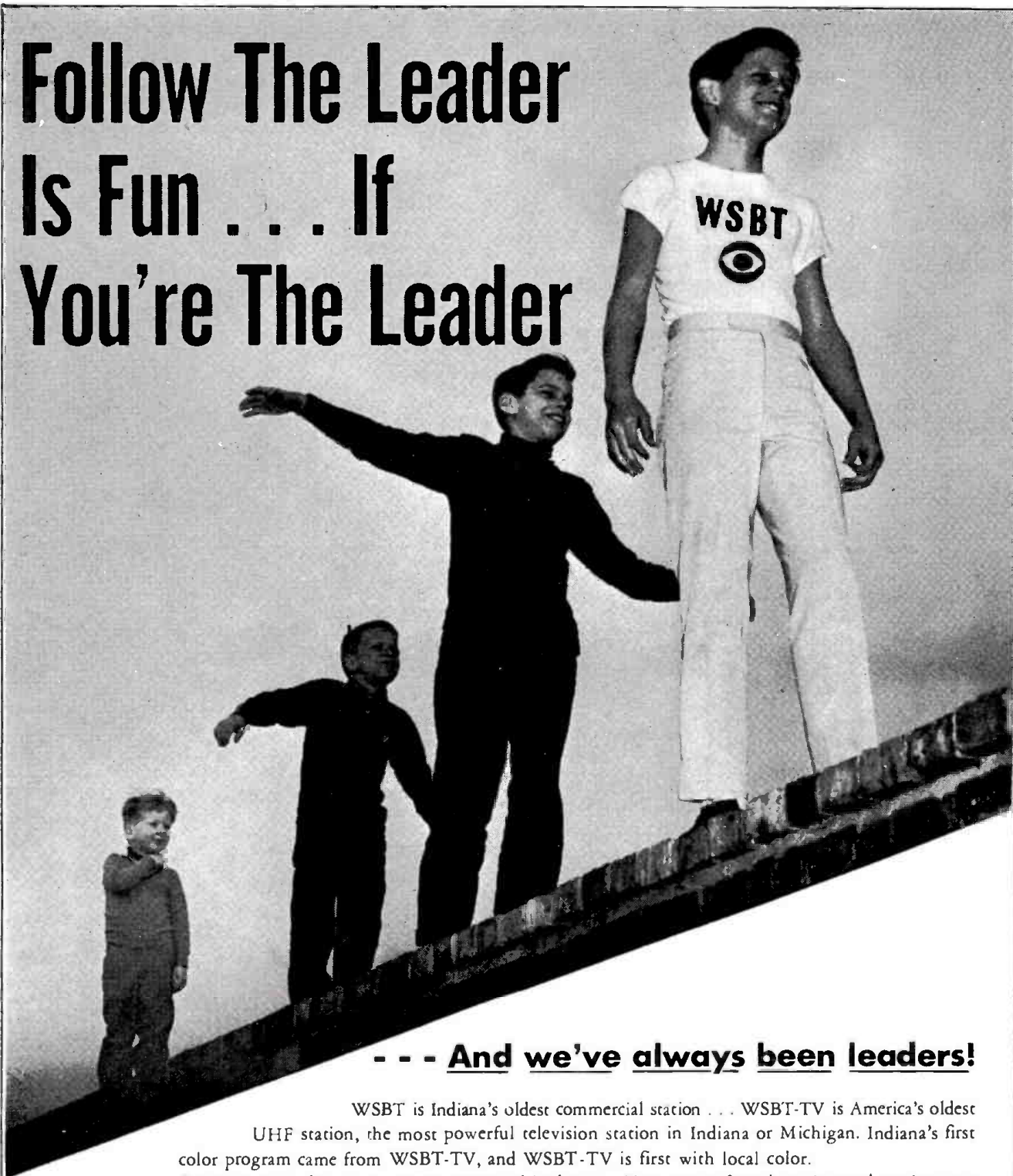
Sony Corp. of America, New York, exhibited its video color demonstrator for still pictures recorded from a 10½-inch flexible disk (BROADCASTING,

New Ampex color VTR

Ampex Corp., Redwood City, Calif., last week announced a new high-band color video tape recorder, the VR-1200, priced at \$62,500. It is fully transistorized and more compact than the company's VR-2000, according to Ampex, which noted that the latter is priced at \$100,000.

Ampex said the new recorder is designed for medium to small TV stations seeking "superior color recording capability," and is being offered also with a line of accessories, and is available for April delivery. The new recorder is being shown at its National Association of Broadcasters exhibit.

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WSBT is Indiana's oldest commercial station . . . WSBT-TV is America's oldest UHF station, the most powerful television station in Indiana or Michigan. Indiana's first color program came from WSBT-TV, and WSBT-TV is first with local color.

But time alone doesn't guarantee continued leadership. That comes from knowing and serving your area. That's why WSBT-TV was first to telecast a local stage play of two hours duration . . . and why the first Explorer Post in the nation dedicated to training boys in broadcasting was sponsored by the WSBT stations. And that's why, in these parts, leadership and dominance are one.

Like we said . . . it's fun to be a leader.



Represented by Katz

March 7).

International Telephone and Telegraph Corp., New York, had on display a solid-state 17-inch variable-scan TV monitor, various electron tubes, integrated circuits and other electronic components and tools.

Jerrold Electronic Corp., government and industrial division, Philadelphia, displayed a two-panel TACO zig-zag antenna—for educational TV transmission at 2500 mc—along with other TV antennas. The Jerrold exhibit also highlighted wide and narrow band, video VHF and UHF sweep generators and other component devices.

During a symposium on "After Apollo—What?", B. M. Oliver, vice president of research and development, Hewlett-Packard Co., San Francisco, proposed the construction of a \$3-million radio telescope that would encompass an "orchard of antennas" to collect radio waves from space.

Big year ahead for RCA color-camera sales

RCA expects its manufacturing and sales schedule this year to call for more than 600 color-TV cameras produced and delivered. The equipment represents a value in excess of \$40 million, according to Charles H. Colledge, vice president and general manager of RCA's Broadcast and Communications Product Division.

Samples of the gear are being shown at the National Association of Broadcasters engineering exhibit in Chicago where RCA is emphasizing various color cameras, including its new TK-43 that uses a 10-to-1 external zoom lens and is scheduled for commercial delivery in the second quarter of 1967. Other equipment there includes transistorized TV relay systems, transmitters (highlighted by a new 55-kw UHF that can be coupled to a high-gain antenna), matched lines of station gear and TV-tape conversion kits.

Home color-TV tape recorder developed

A simple and inexpensive home tape recorder for color television has been developed and is ready for licensing, the magnetic recording division of the Research Institute of the Illinois Institute of Technology announced last week. It is a further refinement of a monochrome model by the inventor, Marvin Camras, that now is being licensed to industry.

The prototype color unit developed by Mr. Camras also uses a standard seven inch spool of quarter-inch audio

TV-set sales in '65

Distributor sales of television receivers increased 19% in 1965 over the 1964 total, according to the Electronic Industries Association. The increase was from 9 million sets in 1964 to 10.8 million sets in 1965.

The increase in sales of color sets, however, was 101%, up from 1.37 million sets in 1964 to 2.75 million sets in 1965. The largest increase was in the sale of portable and table models which increased 145% in sales.

On the other hand the increase in sales of monochrome sets was only 4.5%. The sales of monochrome console and TV-phono combination sets decreased 19% and 50% respectively.

tape to record both picture and sound. The unit is completely transistorized and uses only a dozen transistors. Tape speed is 60 inches per second. Other details were not disclosed. Actual cost was not estimated but "the simplicity and reliability of the system are factors pointing toward low manufacturing cost," according to John P. Skinner, manager of magnetic recording at IITRI.

AT&T wants domestic satellite system

AT&T wants the use of a domestic communications satellite to add to the extensive ground cable and microwave facilities it uses in serving TV, radio, telephone and other communications forms in the U. S.

In a letter to the Communications Satellite Corp. last week, AT&T outlined its thinking and asked Comsat to join in early discussions and to undertake a joint study "promptly."

Under AT&T's proposal, Comsat would launch and own the satellite and the phone company would assume responsibility for carrying charges. AT&T said it would assure a "fair return" on Comsat's investment and also "equitable access to other domestic common carriers upon their bearing their share of Comsat's charges."

AT&T Vice President Lowell F. Wingert asserted that the earth stations needed for such a service ought to be owned and operated by domestic carriers, noting the necessity to coordinate the operation of both space and earth facilities.

The FCC has asked the communications industry for help in answering the

question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

The commission's action (BROADCASTING, March 7) placed on the shelf ABC's plan to distribute programs to its affiliates by a synchronous satellite 22,300 miles above the equator. ABC's application has been returned to the network.

Welcomes Interest ■ Comsat last Thursday (March 24) issued a statement welcoming the interest of AT&T in the use of a domestic satellite and said it has been engaged in planning a world-wide satellite communications system and that, "It will be important to explore in detail the extent to which the requirements of AT&T and others can be provided for within the satellite system now being evolved."

Comsat agreed that the AT&T proposal raises numerous policy questions, including the ownership of satellite terminal stations, and that the FCC will have to consider them.

Although it did not say so, Comsat is scheduled to meet with the TV networks and the carriers to discuss the ABC proposal for a domestic satellite. This meeting is scheduled for April 12 in Washington.

Auto FM-set sales to double in '66

A prediction that FM car radio sales would double this year compared to 1965 was to be made Sunday (March 27) by Lynn Christian, WPXI-FM New York. In a report prepared for the National Association of FM Broadcasters convention in Chicago, Mr. Christian said about 20% of the new cars purchased this year will have FM radios. In 1965 about 10% of the cars were equipped with FM receivers.

In his report, compiled in cooperation with the Electronic Industries Association, Mr. Christian said that the 636,000 FM car radios sold to new car buyers last year more than doubled the 310,000 units sold in 1964. Industry predictions coupled with the on-air promotional efforts of NAFMB stations, he said, "could give us 20% of the new car radio sales in 1966."

Overall FM-set sales last year hit 7,852,000, an increase of 900,000 over EIA projections, and up nearly 2 million from the previous record of 5,877,000 units sold in 1964. EIA, he said, is predicting an increase of 1.5 million in domestic models for this year.

FM stereo set sales have also been on the increase, he reported. Sales in 1965 reached 1,437,000 up from the 1,306,000 sold in 1964.



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Color TV is on the move. Keep pace—and keep ahead of competition—by filming the news in color. Eastman makes it practicable and profitable with a new color film: *Eastman Ektachrome EF Film, 7242 (Type B)*. Indoors or out, you'll find new *Ektachrome* Film ideal for news work. It's fast, exceptionally sharp and fine-grained and has superb color rendition. And with Eastman's prepackaged chemistry and quality-control system, you'll find it most efficient to process your own news footage. For a demonstration of new *Ektachrome* Film on your own monitors, call your nearest Eastman representative. You'll see the profit in it.

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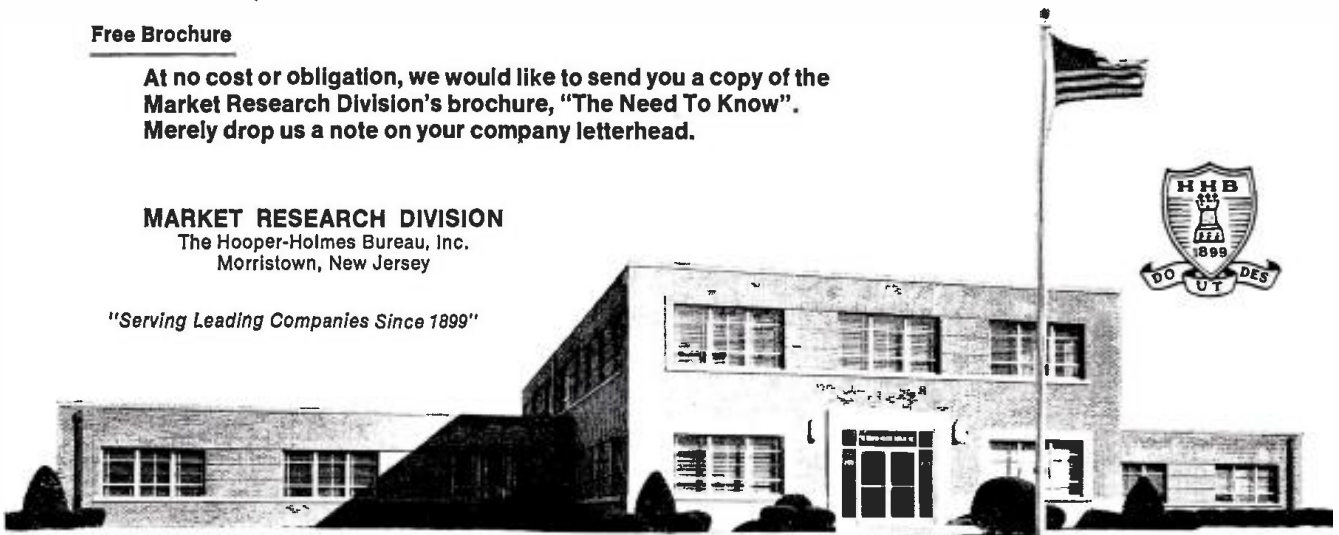
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Financial outlook for ABC officers

**ITT proxy lists the remuneration
they'll get if merger is approved**

New employment contracts, effective with the merger of ABC Inc. and International Telecommunications giant International Telephone & Telegraph Corp., have been entered into with Leonard H. Goldenson, chairman and president; Simon B. Siegel, executive vice president, and Thomas W. Moore, president of ABC Television, among other ABC executives.

The existence of these contracts was disclosed last week when ITT sent notice of a special meeting to its stockholders.

The ITT meeting will take place April 27 in Baltimore and is for the

purpose of voting on the merger as well as other matters connected with the combination.

On the same day, in New York, ABC holds its regular stockholders meeting with the merger agreement the major item of business for the stockholders.

The merger of the two companies was announced last December and has already secured the approval of the boards of the two companies. After stockholder approvals, the remaining hurdle is the FCC.

The ITT proxy statement indicated that the principals hope the FCC will approve the merger this year. Consum-

mation of the transaction will take place 15 days after FCC consent.

New Contracts ■ In the new five-year employment agreements, with the individuals holding the same executive positions in ABC, Mr. Goldenson is due to receive a yearly salary of \$125,000, plus deferred monthly payments of \$8,333.33. He will also receive 9% of the funds available for distribution under ABC's key employee incentive compensation plan, plus option rights to 30,000 shares of ITT common.

Mr. Siegel is down for \$100,000 annually, plus deferred compensation monthly of \$2,083.33, plus 7½% of funds available under the key employee incentive plan, and an option for 12,500 shares of ITT common.

Mr. Moore is scheduled to receive \$100,000 yearly as salary plus deferred compensation of \$2,083.33 monthly.

Also included in the new employment contracts are Samuel H. Clark, ABC vice president for theaters, and Everett H. Erlick, ABC vice president and general counsel. Mr. Clark is due to receive an annual salary of \$65,000 plus deferred monthly compensation of \$2,083.33, and Mr. Erlick, \$72,500 plus the same deferred compensation.

The new remuneration schedule is

A big pot at rainbow's end in Disney's 'tomorrowland'

It was enough to make Donald Duck quack with glee and Mickey Mouse to feel 10 feet tall. Walt Disney Productions expects to gross a record busting \$110 million for its current fiscal year. It also expects net profits for the six months to April 2 to edge up to about \$4.4 million. This would be equal to \$2.27 a share and would compare with \$4.1 million or \$2.23 in the similar period a year ago. These estimates were given before a March 18 meeting of New York Society of Security Analysts.

One of the highlights of the presentation was a detailed breakdown of the Disney film library. According to E. Cardon Walker, vice president, marketing, the library consists of 493 short subjects, 21 animated features, 47 live-action motion pictures, seven true-life adventure features, 330 hours of *Mickey Mouse Club*, 78 one-half hour *Zorro* shows and 280 hours of filmed TV shows. The total negative cost of the library: \$205 million. It was emphasized that Disney owns and controls all the negatives.

Mr. Walker indicated that the *Mickey Mouse Club*, now in syndication, will be retired at the end of this year for a seven year period and then will be rereleased. He estimated that it will complete its run this year with a total syndication gross of \$5.6 million. The *Zorro* shows, he added, "are well past the half-million dollar mark in annual contracts" after only six-months in weekly syndication.

New television marketing opportunities also were outlined by Mr. Walker. One would be a "western theater series." Included in such a series would be 17 Texas John Slaughter, 10 Elfego Baca, eight Swamp Fox, five Davy Crockett, four Daniel Boone and six Andy Burnett shows, all originally part of Disney's network series.

"Most of those were shot in color, but only a few of them have been on the air that way," Mr. Walker explained. "These could be made available to television in many formats. They would make an excellent two-year weekly hour-long TV series in prime time, since we presently

have a proper nucleus with our 50 shows."

A second new TV series out of the Disney film library would be a *True-Life/People and Places* series. There already are 35 hour programs in the library to fit this series category, with more being added yearly.

Theatrical film still is the big revenue-producer for the company, but its importance is becoming less pronounced as Disney diversifies. Last year it provided 46% of overall revenue—down from 75% a decade ago—while Disneyland represented 29% and television 8%.

The company will spend \$27.5 million on capital additions this year, the bulk of it—\$25 million—for expansion of Disneyland. Disneyland expenditures will total \$50 million in 1965-70, vs. \$37.9 million in the first 10 years of the amusement park's existence.

Disney Vice President Donn B. Tatum told the analysts that Disneyland will generate \$220 million in gross revenues in the five-year period to 1970. Actual gross revenue was \$195 million in the prior 10 years.

virtually the same as these executives are now receiving, although there are changes in deferred compensation and retirement benefits. Mr. Goldenson now receives an annual salary of \$125,000, and in 1965 also received \$70,000 in deferred payments, and \$62,331 in annual benefits upon retirement.

Mr. Siegel received \$100,214 in salary, plus \$8,500 paid in January as part of deferred payment, plus \$50,000 in deferred payment and \$41,172 in his retirement account.

Mr. Moore received \$100,000 in salary, plus \$35,000 paid in January on deferred payment plus \$41,296 in retirement benefits.

Mr. Clark last year received \$60,000 in salary, plus \$18,000 in deferred payments and \$20,610 in annual retirement benefits. Mr. Erlick received \$57,502 in salary, and \$10,000 deferred payment in January plus \$7,000 in deferred payments and \$24,255 as annual retirement pay.

Mr. Goldenson's contract with ABC, it was noted, runs out Dec. 31, 1966.

Option Rights ■ At the close of business on Jan. 1, 1966, ABC had outstanding options entitling eight officers and 96 other key employees to purchase an aggregate of 229,383 shares of ABC common at prices ranging from \$23.041 to \$67.625 per share, according to the ITT document.

And, it disclosed, since Jan. 1, 1965, options have been granted to Mr. Siegel, 10,000 shares; Mr. Moore, 8,500 shares; Mr. Clark, 8,000 shares and Mr. Erlick, 5,000 shares—all at \$60 a share. These options expire Aug. 8, 1970.

Between Jan. 3, 1965 and Feb. 11 this year, the ITT proxy statement says, the following options have been exercised:

Mr. Goldenson, 13,531 shares at a cost of \$311,768 having a market value at exercise date of \$881,206; Mr. Siegel, 4,059 shares costing \$93,523 with a market value of \$264,342; Mr. Moore, 4,330 shares costing \$99,768 with a market value of \$256,011; Mr. Clark, 541 shares costing \$12,465 with a market value of \$31,581.

The ITT proxy statement says that as of March 1 the officers and directors of ABC as a group beneficially owned 156,736 shares of common stock and that no officer or director owned as much as 10% of any class of ABC or ITT securities.

Remuneration for ITT officers, as disclosed in the proxy statement, showed that Harold S. Geneen, chairman and president, received \$195,652 in 1965 plus a \$200,000 bonus; Ted B. Westfall, executive vice president, \$121,560 and \$85,000; Hart Perry, executive vice president (finance and treasurer), \$81,540 and \$65,000; Francis J. Dunleavy, executive vice president, \$82,380 and

\$70,000; Raymond L. Brittenham, senior vice president and general counsel, \$83,030 and \$55,000; Ellery W. Stone, vice president, \$68,109 and \$40,000.

All also accrued annual pension benefits based on average final compensation and number of years of service. This ranges from \$380 a year for an employee making \$5,000 yearly with 10 years service, to \$155,840 annually for a \$300,000 a year executive with 35 years service.

Options Granted ■ Since Jan. 1, 1965, options were granted to the following ITT officers:

Mr. Geneen 50,000 shares at \$67.50 a share; Mr. Dunleavy, 5,000 shares at \$74.38; Mr. Perry, 5,000 shares at \$74.58, and Mr. Brittenham, 2,000 shares at \$67.50.

Since that date, the following have exercised options: Mr. Geneen, 20,000 shares at \$35.875, having a market value on the date exercised of \$64.875; Mr. Westfall, 2,000 shares and 4,000 shares at \$36.875, with market value of \$61.4375 and \$60.25; Mr. Perry, 1,333 shares at \$43.32 and 2,000 shares at \$56.875, with market values of \$55.875 and \$70.25 respectively; Mr. Brittenham, 2,000 shares at \$42.75, with market value of \$55.875.

Mr. Geneen is shown as owning 52,999 shares of ITT common, the largest block of all the directors.

Additional Stock ■ At the meeting next month, ITT stockholders will be asked to approve additional authorized capital of 5 million shares of cumulative, convertible, preference stock at \$10 par value, and 20 million shares of common stock, no par value.

The merger agreement calls for ITT to pay for each ABC share 0.5719 share of ITT common and the same amount of preference stock.

The preference stock, which is to be convertible into common stock, will carry cumulative annual dividends at a rate equal to twice the annual rate on common stock but not less than \$2.40 in cash each year. It will be redeemable after 10 years at \$150 per share. and have a liquidation preference of \$50 a share.

The ITT statement also indicates that the ITT board will be increased by four directors, to be filled by Messrs. Goldenson and Siegel and two other ABC nominees. It shows also that the ABC board will be increased by two directors, both to be placed by ITT.

The ITT notice says that if the holders of more than 10% of the ABC stock demand cash in payment for stock, ITT reserves the right to terminate the merger agreement. Although this is not anticipated, ITT said it did not want to deplete its cash reserves.

ITT total revenues in 1965 were over \$1¼ billion and net income after taxes reached \$76 million, equal to \$3.58 a

share.

ABC in 1965 had total revenues of \$476,465,000 and earnings after taxes of \$15,565,000, including capital non-recurring losses. This was equal to \$3.35 per share.

Last year, ITT paid \$1.23¾ per share in dividends; ABC, \$1.50.

During the first quarter of 1966 (to March 21), ITT stock ran to a high of 75 and a low of 65¾; ABC to a high of 79½ and a low of 71½. Both stocks are on the New York Stock Exchange.

The ITT proxy statement showed that ABC had long-term obligations of almost \$64 million—almost \$60 million of promissory notes at 4.55% interest, due to end July 1, 1985 and also an ABC obligation to borrow an additional \$9 million on July 1 this year from the same institutional investor. Also outstanding as of Jan. 1 were over \$4 million purchase money obligations and mortgage notes.

ITT's long-term obligations total \$443,250,000.

ABC hits the heights

**Stockholders report cites
new highs in audience,
coverage, revenues, profits**

ABC reviewed 1965—its most successful year ever, with revenues up to \$476.4 million and profits at \$15.7 million—in its annual report issued to stockholders last week (BROADCASTING, Feb. 28).

ABC-TV was credited with having achieved the highest nighttime audiences in its history while improving its competitive footing with the other networks in terms of national coverage.

At the end of 1965 ABC-TV had 130 primary affiliates covering an estimated 93% of U. S. television homes and during 1966 has added four new primary stations. The report notes the network is "still not fully competitive with the two older networks in terms of primary affiliates and national coverage."

ABC Radio Network's sales were reported to be ahead of the previous year's. The gains came while the network was adding 36 new advertisers or products to its client list. During 1965 eight ABC Radio affiliates increased their transmitter power and 21 stations were added to the network, increasing its overall penetration, according to the

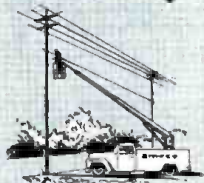


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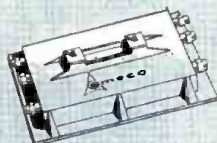
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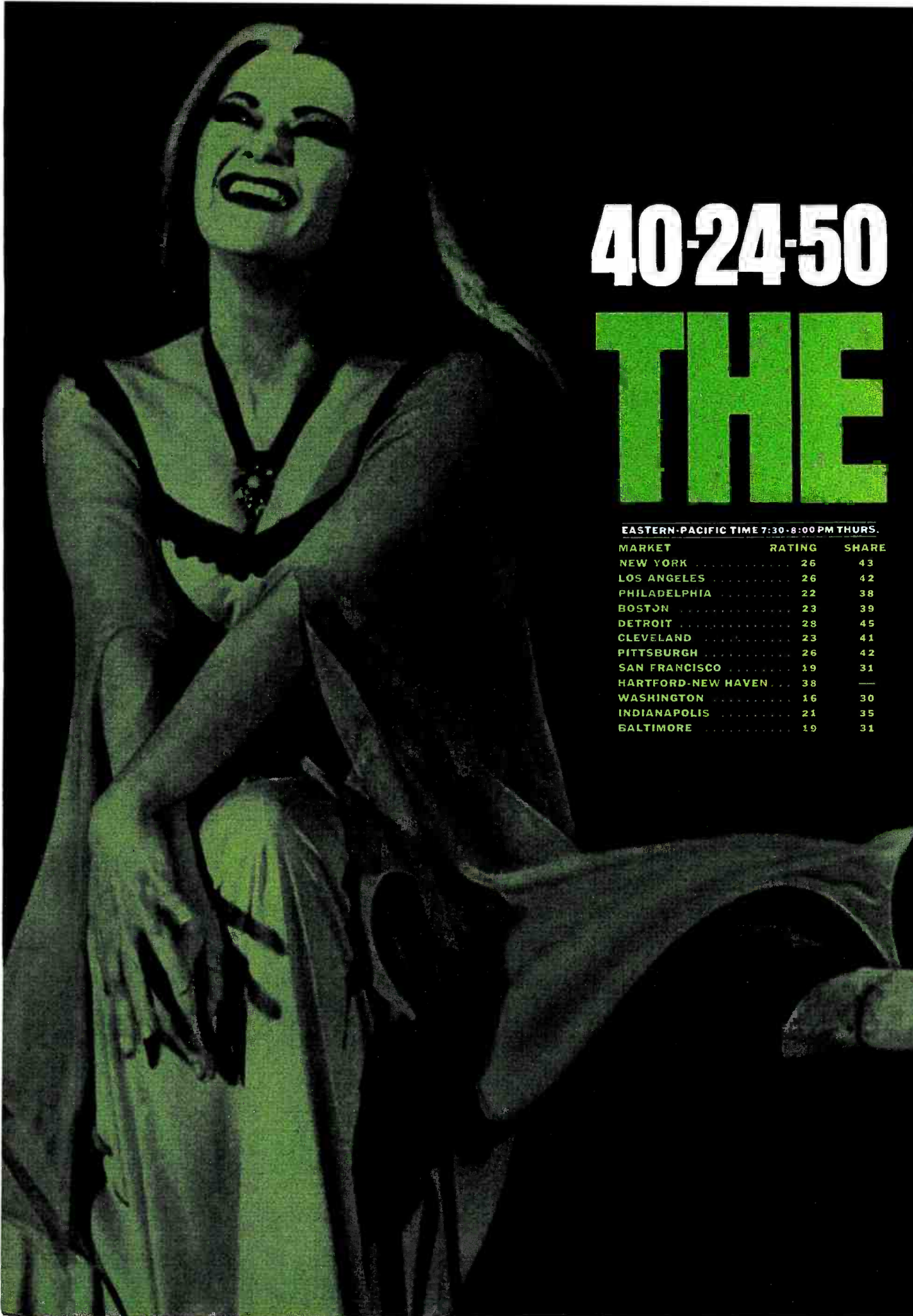
More important are the people . . . Ameco people, who really work for you. 1000 skilled people able to foresee the needs of CATV. People who produce over 250,000 connectors each month — who assemble 3500 solid state amplifiers every month.

So let's add one last fact: Ameco is built on PERFORMANCE, PRODUCTS AND PEOPLE. Can you ask for a better foundation for your CATV system? WHEN QUALITY COUNTS — COUNT ON AMECO!

Performance-Proven Products



OFFICES IN ALL PRINCIPAL CATV AREAS



40-24-50

THE

EASTERN-PACIFIC TIME 7:30-8:00 PM THURS.

MARKET	RATING	SHARE
NEW YORK	26	43
LOS ANGELES	26	42
PHILADELPHIA	22	38
BOSTON	23	39
DETROIT	28	45
CLEVELAND	23	41
PITTSBURGH	26	42
SAN FRANCISCO	19	31
HARTFORD-NEW HAVEN...	38	—
WASHINGTON	16	30
INDIANAPOLIS	21	35
BALTIMORE	19	31

**AN AGGRESSIVE 40% SHARE OF AUDIENCE!
A CONSISTENT 24 RATING IN THE TOP 50 MARKETS!**

MUNSTERS

SEATTLE	21	34
CINCINNATI	21	34
BUFFALO	30	50
MIAMI	25	43
ATLANTA	23	39
COLUMBUS	NOT CLEARED	
PORTLAND, OREGON	22	37
SACRAMENTO-STOCKTON	27	44
CHARLESTON-HUNT.	20	31
TAMPA-ST. PETE.	NOT CLEARED	
DAYTON	30	52
ALBANY-SCH.-TROY	28	44
GRAND RAPIDS	30	45
SYRACUSE	29	45

CHARLOTTE	28	45
PROVIDENCE	26	42
LOUISVILLE	25	36
WILKES-BARRE	31	44
SAN DIEGO	27	41
TOLEDO	30	54
NORFOLK	26	46
AVERAGE	25	41
CENTRAL-MOUNTAIN TIME 6:30-7:00PM THURS.		
MARKET	RATING	SHARE
CHICAGO	23	43
ST. LOUIS	27	46
DALLAS-FT. WORTH	24	39
MINN.-ST. PAUL	23	40

MILWAUKEE	21	36
KANSAS CITY	18	33
HOUSTON	21	35
MEMPHIS	NOT CLEARED	
BIRMINGHAM	NOT CLEARED	
NASHVILLE	22	34
NEW ORLEANS	NOT CLEARED	
DENVER	NOT CLEARED	
OKLA. CITY	17	27
WICHITA	23	40
OMAHA	23	40
TULSA	23	38
SAN ANTONIO	20	37
AVERAGE	22	38

THE LATEST NATIONAL SWEEP (NSI NOV.'65)*

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mca**

*NIELSEN STATION INDEX (NSI) AUDIENCE
ESTIMATES, OCT. 14-27 AND NOV. 4-17 1965 REPORT. SUBJECT TO
QUALIFICATIONS DESCRIBED IN SAID REPORTS.

shareholder report.

New Picture ■ A rundown of ABC News accomplishments indicated ABC-TV's early evening news with Peter Jennings, by the end of the year, had achieved "the highest rating, longest station lineup and best sales record ever enjoyed by an ABC-TV news program."

ABC News' daily syndicated newsfilm service is being received by 80 affiliates.

The news division, which produced six documentaries on Vietnam during the year, now has its largest foreign bureau in Saigon where 23 men are stationed, including correspondents, cameramen and support personnel.

The ABC owned television stations also reported their most successful year ever with record revenues. The owned-TV stations carried over 2,000 editorials on 360 subjects during 1965. The six ABC owned radio properties broadcast 1,800 editorials covering 230 subjects.

The company's owned radio stations reported their best year in both audience and sales levels.

Worldwide Activity ■ ABC International, a separate company division that acts as buying agent and sales representative for foreign TV stations (the Worldvision group), now has affiliations with stations in 25 countries. During the year it added new stations in Chile, Colombia, Bermuda and Canada.

ABC Films enjoyed record sales of television programs domestically and abroad. The distribution division said *The Fugitive*, *Addams Family*, *Combat*, *Ben Casey*, and *Branded* are moving well in foreign markets.

ABC's movie theater business continued to expand in 1965. ABC disposed of 28 marginal theater properties and added seven, six of them new and located in suburban shopping areas. Construction is underway on 22 other theaters.

Four Star gross gains, but net turns to red ink

The up-and-down fortunes of Four Star Television were at an ebb with the close of the first six months of the current fiscal year, it was announced last week. Gross income showed a solid increase but a modest net income produced in the last corresponding period was turned to a net loss in the most recent 26 weeks.

Blame for the loss was placed on the "high amortization" rate of network series and on the soft performance turned in by Four Star's popular record subsidiary. Hoping to stem the tide, the Hollywood production and distribution company said it would discontinue the record operation.

Listed among the company's assets

that are and will generate substantial revenues for the third quarter, the announcement claimed, were 10 one-hour color programs called *Something Special*, already sold in 49 markets domestically; *Burke's Law*, which has so far chalked up about \$1 million in syndication sales and the introduction of 250 video-taped episodes of the *Winchell-Mahoney Show* into domestic syndication.

Four Star Television has one prime time series scheduled for network showing in the 1966-67 season. Its *Big Valley* series has been renewed by ABC-TV.

For the 26 weeks ended Dec. 25:

	1965	1964
Gross income	\$10,859,628	\$8,898,955
Net income (loss)	(192,359)	166,598

Avco has its best first quarter

Avco Corp., parent of Avco Broadcasting (formerly Crosley), had the best first quarter in its history. Net earnings and sales were ahead of last year's first period by 26%.

A statement issued last week said Avco Broadcasting had "increased profits" during the period.

Three months ended Feb. 28:

	1966	1965
Earned per share	\$0.54	\$0.43
Consolidated net sales	118,592,525	93,979,595
Net earnings	7,431,135	5,841,273
Shares outstanding	13,758,405	13,685,839

Reeves sets records for fifth time

Reeves Broadcasting Corp., owner of TV, radio and community antenna properties, reports revenues and profits at record levels in 1965. It was the company's fifth straight year of record sales and earnings.

Profits were up 40% and cash flow gained 27%. J. Drayton Hastie, president, said Reeves's earnings and sales in the first period of 1966 "are moving satisfactorily ahead" of last year's first quarter.

Year ended Dec. 31:

	1965	1964
Earned per share	\$0.28	0.20
Revenues	5,789,900	5,144,400
Net income*	449,600	318,100
Shares outstanding	1,605,707	1,561,360

*Exclusive of special credit of \$63,300.

Earnings up at Memorex

Growth by more than 50% of its overall business was reported by Memorex Corp., a Santa Clara, Calif., manufacturer of precision magnetic tape. Memorex Corp.'s per share earnings represented a 30% increase

over the previous year with net sales up 63%. But the ratio of net profit to sales of 10.2% in 1965 declined from the 12.5% recorded in 1964.

For year ended Dec. 31:

	1965	1964
Earnings per share	\$1.35	\$1.04
Net sales	13,099,000	8,042,000
Net income	1,331,000	1,002,000

MCA hits record; to merge subsidiaries

MCA Inc. achieved the highest gross and net income in its history in 1965, Jules C. Stein, board chairman, announced last Thursday (March 24).

Consolidated net income for MCA rose by more than \$1.5 million and gross income by more than \$3 million last year, according to Mr. Stein.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$3.31	\$3.01
Consolidated net income	16,235,000	14,761,000
Gross income	199,915,000	196,517,000

At the same time Mr. Stein, who is also board chairman of MCA's wholly owned subsidiary, Universal City Studios Inc., announced that a plan has been adopted for merging Universal Pictures Co. into Universal City Studios Inc. The merger will be effected on March 25, 1966, and will make Universal Pictures a subsidiary of Universal City Studios Inc.

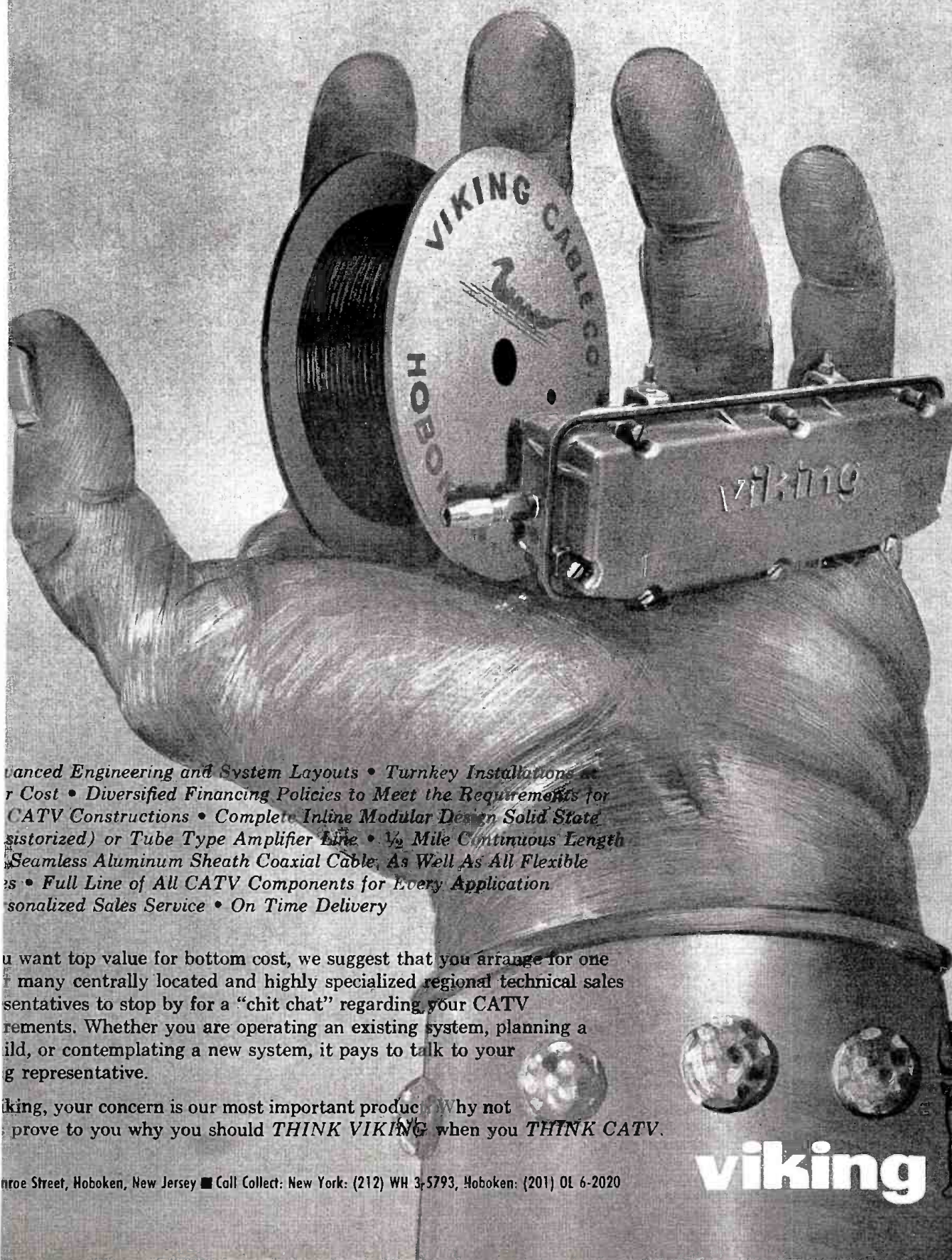
Universal City Studios Inc. will pay shareholders of Universal Pictures \$75 per share for each share of Universal stock. The merger will not affect the dividend declared by the board of directors of Universal Pictures for the first quarter of 1966, Mr. Stein said.

A separate report from Universal Pictures showed that for the fiscal year ended Jan. 1, 1966, consolidated net earnings amounted to \$6,748,570, equal to \$8.02 a share, as against earnings of \$5,341,818, equal to \$6.32 a share in the fiscal year ended Jan. 2, 1965. In both fiscal years, shares in the treasury of the company were excluded.

MGM still considers move

Metro-Goldwyn-Mayer Inc., Culver City, Calif., last week exercised another two-month extension of an option to buy 1,500 acres west of Thousand Oaks, some 40 miles from downtown Los Angeles. The land may be used for relocation of the production company's film studios. The extension will give MGM until June 30 to decide whether to buy the property from the Janss Corp. for a reported \$8 million. The new studio would cost \$30 million. According to Roger Mayer, assistant to the vice president and general manager of the studio, MGM needs more time to complete a site feasibility report.

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SEC's February report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for February (all common stock unless otherwise indicated):

ABC Inc.—James C. Hagerty exercised option on 1,327 shares, giving total of 3,979.

Avco Corp.—John Mihalic Jr. exercised option on 4,000 shares, giving total of 12,100. Richard W. Yantis acquired 4,000 shares in exchange for 4,000 shares of Delta Acceptance Corp. Ltd. Common (acquired through the exercise of an option on Jan. 6), giving total of 10,400, plus 50,175 beneficially held through Mardic Ltd. account.

Boston Herald-Traveler—Harold E. Clancy sold 614 shares and exercised option on 5,000 shares, giving total of 5,000.

Capital Cities Broadcasting Corp.—J. P. Dougherty sold 600 shares, leaving 4,400. Following exercised stock options: Robert W. Celles, 125, giving total of 375; Jack W. Lee, 1,000, giving total of 1,200.

CBS—Lewis Gordon exercised option on 1,035 shares, giving total of 14,538.

Cowles Communications—Gilbert C. Maurer acquired 1,000 shares, giving total of 4,000. Marvin C. Whatmore acquired 25,000 shares in private transaction, giving total of 126,000. John L.

Weinberg acquired 8,304 shares and sold 9,245 shares, leaving 352 shares on beneficially held Goldman Sachs & Co. trading account.

Crowell Collier & Macmillan Inc.—John Boe sold 4,919 shares, leaving 230, and sold 81 shares on beneficial account held jointly with wife, leaving 32. John M. MacDonald exercised option on 503 shares, giving total of 503.

Filmways Inc.—Lee Moselle exercised option on 6,128 shares, giving total of 19,434.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, acquired 2,110 shares and sold 1,885 shares, giving total of 253 on beneficial account of Paine Webber Jackson & Curtis.

MPO Videotronics Inc.—Arnold Kaiser acquired 5,936 shares through exchange or conversion and sold 200 shares, giving total of 41,105 class A shares, plus 20 shares held beneficially as custodian. Mr. Kaiser also sold 5,936 class B shares through exchange or conversion, leaving none.

Metromedia Inc.—Richard L. Geismar exercised option on 3,000 shares, giving total of 6,300, plus 100 held beneficially with wife.

National General Corp.—Lloyd Drexler holding 11,856 shares personally, sold 7,300 shares on beneficial account of N. Illinois Steel, leaving none. Seymour F. Simon acquired 200 shares, giving total of 1,404, plus 104 held beneficially with wife and 2,521 shares on beneficial account of L&S Associated. Nathan Kates acquired 6,480 10-year warrants for common, giving total of 69,133; Irving H. Levin acquired 6,480 10-year warrants for common, giving total of 20,358.

National Video Corp.—Joseph Gross-

man sold 10,000 shares, leaving 10,000.

Official Films Inc.—Louis C. Lerner acquired 1,635 shares, giving total of 548,000, plus 850,000 shares on beneficial account of Victoria Investment Co. Ltd. and 25,000 shares on beneficially held Lerner & Co. investment account. Mr. Lerner also acquired 500 shares and sold 1,300 shares on beneficially held Lerner & Co. trading account, leaving 48,500.

RCA—Frank M. Folsom acquired 210 shares in compensation and sold 100 shares, giving total of 33,349. Frank Sleeter sold 2,156 shares, leaving 1,560.

Reeves Broadcasting—Thomas J. Stevenson Jr. sold 27,400 shares in registered offerings, leaving 17,600 on beneficially held corporation account.

Rollins Inc.—John W. Rollins sold 500 shares of class B common, leaving 500, 350. O. Wayne Rollins sold 2,400 shares of class B common, leaving 1,513,000.

Screen Gems—Donald S. Stralem, holding 1,498 shares personally, sold 1,400 shares on beneficially held trusts, leaving 13,712.

Seven Arts Productions—Herbert Allen acquired 15,000 shares, giving total of 15,100. Samuel H. Haims sold 4,000 shares, leaving 6,000. Ray Stark acquired 11,500 shares from issuer under an agreement dated Feb. 15, 1961, giving total of 131,906.

Storer Broadcasting Co.—George Hagarty acquired 2,000 shares, giving total of 4,000. William E. Rine sold 200 shares, leaving 26,800.

Taft Broadcasting—W. H. Hansher sold 900 shares, leaving 1,035. Lawrence H. Rogers sold 1,177 shares, leaving 10,456. Robert C. Wiegand sold 200 shares, leaving 2,125.

Warner Bros. enters cosmetic field

The diversification wheels at Warner Brothers Pictures Inc., Burbank, Calif., which already have spun the film production company into the area of community antenna TV operations, took another and surprising turn last week. Jack L. Warner, president of the company, revealed that a new wholly owned subsidiary, as yet unnamed, has been formed to produce and market a line of cosmetics.

Mr. Warner said the film company

will invest about \$1 million in the project initially and will either build or purchase production facilities. The cosmetics lines will largely consist of products developed at Warner Brothers' motion picture studios cosmetics laboratory during the last 20 years.

"They've been used by hundreds of stars, male and female," Mr. Warner said.

The corporate organization of the subsidiary will be headed by E. L. DePatie, vice president and studio general manager, as president. Gordon Bau, head of the studio's makeup department, will be vice president in

charge of creating and producing the cosmetics. Test marketing is scheduled to start within the next 60 days.

Warner Bros. three months ago announced establishment of Warner Bros. TV Services Inc., a subsidiary to construct, own and operate CATV systems in California (BROADCASTING, Dec. 27, 1965).

Color sales help Zenith to new record

Record sales and earnings marked the financial picture at Zenith Radio Corp., Chicago, for 1965. All-time record sales were achieved for both black-and-white and color television receivers. Consolidated net income rose 38% over the previous year and consolidated net sales were 30% above the previous record reported for 1964.

Combined color and black-and-white set sales exceeded two million units. Joseph S. Wright, president, reported that color television made the greatest contribution to the increased sales volume in 1965.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$3.59	\$2.61
Net sales	470,503,000	362,314,000
Income before federal income taxes	64,453,000	48,383,000
Net income	33,553,000	24,283,000

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Look for the “BIG” Black Tube

*for sharpest
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This is the camera with all the wanted new features that contribute to the finest color reproduction ever offered: Superb, specular response to avoid reflected light “explosions.” Highest sensitivity to the complete range of color . . . from vivid reds to coolest blues, assuring color fidelity. Self-correcting circuits permit operation for days without picture deterioration. Transistorization for top reliability. Modular design for highest performance and easy maintenance.

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CAB head charges Fowler foul-up

Pouliot tells convention that study has unfair implications; Pickersgill: 'czar' talk far-fetched

The chasm that exists between Canadian government and industry about the Fowler Report widened a little more last week at the opening of the Canadian Association of Broadcasters annual convention.

More than 500 delegates registered for the March 21-23 sessions in Montreal, approximately 200 more registrants than usual.

In a scathing attack on the Fowler report, currently under study by a cabinet committee and, which calls for reorganization of the Board of Broadcast Governors, a communications czar and a reduction in the number of U.S. programs carried on privately owned Canadian TV stations, Jean Pouliot, CAB president defended programing aimed at maximum audiences. "The implication [of the report]," he maintained, "seems to be that if the public likes a show it must be bad."

He called the section of the report criticizing the privately owned stations for mass-appeal programs, "an insult to the taste of the Canadian public. I maintain that the people who vote on programs by tuning a channel are the same people who vote on election day. According to the Fowler theory, the way to get better representation in Parliament would be to elect [members] who get the least votes."

Voluntary Aim ■ J. W. Pickersgill, Department of Transport minister, said the purpose of greater control is "to make sure that our broadcasting is and remains Canadian. . . . We don't want to impose these things. We want them to be done voluntarily."

Mr. Pickersgill felt talk of a broadcasting czar might be far-fetched. "I don't think any one man is going to tell us how broadcasting could be run effectively in our country."

Dr. Andrew Stewart, chairman of the BBG, agreed that something will be done about the percentage of Canadian programs on the air. However, he did not say if the CTV Network stations would be made to live up their

promises given in their applications to operate in cities already served by the Canadian Broadcasting Corp.

Mr. Pouliot, agreeing that some promises were made that today seem "exaggerated and impossible to fulfill," felt any blame put on the stations must be shared by the BBG. The BBG members, he charged, did not have the experience to pass judgment on the value and feasibility of the promises. He maintained that the stations should at least be given credit for trying to live up their promises.

Government Shackles ■ Government restriction on the private stations was also hit by J. Lyman Potts, CFRB Toronto and CJAD Montreal. He received an award for developing the Canadian Talent Library of recordings for stations.

In his acceptance speech, Mr. Potts noted that broadcasters have been criticized by government and civic groups for failing to support Canadian talent. "But these critics," he said, have failed to consider "the regulations, which for so many years have shackled Canadian broadcasters and prevented them from doing many of the fine things that were done by the publicly owned [CBC] system."

Officers were elected at last Wednesday's meeting. Jean Pouliot of CFMT-TV North Bay, Ont., and CKMI-TV Quebec City, Que. was re-elected to serve one more year as CAB president. S. C. Ritchie of CKLW Windsor, Ont.-Detroit, was named vice president for radio, succeeding Don Jamieson of CJON St. John's, Nfld. J. R. Peters of CHAN-TV Vancouver, B. C., and CHEK-TV Victoria, B. C. was re-elected vice president for television.

The board of directors for the coming year will be as follows:

Atlantic region: F. A. Lynds, CKCW Moncton; J. T. H. Fenety, CFNB Fredericton; and George Cromwell, CHSJ St. John; all New Brunswick.

French language: Aurele Pelletier, CHRC Quebec City, Que.; Mr. Pouliot;



Papa Doc talks

Papa Doc Duvalier, Haiti's "president for life," seldom grants interviews and hardly ever in English. At least that was his reputation with newsmen who preceded Ralph Renick to the island.

But the WTVJ (TV) Miami news vice president rounded up a crew, equipped with a Sylvania all-transistorized camera, and a mobile Ampex Videotape recorder as well as sound-on-film gear, and headed for Haiti.

He simply asked dictator Duvalier for a short test conversation for demonstration purposes. And, according to WTVJ, the Haitian leader was so pleased with the results that he allowed the whole conversation to be recorded in English.

Mr. Renick's coup was used March 22 as "Haiti—Papa Doc Duvalier and His People" on the station's hour documentary series, *FYI—For Your Information*.

Conrad Lavigne, CFCL Timmins, Ont.; Raymond Crepault, CJMS Montreal.

Central Canada: John L. Moore, CHLO St. Thomas, Ont.; Gordon Keeble, CTV network, Toronto; Frank Murray, CJBQ Belleville, Ont.; W. D. McGregor, CKCO-TV Kitchener, Ont.; Mr. Ritchie.

Prairies: H. A. Crittenden, CKCK-TV Regina, Sask.; Stuart Craig, CKX Brandon, Man.; William Stovin, CKOM Saskatoon, Sask.; Orville Kope, CHAT Medicine Hat, Alberta.

Pacific: Mr. Peters, Murdo MacLachlan, CHWK Chilliwack, B.C.; W. A. Speers, CKWX Vancouver, B.C.



A company
is known
by the people
it keeps...

the people at *FAN\$*[®]
are worth knowing

**CONVENTION HOSPITALITY
SUITE 918A CONRAD HILTON HOTEL**

FAN\$[®] INC.

KELO-LAND NEWS CAMERAS GO AROUND THE WORLD



DATELINE: CHU LAI

KELO-LAND TV staffer on news assignment at U.S. Marine base 50 miles south of Da-Nang, Vietnam.

Local programming, the KELO-LAND way, knows no geographic boundaries. A Pipestone County boy in Vietnam . . . a senator from South Dakota addressing a World Food for Peace conference in Rome . . . other KELO-LAND homeowners on the go in Tokyo, London, Paris. On-the-spot film recordings by KELO-LAND TV's own cameras give global news events special meaning to viewers. We winged a staffer around the world to get them.

*KELO-LAND TV staffer is Joe Floyd, president, Midcontinent Broadcasting Co.

CBS ABC

kelo-land tv

KELO-tv • KDLO-tv • KPLO-tv (Interconnected)

Evans Nord, Exec. Vice Pres. & Gen. Mgr.
Larry Bentson, Vice-President
General Offices: Sioux Falls, S.D.

Represented nationally by H-R

122 (INTERNATIONAL)



Lady Bird welcomes foreign broadcasters

Mrs. Lyndon B. Johnson (seated r) was hostess at the White House to a group of top officers of the American Women in Radio and Television and five women broadcasters from Kuwait, West Germany, Cameroon, Chile and Turkey. The women had just arrived in the U. S. for a 60-day tour of 27 U. S. cities where they will observe American broadcasting.

The tour is sponsored by the AWRT Educational Foundation and the U. S. State Department. Mrs.

Johnson is honorary chairman of the foundations international program.

AWRT officers accompanying the visitors included: (standing, l to r): Fran Neiman, Voice of America, Washington, chairman of the project; Julie Chase, WTAG Worcester, Mass., national president-elect of AWRT; (seated, l to r): Dora Cosse, Dora Clayton Agency, Atlanta, AWRT president, and Dr. Margaret Mary Kearney, WCAU-TV Philadelphia, chairman of the AWRT foundation.

Stanton underscores stand on war news

Dr. Frank Stanton, president of CBS Inc., carried a message to Canada last week that he had delivered earlier in the U. S.: Television coverage of the war in Vietnam must be forthright and must include both the good and unpleasant news (BROADCASTING, Jan. 31).

He told a meeting of the Canadian Broadcast Executives Society, held coincident with the Canadian Association of Broadcasters annual convention in Montreal (see page 120) that honest reporting of unpleasant facts has resulted in adverse reactions from both the public and from Washington. But he stressed that it is the responsibility of the broadcasting industry to report

events in Vietnam fully, accurately and forthrightly and analyze their meaning candidly and decisively.

Dr. Stanton showed a film assembled from CBS News clips that he said illustrated the kind of coverage he was defending and seeking in Vietnam.

Woroner and Australian firm enter exchange

Woroner Productions, Miami radio syndication firm, and Alan Dean Enterprises, Sydney, Australia, have signed an exchange agreement. Woroner will become exclusive sales agent in North America for the Dean musical productions and Dean will take over sales of Woroner feature programs in the

BROADCASTING, March 28, 1966

what has 4 legs, a shotgun, and really swings? (In Flaming Color)

My Friend Flicka

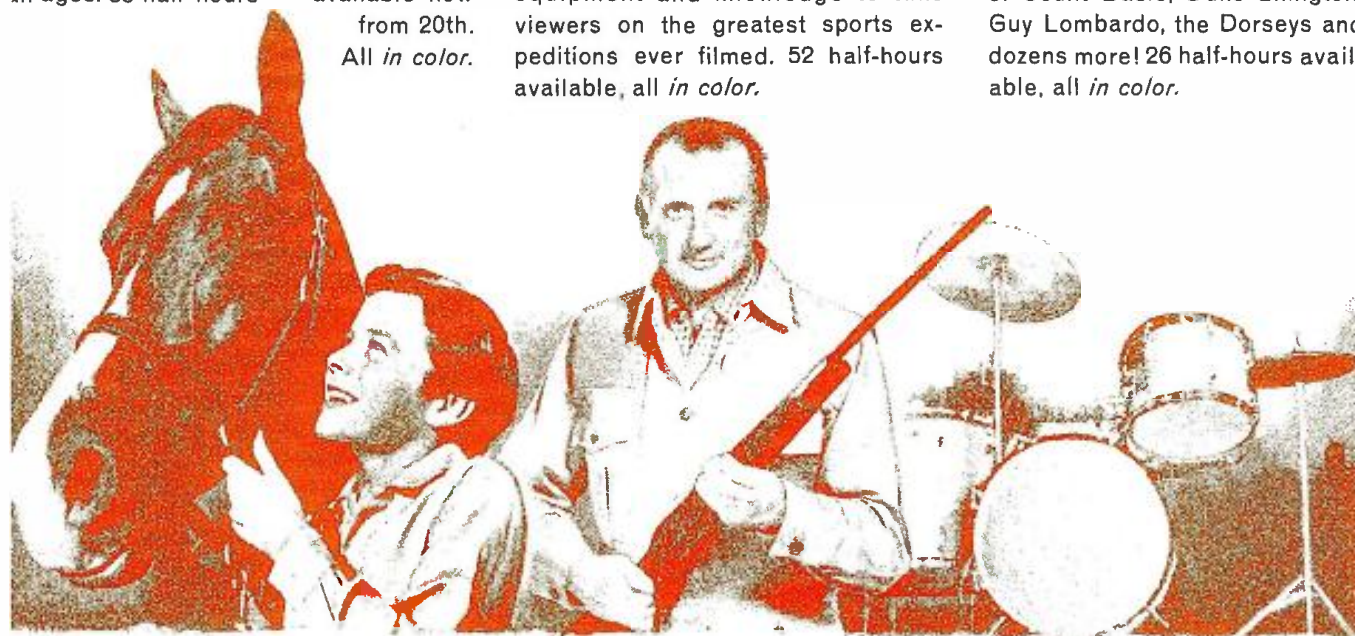
has 4 legs, plus an unequalled appeal for all ages. 39 half-hours available now from 20th. All *in color*.

Jim Thomas—Outdoors

has a shotgun, fishing reel and all the equipment and knowledge to take viewers on the greatest sports expeditions ever filmed. 52 half-hours available, all *in color*.

The Big Bands

really swing, with the great sounds of Count Basie, Duke Ellington, Guy Lombardo, the Dorseys and dozens more! 26 half-hours available, all *in color*.



THREE BIG NEW ONES FROM 20th

plus these other winners:

JOEIE GILLIS
ADVENTURES IN PARADISE
BUS STOP
FOLLOW THE SUN
HONG KONG
FIVE FINGERS
CRUSADE IN EUROPE
ANATOMY OF CRIME
THE WAR TO END ALL WARS

147 half-hours
91 hours
25 hours
30 hours
26 hours
16 hours
26 half-hours
1 hour special
1 hour special

AT THE NAB CONVENTION

MARCH 27-30:

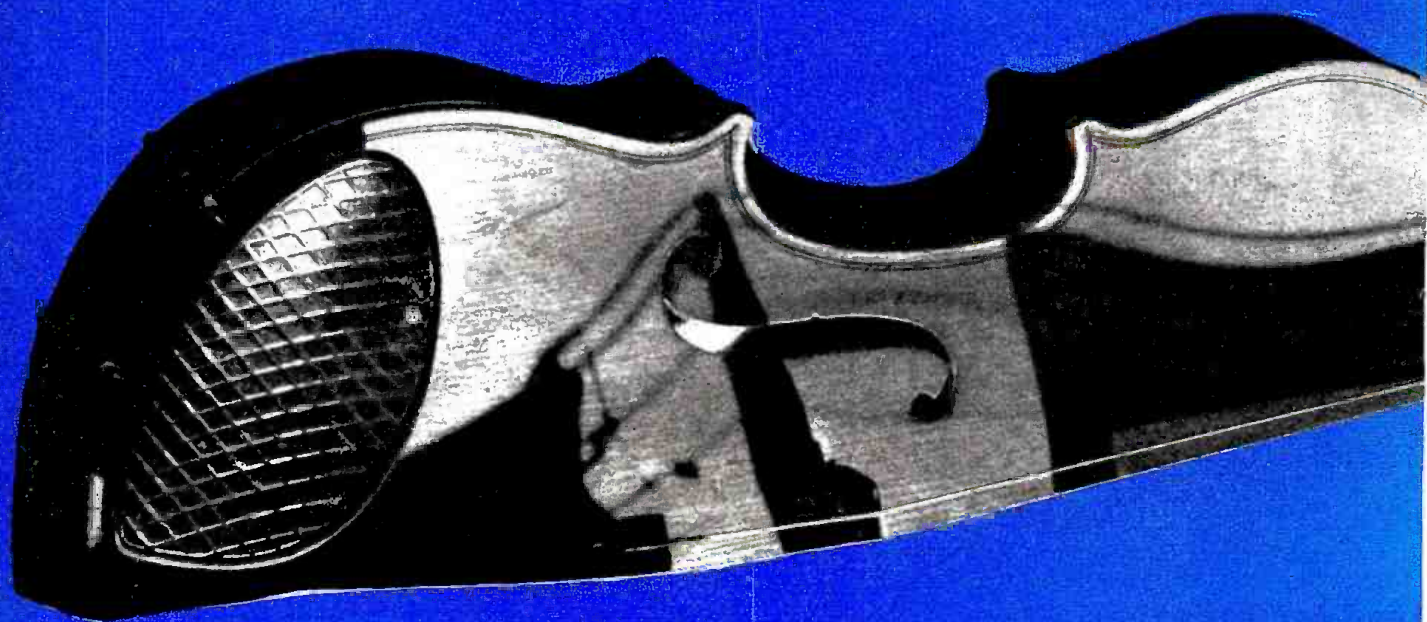
**VISIT 20th AT THE CONRAD HILTON,
SUITE 512A-513A.**

**LEARN ABOUT THE FREE TRIP
YOU CAN WIN TO
FABULOUS BALL LAKE!**



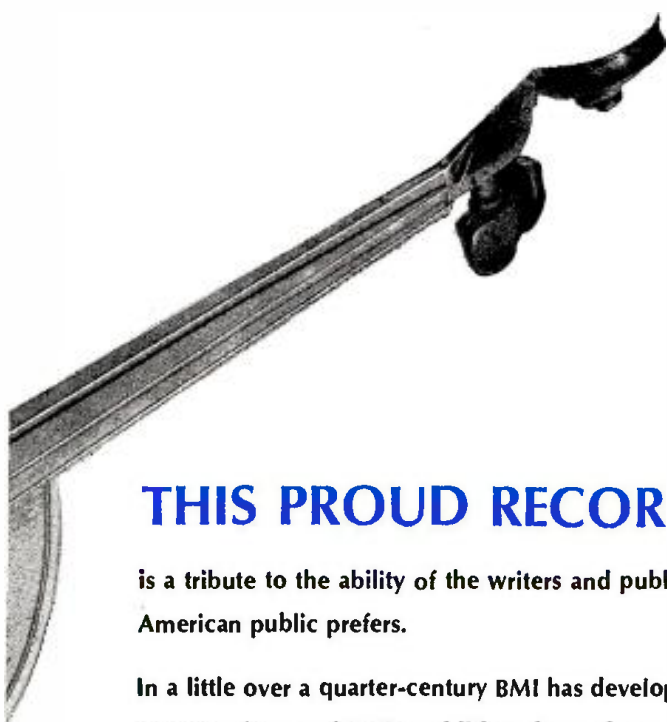
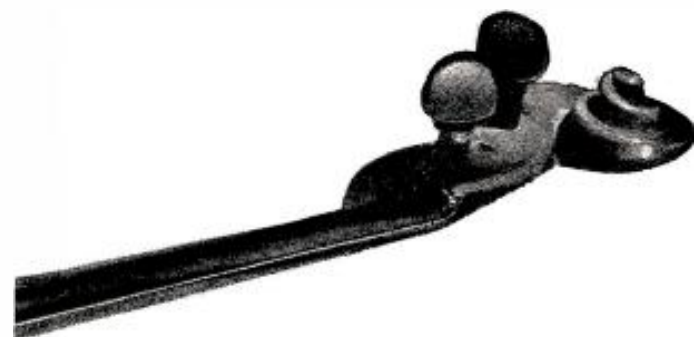
Associate Members of
National Association of Broadcasters





**ALMOST HALF OF ALL THE MUSIC
PERFORMED ON RADIO
IS LICENSED BY BMI**





THIS PROUD RECORD OF ACHIEVEMENT

is a tribute to the ability of the writers and publishers affiliated with BMI to create the music the American public prefers.

In a little over a quarter-century BMI has developed an organization through which more than 10,000 writers and 7,000 publishers have chosen to license their music for public performance. And their number is increased every day.

As a result of the opportunity that BMI has continued to provide during the years since its birth there has been a continuing process of diversification, growth and democratization in American music. New talents have found an audience. New music has been able to gain a hearing. New vitality has been brought to traditional forms of music.

The result is today's many worlds of music to which both music users and the public have unlimited access, and from which they both draw in a manner without precedent in the history of American music.



ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.

BROADCAST MUSIC, INC.

WVON and WDSM^{-FM}

BERNARD HOWARD & CO.,
Representatives

SEE YOU
AT THE
NAB
CONVENTION
IN OUR
ESSEX INN
HOSPITALITY SUITE

Seeing
Spots?

Hearing
Spots?

BLAME
DORA-CLAYTON
THEY ARE
PROBABLY
RESPONSIBLE

18
Years of
Service,
Selling!

720
CARNEGIE
BLDG.
ATLANTA, GA.

TEL. NO. 404
525-7841

Pacific area.

Murry Woroner, president of the Miami company, also announced expansion of commercial production service with the original music tracks for more than 200 commercials to be made available to stations for local or regional advertisers.

Voice tracks will be added in Miami to provide a complete custom service for commercial jingles.

Red's shortwave originations go up

Communist broadcasts in 75 different languages increased by some 10% during 1965 to a new weekly record of 4,901 hours, according to the U. S. Information Agency.

The report states that Africa is the target of the largest percentage increase (17%), with the bulk of the messages beamed in from Russia, Cuba and Eastern Europe.

Castro's Cuba and North Korea showed the highest gains in foreign broadcasting originations last year, accounting for almost half of the increase. But Albania had the largest percentage increase, 63%, although its total is only 154 hours weekly. Cuba and North Korea increased their weekly hours of broadcasting by 104 and 91 hours, respectively, of a total increase of 425 weekly hours for all Communist countries.

In clandestine radio operations, Communist nations have not increased their efforts too much. However, in Vietnam, it is assumed by USIA that Radio Liberation has doubled its weekly broadcast to about 67 hours weekly. The agency thinks that Radio Liberation is located in North Vietnam.

A fact not widely known revealed in the report is that, although the bulk of the broadcasts are beamed at free nations, Red China now transmits approximately 105 hours weekly—10% of its total international broadcasts—toward the Soviet Union in various Russian-language programs.

At the year end, USIA reports, Communist nations had only picked up two new languages and had dropped one, for a total gain of one new language for the year.

Following Africa, the areas receiving the most attention were Eastern Europe with a 15% increase; and the Arab world which received an increase of some 13% (mainly attributable to Cuba). Western Europe and Latin America showed the smallest increases with 6% and 7% respectively.

Learning about life

Learning it on streets is out; children now learn about sex from radio—at least in Britain.

British Broadcasting Corp. prepared a frank 20-minute radio show on the facts of life for school children aged 13 to 15. The program, entitled *Starting a Family*, features talk on "The process of human mating" by Dr. James Tanner, head of the Department of Child Growth and Development at a London hospital.

The program and accompanying booklet were previewed on March 17 to teachers who were asked to record it and then decide on its suitability for their students to hear the next day.

Private Canadian network on BBG agenda

The application of Ken Soble, president-general manager of CHCH-TV Hamilton, Ont., to establish a private TV network in Canada heads the agenda when the Broadcast Board of Governors meets April 26 in Ottawa.

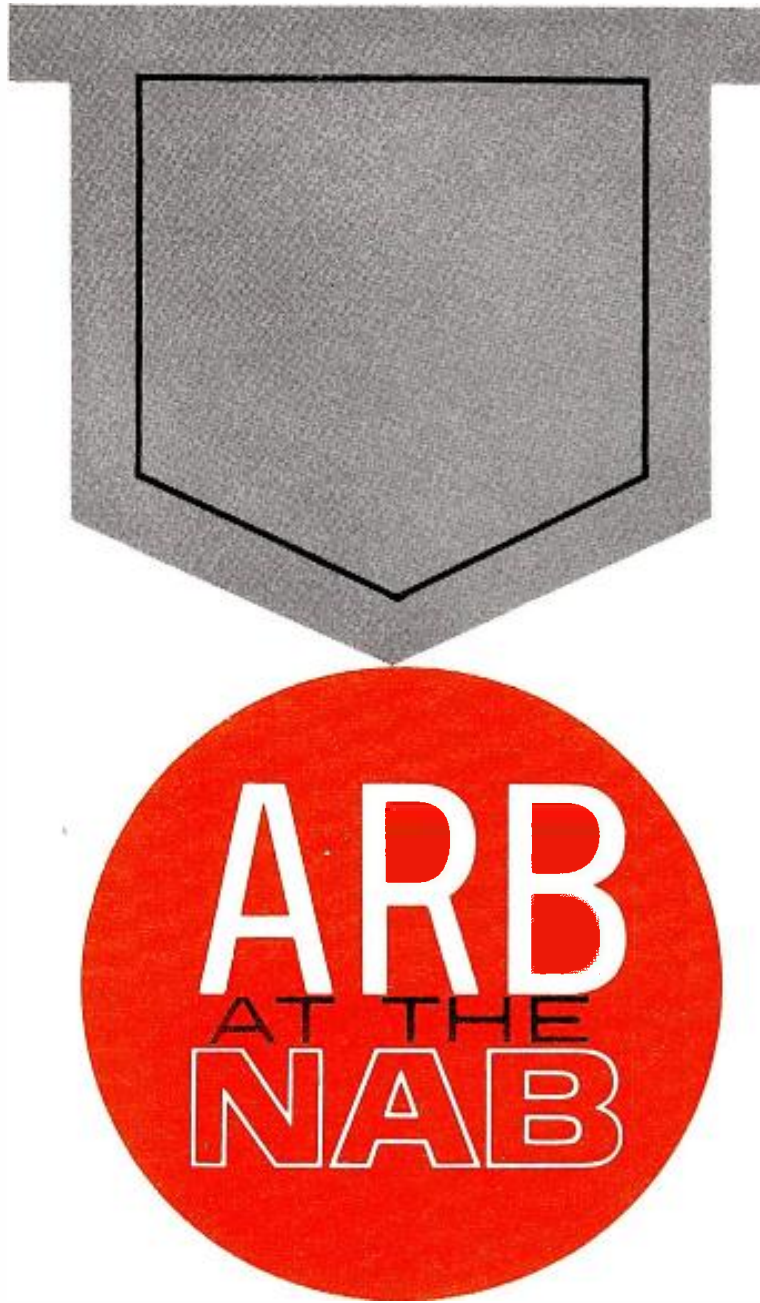
Mr. Soble recently failed in an attempt to delay BBG approval of the sale of the existing CTV Network to its affiliates (BROADCASTING, March 21).

In the pending proposal, Mr. Soble said he would share ownership of the network with Power Corp. of Canada.

Abroad in brief . . .

Centennial agencies ■ Three agencies have been selected to handle the 1967 Canadian Centennial. They are Vickers and Benson Ltd., MacLaren Advertising Co. Ltd., both Toronto, and L'Agence Canadienne de Publicite Ltee, Montreal. The Centennial Commission and Government Travel Bureau plan to spend \$2.5 million by the end of 1967.

Business calls ■ Theater Network Television, New York, has formed a division to program around-the-world business conferences via closed circuit TV. The division will provide world management and group sales communications by using microwave links, telephone lines and satellite communications. Mark Foster, formerly vice president for business development at Radio New York Worldwide (shortwave station WRUL) will head the new division with offices in New York.



You are cordially invited to visit the American Research Bureau suite during the 44th Annual NAB Convention in Chicago. Drop by and see the full dimension of profit-building research for television and radio station management . . . research that helps you plan, program and sell better than ever before. Suite 605, Conrad Hilton. March 27, 28, 29 and 30. See you there.

AMERICAN RESEARCH BUREAU

Nielsen accuses ratings fixer

Rex Sparger, ex-investigator for Oren Harris, charged with attempt to inflate Channing audience—but still a mystery: Who paid for the job?

Rex Sparger, former investigator for a House subcommittee that investigated audience measurement services, was accused last week of attempting to rig the national Nielsen ratings in favor of a Carol Channing special on CBS-TV.

The accusation was made in a suit filed against Mr. Sparger by the A. C. Nielsen Co. in federal court in Oklahoma City, where Mr. Sparger is said to reside.

The complaint asserted that Mr. Sparger had admitted to Nielsen representatives that he had attempted to

inflate the Channing ratings by inducing certain families in the Nielsen national sample to tune to that show.

But left unanswered in the suit were such really provocative questions as these:

Why did Mr. Sparger do it?

Who if anyone hired him to do it?

Did he do it on behalf of any other shows?

If the secrecy of the Nielsen sample has been compromised, have other rating services been victimized by similar tampering?

Served Under Harris ■ The Nielsen suit alleged that Mr. Sparger learned how to rig ratings while serving on the staff of the House Commerce Committee's Subcommittee on Investigations. Both the committee and subcommittee were under the chairmanship of Representative Oren Harris (D-Ark.) who resigned earlier this year to become a federal judge in Arkansas.

An attempt was made to reach Judge Harris for comment last Thursday after the suit was filed, but it failed.

The Nielsen company emphasized that it had cooperated with Mr. Sparger in his work for the subcommittee.

"In the course of such investigation," the complaint said, "defendant Sparger learned that through various means he could discover the locations of a sufficient number of homes in plaintiff's samples to enable him to exert influence on such homes and thus affect the results of plaintiff's measurements." The complaint added that Mr. Sparger "concluded that it would be possible to obtain substantial sums of money for exerting such influence on behalf of interested parties."

Nielsen charged that Mr. Sparger caused to be mailed to 58 Nielsen homes in Ohio and Pennsylvania a questionnaire designed to influence them to watch *An Evening with Carol Channing* on CBS-TV at 8:30-9:30 p.m. last Feb. 18. Enclosed with each questionnaire was \$3. An additional \$5 was promised to anyone who completed and returned a questionnaire. The key question required viewing of the whole Channing show to provide the answers.

Cut Out Homes ■ After discovery of the tampering, the Nielsen company excluded the 58 homes from its tabulation for the evening of Feb. 18. "Because each member of plaintiff's sample is carefully selected," according to the Nielsen suit, "the acts of the defendant Sparger rendered plaintiff's audience measurement reports of the evening of Feb. 18, 1966, less accurate than those based upon the entire sample."

Here are the national Nielsen ratings, as corrected to eliminate the contaminated homes, for the Channing program



Rex Sparger (seated) with his friend Robert E. L. Richardson when both were serving as staff members of the House Commerce Committee's Subcommittee on Investigations. Both committees were under the chairmanship of Representative Oren Harris

(D-Ark.) who resigned earlier this year to become a federal judge in Arkansas. Mr. Sparger is said to have retained Mr. Richardson as his lawyer in preliminaries to the \$1.5 million suit filed against him last week by the A. C. Nielsen Co.

Worldvision's world is too big to ignore.



CANADA MEXICO JAPAN
GUATEMALA EL SALVADOR
HONDURAS NICARAGUA HAITI
COSTA RICA PANAMA VENEZUELA
ECUADOR BRAZIL COLOMBIA
ARGENTINA LEBANON CHILE
DOMINICAN REPUBLIC IRAN
PHILIPPINES AUSTRALIA OKINAWA
NETHERLANDS ANTILLES
BERMUDA NIGERIA

And it's getting bigger. Because more and more international advertisers have discovered Worldvision's world of TV stations in 25 countries on 5 continents.

Worldvision is now the largest international TV sales medium. The right program, at the right time, can carry your message to more than 90 million viewers around the globe. One market or many, if you sell overseas get the facts on Worldvision's flexibility. Write or call:

ABC International Television, Inc.

1330 Avenue of the Americas, New York, N. Y. 10019

212 LT 1-7777



and its opposition:

At 8:30-9 p.m.: *The Addams Family* on ABC, 21.6; Carol Channing on CBS, 27.7; Sammy Davis Jr. on NBC, 9.7. At 9-9:30 p.m.: *Honey West* on ABC, 19.4; Channing, 28.1; Davis, 11.6.

Here is how the national Arbitrons, a coincidental telephone survey conducted by the American Research Bureau, rated the same programs:

At 8:30-9 p.m.: *The Addams Family*, 13.2; Carol Channing, 23.4, and Sammy Davis Jr., 10.7. At 9-9:30 p.m.: *Honey West*, 14.6; Channing, 26.2; Davis, 10.6.

An Evening with Carol Channing, or *How You Can Watch Television Without Being Plugged In* was sponsored by General Foods, with which Miss Channing has a long-term, exclusive television contract, through Young & Rubicam, New York. It was produced by Tandem Productions (Bud Yorkin-Norman Lear) in association with Charles Lowe Productions Inc. Mr. Lowe, who is Miss Channing's husband, was executive producer. The producer-director was Mr. Yorkin. Other stars on the program were George Burns and David McCallum. Miss Channing's agent is William Morris.

Mr. Sparger, a onetime member of the Oklahoma legislature, joined the Harris subcommittee staff as a protege of House Majority Leader Carl Albert

(D-Okla.). He worked on the ratings investigation from the fall of 1961 until April 1963 when he resigned, assertedly on doctor's orders, to return to Oklahoma.

Joined Sindlinger ■ In October 1963 Mr. Sparger joined Sindlinger & Co., a Philadelphia-based audience research firm, as West Coast sales representative. A few months later that connection was severed, and Mr. Sparger announced he was teaming up with Gene McCabe, a former employee of Bill Burrud Enterprises, a Hollywood production firm (see story page 140), to form Sparger & McCabe which intended to engage in program production and in management consulting, with offices in Los Angeles.

Some time later Mr. Sparger reportedly returned to Oklahoma City. Efforts to reach him there had been fruitless at the time this story went to press.

In recent weeks Mr. Sparger is said to have retained as his lawyer Robert E. L. Richardson, who was associate counsel of the House Subcommittee on Investigations when Mr. Sparger was on the subcommittee's staff. Mr. Richardson left the government in September 1963 to open a law practice in Weatherford, Okla. At the same time he signed a contract to counsel the Gordon McLendon radio-station group on its use of ratings. Mr. Richardson is now on

the faculty of the law school at the University of Oklahoma in Norman.

The Nielsen suit filed last week against Mr. Sparger asked damages of \$1.5 million — \$500,000 for punitive damages and \$1 million for the "impairment of confidence in the accuracy of the measurement service and the security of the sample" and for such expenses as changing the sample to get rid of the compromised homes.

The suit also asked the court to order Mr. Sparger to give Nielsen all his records of Nielsen homes and to enjoin him permanently from disclosing further information about the Nielsen sample or his methods of obtaining knowledge of it. A further injunction was asked against Mr. Sparger's "disclosing to others the names of any present or former employees of plaintiff who might be able to identify [members of the Nielsen sample] or from influencing such employees in any way so as to cause them to identify such persons to others."

The court was also asked to order Mr. Sparger to identify to Nielsen anyone associated with him "in, or paying any part of the costs involved in, his attempt to influence plaintiff's sample." Nielsen said it would turn that information over to the FCC and Federal Trade Commission.

A copy of the questionnaire that was allegedly sent to the 58 Nielsen homes by Mr. Sparger was attached to the Nielsen complaint. It consisted of one page of instructions and two pages of detailed questions, many of them having nothing to do with the Carol Channing show.

The instructions were signed by "Thomas J. McMasters, Project Director." According to the complaint, a return envelope bore a New York address, "the use of which had been obtained by defendant Sparger."

Hush Hush Project ■ Respondents were asked to keep their work secret. "Because of the nature of competition in advertising," the instructions read, "we ask that you not divulge your participation or the contents of the questionnaire to other than your immediate family."

Part I of the questionnaire asked respondents about magazine and newspaper reading, what television shows they viewed regularly, what television commercials they liked or disliked, what outdoor billboards they recalled, which, among a list of 30 products, they had purchased in the past six weeks, and "what is your favorite color?"

Part II read as follows: "The following questions relate to the specific television commercials to be telecast in the context of the Carol Channing special scheduled for Friday night, Feb. 18. The commercials will appear between 8:30 and 9:30 p.m., eastern standard time, on the CBS television

Contact WSM's Robert E. Cooper

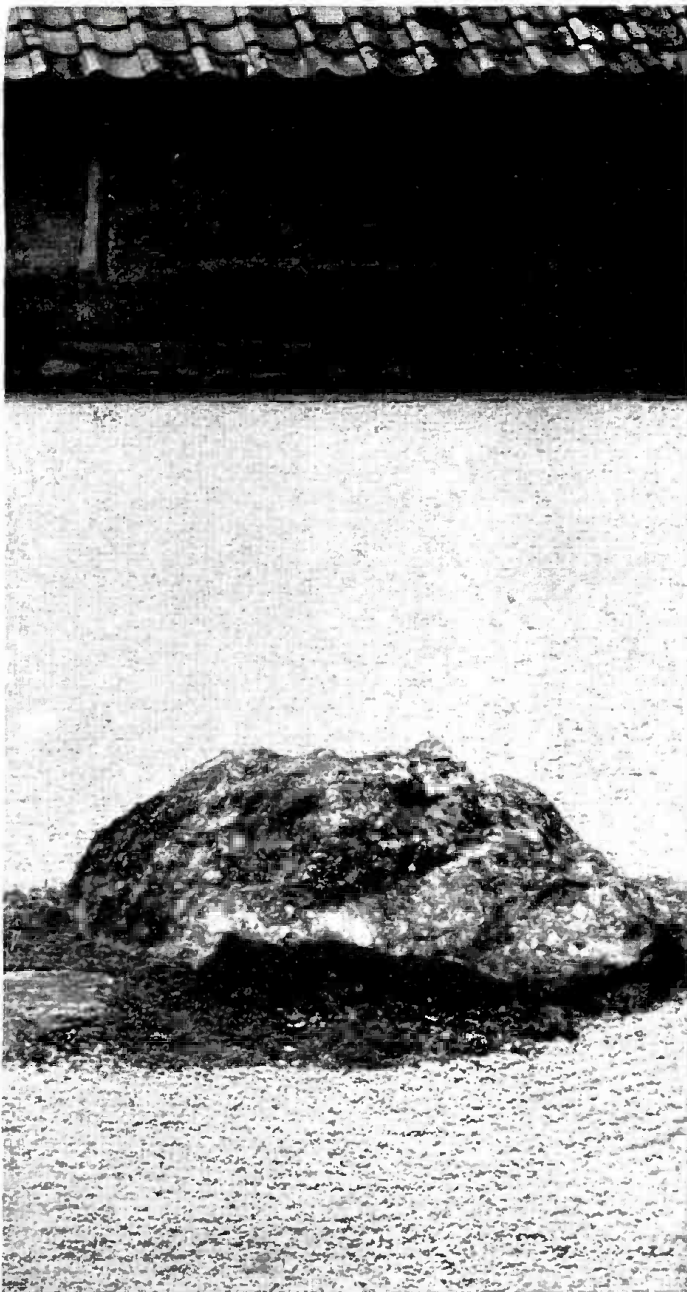
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GRAND OLE OPRY

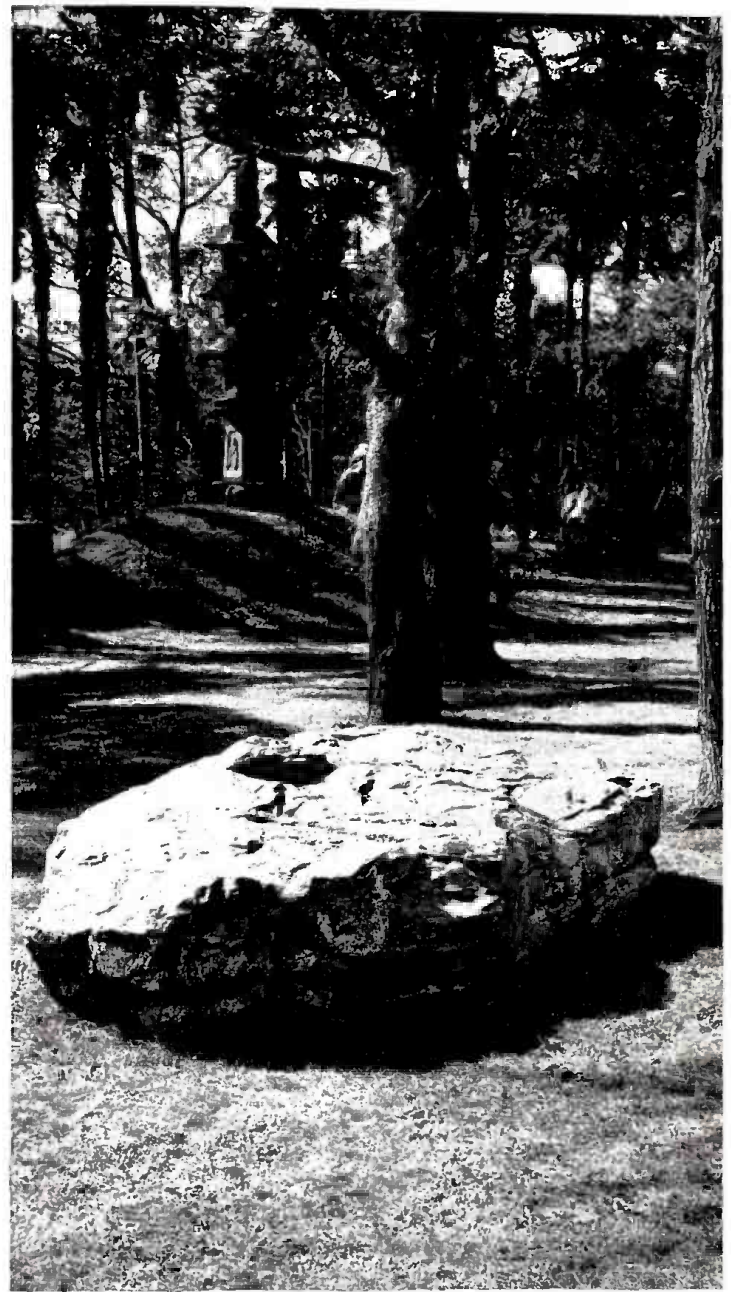
delayed radio network

at the Conrad Hilton

during NAB



You couldn't buy this treasured Japanese rock for \$50,000



But this one is a decoration costing little more than transportation

What's the difference between the two rocks? The answer lies largely in each rock itself, not so much in its religious or historical significance. It is a value which is rarely discernible to any but Japanese. That's Japan.

There's a lot to learn about Japan. Even about its ad agencies. Dentsu is its biggest. Biggest ad agency outside the U.S. Handled 24.5% of domestic billing in 1965! Owns all kinds of things . . . from photo studios and complete print shop to 6 employee inns!

Good company to know if you're interested in Japan. Supposing you were in the rock business, for example!

Dentsu/Japan

Overseas Offices: New York, San Francisco, Los Angeles, Chicago, Paris, Bangkok, Taipei, Naha, Melbourne



This amazing
TV FREEWAY
 whips your tv message
 through every mile of
 Wisconsin's huge central
 belt — at the same split-
 second. Your one film or
 tape or live commercial
 on WKOW-TV MADISON
 reaches all MIDWISconsin
SIMULTANEOUSLY

No other station or group
 of stations can do it!

the MIDWIS market
 microwave-interconnected



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

Represented by **ADAM YOUNG**
 In Minneapolis by Wayne Evans

network. Check your local TV listings to make certain this show is scheduled at this time in your area.

"List the commercials, by the product advertised, in the sequence they appeared in the show." Blanks for the insertion of seven product names followed that question.

The rest of Part II consisted of several questions asking about respondents' reactions to the Channing commercials.

In the detailed instructions accompanying the questionnaire these two paragraphs appeared:

"Part I of the questionnaire can be filled out today in a few short minutes. We are only interested in answers from your memory, so if you do not recall an item do not attempt to check back and aid your memory. This is vital to our accuracy.

"Part II of the questionnaire is concerned with the effectiveness of a few specific television commercials to be telecast within a one-hour period later this week. Since we are testing commercials in nine different one-hour segments, your questionnaire will tell you which specific telecast we need you to view." All the questionnaires, according to the Nielsen complaint, referred only to the Channing program.

Filmways to syndicate 'Addams Family' series

Filmways Inc. has entered the program syndication field.

Its first offering will be 65 half-hour episodes of *The Addams Family*, it was announced last week by Lee Moselle, president. The series ends its network run on ABC-TV this summer.

Sales to stations will be handled by a new division, Filmways Syndication Sales. Len Firestone, formerly vice president and general manager of Four Star Distribution Corp. (now Four Star International), has been named to head the new Filmways unit, located at 51 West 54th Street, New York.

UAA revamps its executive lineup

A series of executive promotions and other changes in United Artists Associated were announced last week by Martin J. Robinson, vice president and sales manager of the UA-TV division which handles feature films distribution.

Sully Ginsler, who has been in charge of UAA in Canada, has been named director, central division in Chicago. He is succeeded in Toronto by Frank

Soccer for TV?

If television can make multi-million-dollar operations out of baseball and football, it can do the same for the world's most popular sport, soccer, according to Arthur Allyn, owner of the Chicago White Sox, and several of his international associates. The group, which also includes Jack Kent Cook, owner of basketball's Los Angeles Lakers and the new Los Angeles hockey franchise, is attempting to organize a major soccer league in several U. S. and Canadian cities. Their hope: schedules ready for the fans, and TV, by 1968.

Kowcenuk, who recently joined UAA from Sovereign Films in Canada.

Paul Kalvin, formerly managing director, eastern division, has been named director of the eastern division and Amos T. Barron, sales manager, western division has been appointed director of the western division with new offices at 15130 Ventura Boulevard, Sherman Oaks, Calif. Fred Watkins, sales manager of the southwestern division, has been named director, southwestern division with offices at 922 Monrovia Street, Shreveport, La.

Conference set on uniform time bill

The House and the Senate are headed for a conference showdown on the proposed uniform daylight savings time bill although both bodies have passed the measure in one form or another.

The Senate last week adopted the stronger House version but kept one exception—it would allow a state to divide itself with two time zones, one of which could be on standard time while the other switched to daylight time.

The House bill would require that no part of a state could differ from any other part in the standard of time to be used.

The Senate agreed that uniform dates would be the last Sunday in April for converting to fast time and the last Sunday in October for switching back to standard time, but it failed to come to terms on the question of different zones within a state. But the Senate did agree with the House in theory—it would prohibit any local option and it would enforce the effective date of the bill—1967.

How to make a lot of



without doing any work at all:

LET KAISER-COX PUT YOU IN THE CATV BUSINESS!



Kaiser-Cox Turnkey service provides the entire package — from feasibility studies to financing . . . from space-age engineering to marketing assistance. Neither you, your investors or your personnel are involved in the construction or detail work . . . after the initial plans, goals and budget have been approved! And when we hand you the key after our job is done . . . you're in business!

Furthermore, we will not compete with you! Kaiser-Cox produces the very finest CATV equipment. We are *not* in the franchise business!

It won't cost you a penny to get all the facts in our big, new, full-color illustrative brochure! Write, phone collect, or visit . . .

See you at the NAB Convention



KAISER-COX CORPORATION / P. O. Box 9728, Phoenix, Ariz. 85020, Phone (602) 944-4411
DEPEND ON KAISER-COX FOR CATV LEADERSHIP TODAY AND TOMORROW

Big problem is talent

Scarcity of top-drawer people cited as reason

TV programs aren't better

In a simplistic, straightforward manner, members of the advertising fraternity in San Francisco last week were shaken out of some misconceptions about television programming by a man responsible for producing some of it.

"What chances are there of raising standards of shows?" was the question asked by an advertising executive seated in the Gold Ballroom of the Sheraton-Palace hotel where the San Francisco Advertising Club was holding a meeting.

The speaker for the afternoon, Martin Ransohoff, chairman of Filmways Inc., answered with alacrity.

"In order to raise the standards you have to have the people to do it, don't you?" he responded. "To me, it's a miracle television is as well done in many areas as it is. People who sit back and criticize it maybe would have second thoughts if they'd realize the number of hours that are required, just the sheer number of films that are required, to be turned out and then figure how many people are available to do it. You just don't have that much talent, I mean real top talent, to do it."

Time Squeeze ■ Mr. Ransohoff, who is a leading independent producer of movies as well as TV film, estimated that it takes as long as 18 months to get a good movie script for a good film and then only after the script has passed through a number of writers and been

completely overhauled after as many as nine drafts.

"How can you expect somebody to turn out 32 shows a year and not have some kind of formula or some kind of base on which they can tell a joke?" the producer asked rhetorically. "You cannot construct that many situations and do them well," he added. "There aren't enough people. They don't have the uniqueness of talent to provide you with something refreshing and entertaining."

"How many good movies are there a year even with your year and a half to get a script?" he asked. "I bet there aren't 10 or 12 really good films in a year. I'm talking about top pictures. I'm not justifying or defending television," he stressed, "but it's what it is because there are just so many people around to make it go."

Earlier Mr. Ransohoff, who was making a rare public appearance, and who spoke informally without the aid of a text, told a little more about the tickings of TV programming: Nobody is terribly successful at copying, he pointed out. The successful shows are the originals. "So," he went on, "I'm sure somebody will probably accidentally fall into some stroke of genius next year and have a hit and that's what it's really all about. If you find a form or find something that's new and you do it well and it appeals to the people, well, you have a chance of making some money and doing good shows and staying on the air for awhile. If the form doesn't work, well, then you're in a lot of trouble."

The production company head indicated that pilot-making was not to his liking. He said that Filmways was lucky to have placed eight shows on the networks over the years on the strength of having made only a total of nine pilots. "In my opinion," he explained, "the only intelligent way for the networks to operate is to really go out and

get elements, get a story or idea or concept, that are good and then get the best possible people into them. Then, once these elements really fall together, the networks really should commit and put the show on the air because a pilot can be very deceptive. People can get lucky with one, but it's tough to get lucky 32 times a year."

TV must present complete view of war

Television newsmen and network officials must rethink the position of news coverage in a world that has been changed radically by the presence of intercontinental atomic missiles and the vivid impact of television itself, Arthur Sylvester, assistant secretary of defense for public affairs, said in New York last week.

"If so-and-so uses a newsfilm showing a seeming defeat for a U. S. unit in Vietnam, the Defense Department gets a flood of calls that we're losing the war," Mr. Sylvester said.

Mr. Sylvester, a panelist at a forum presented by the National Academy of Television Arts and Sciences to examine the role of the TV war correspondent, said about television:

"This great medium poses problems. The picture concentrates dramatically on a very small part of the action. What you think you saw is incomplete."

He urged the TV reporter to add perspective by describing what is happening at the picture's right and left and at all levels of the war.

Edward W. Barrett, dean of the Columbia University Graduate School of Journalism, and Peter Jennings, ABC correspondent, were also panelists. Merrill Mueller, NBC newsman, was moderator.

Dean Barrett said he was "not afraid the American people will be misled or stampeded by television's instant realism, which constitutes an important part of the factual background they need."

Mr. Jennings said that TV news "is in fact a superficial medium" and suggested that people should also utilize the daily newspaper.

Film sales . . .

Gypsy Rose Lee Show (Seven Arts): WTTG(TV) Washington; WBAL-TV Baltimore; KBTU(TV) Denver and KVIQ-TV Eureka, Calif.

Volumes 1-10, Films of the 50's and 60's (Seven Arts): WEMT(TV) Bangor, Me.

Tarzan Features (Banner Films): WRAL-TV Raleigh, N. C., and KATV(TV) Little Rock, Ark.

TV blackout of LBJ averted

The possibility of a partial radio-TV blackout of President Johnson's news conferences was averted last week after a meeting between union representatives, network officials and Assistant Secretary of Labor James J. Reynolds. After the meeting Mr. Reynolds said that representatives of the networks and the unions had agreed not to take any action that would embarrass the President.

The dispute started over the White House practice of using U. S. Army

Signal Corps men to handle broadcast gear at presidential news conferences. Two weeks ago the National Association of Broadcast Employees and Technicians (NABET) said that because of this practice it might refuse to allow its members to handle presidential news conferences (BROADCASTING, March 21).

Another meeting was arranged for last Friday at which time ground rules acceptable to all parties were to be worked out.



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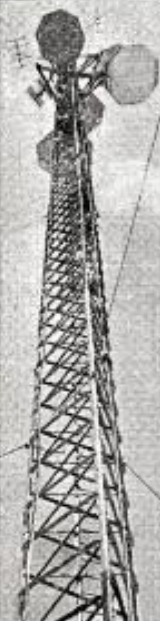
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Happy talk for ABC-TV outlets

'66-'67 season report
to affiliates in Chicago
crammed with optimism

ABC-TV was to unveil its 1966-67 program schedule for its affiliates yesterday (March 26) in Chicago, amid optimistic predictions for next season.

In talks prepared for delivery before the affiliates prior to the opening of the National Association of Broadcasters convention, speakers stressed that ABC-TV was reinforcing its programming structure with an eye on continued progress in the future.

Thomas W. Moore, ABC-TV president, said that an "optimistic appraisal" of the years ahead is justified. He said the network has sought freshness and innovation in its programming content for 1966-67 and has aimed at developing formats that will add important personalities to its rosters of stars.

The network's complete 1966-67 schedule was presented by James E. Duffy, ABC vice president in charge of TV network sales. He introduced the affiliates to 16 new programs encompassing many entertainment types. He disclosed a revision in the previously released 1966-67 lineup (BROADCASTING, March 21) with *The Man Who Never Was*, a spy-adventure series with a World War II setting, being substituted for *The Long Hunt of April Savage* on Wednesday, 9-9:30 p.m.

John O. Gilbert, newly appointed vice president in charge of affiliate relations for ABC-TV, conducted the meeting. He told affiliates that an earlier prediction that ABC-TV would be fully competitive in nighttime with the two other networks this season had proved to be accurate.

"The networks are close in overall national performance," he said, "and in the Nielsen MNA, where all three networks compete equally, less than a single rating point separates them. And here, we have the edge. What's more, we have kept our significant lead in the younger, vital audiences."

Plans in News — Elmer Lower, president of ABC News, paid tribute to Jesse Zousmer, vice president and director of television news for ABC News, who died in a plane crash earlier this month. He also introduced Mr. Zousmer's successor, Bill Sheehan, who had been ABC News' London bureau chief.

Affiliates were given a report on some of ABC News' forthcoming documen-

taries and on the growth of the ABC Daily Electronic Feed (ABCDEF), which now provides filmed news coverage to 82 stations in the U. S.

Commentator Chris Schenkel outlined ABC-TV's programming in the sports area for next season, including coverage of National Collegiate Athletic Association football, ABC's *Wide World of Sports* programs and events such as National Basketball Association games and various golf championships.

Warren Boorum, director of daytime sales, reported that ABC-TV's weekend children's program block is virtually sold out for the second quarter. He announced that for the Friday after Thanksgiving a cartoon carnival will replace all regular daytime programs as a special holiday treat for youngsters.

Mr. Moore introduced to the affiliates several corporate executives including Leonard H. Goldenson, president of American Broadcasting Companies Inc., and Simon B. Siegel, executive vice president of ABC Inc.

Governor to get Calif. access problem

The cause of free access to courtrooms in California by news media is going to be tossed in the governor's lap. State Assemblyman George A. Willson (D-Huntington Park) said last week he plans to ask Governor Edmund G. (Pat) Brown to place on special legislative call a proposal to rescind a rule that restricts news camera and live radio coverage of courtroom trials.

Mr. Willson, chairman of the judiciary subcommittee on constitutional rights, told a news conference held in Los Angeles: "The legislature may repeal Rule 980 or declare a moratorium in order to protect the rights of a free press and the right of a defendant to a fair trial."

Rule 980, restricting courtroom coverage, was put into effect Jan. 1, by the state judicial council (BROADCASTING, Dec. 6, 1965).

Colorado Supreme Court Justice O. Otto Moore also was present at the news conference. He said all new courtrooms in Colorado are being equipped with special camera rooms that provide still and television cameramen and radio broadcasters with an area where they create no disturbance or can in any way interfere with the proceedings.

"I think the people should know what goes on in a courtroom," said the Colorado jurist. "Then they have nothing to fear. Full news coverage with an impressive view of a jury returning a guilty verdict in a murder case for example, or a judge pronounc-

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Pen pierces blackout

Long before radio and television existed, pen and ink drawings provided the only pictorial record of legal proceedings. Today, courtroom bans on TV coverage have caused television stations to revert to the age-old methods. NBC-owned WKYC-TV Cleveland dispatches staff artist Harlan Guthrie to the proceedings of a murder trial for first-hand sketches.

Averaging 10 impressions daily, artist Guthrie sits in court concentrating on key participants from 9:15 a.m. until adjournment. Back at WKYC-TV hues and details are added to the sketches to make them more attractive for the evening's color newscasts.

ing the death sentence on a defendant also should have a deterrent effect on our people."

Program notes...

News escalation ■ NBC News begins *The Vietnam Weekly Review* on NBC-TV, Sundays, 5-5:30 p.m. EST, starting April 17, and with Garrick Utley as anchorman. It is intended to add a "dimension" to reporting war news, put the week's Vietnam developments into perspective and sample reaction here and abroad.

Jitney special ■ WHC-TV Pittsburgh has produced and aired four special reports exposing illegal jitney operations in the city. Masquerading as a jitney driver (an unlicensed driver who carries passengers in a privately owned car) station newsman Regis Babonis captured sounds and sights for the series with concealed equipment.

Boston news ■ WRUL New York, international shortwave radio station, is providing WBUR(FM), Boston University's educational station, with news and stock market reports during the Boston newspaper strike. WBUR has converted to a *Newspaper of the Air* from 5 p.m. to 10 p.m. to carry the latest in news, market reports, sports and features.

News breakout ■ News is breaking out all over KCBS San Francisco's frequency from late afternoon to early evening. The CBS-owned station last week started broadcasting a three-and-one-half hour block of news from 4 to 7:35 p.m. daily called *Newsday*. A staff of 15 reporters and news analysts are being used in the *Newsday* concept which includes hard news, in-depth features, sports, commentary, entertainment, man-on-the-street reactions, interviews, on-

the-scene reports, business news, weather, traffic reports and the reviews of movies, TV shows, theater and books.

R&B for TV ■ Seven Arts Television is placing into distribution at the Television Film Exhibit '66 in Chicago this week a rhythm and blues variety program, *Night Train*, consisting of 26 one-hour segments. It is being produced for Seven Arts TV by Music Video Inc., Nashville. Seven Arts TV recently introduced to syndication three other series, *Oh, My Word!*, half-hour game show; *The Discophonic Scene*, one-hour teen-age musical series and *Marine Boy*, animated underwater adventures in color.

Morse succeeds ■ Robert Morse has signed an exclusive two-year television contract with Mirisch-Rich Television Productions, Hollywood. Lee M. Rich, the firm's president, said a new comedy series will be developed for Mr. Morse during the 1967-68 season. The star recently negotiated a five-feature film contract with Mirisch, the first of which will be a re-creation of his Broadway hit, "How to Succeed in Business Without Really Trying."

Niss named ■ MGM-TV has announced that Stanley Niss will produce *Jericho*, an action-adventure series with a World War II setting, which goes on the CBS schedule next fall (Thursday, 7:30-8:30 p.m.). Norman Felton is executive producer and David Victor is supervising producer of the MGM-Arena Production series. Mr. Niss' credits include writing and producing feature films for Paramount and several TV series (*Danger*, *Hawaiian Eye*, *Studio One* and *Climax*, among others).

Travel series ■ Cambria Productions, Hollywood, starts production in Spain and Italy the end of this month on a travel-biography series called *These Many Splendors*. Each program will cover the life and times of a famous historic figure and will be filmed in the places involved. Included in the series will be an hour-long study of painter Goya filmed in Saragossa and Madrid, a half-hour program on Spanish composer Manuel de Falla filmed in Andalusia and depiction of the Francesca de Rimini story to be produced in Italy. All the films will be in color. Hollywood syndicator TV III will handle distribution domestically.

Witt to 'Wife' ■ Paul Junger Witt, formerly assistant to Robert Claver, producer of *The Farmer's Daughter* on ABC-TV, has been signed as associate producer on the *Occasional Wife* series. The Screen Gems series is set for the 1966-67 season on NBC-TV.

Discussion series ■ Jack O'Brian, TV critic and newspaper columnist, will



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Burrud banks shows to meet UHF demand

Independent television producer Bill Burrud is betting that UHF broadcasting will work. He thinks the sheer growth of population will create a demand for more stations. He also believes that people from all walks of life are tired of being locked into three-network-station programming. Mr. Burrud, who's the nonnetwork station's Walt Disney, producing true-life nonfiction adventure shows, is stocking product for the day when there'll be maybe twice as many TV stations in the country as there are today. He estimates that time is perhaps five or six years off.

"It'll be great," says Mr. Burrud, "because next to 20th Century Fox-TV and Universal-TV, I'm the biggest producer of filmed programs in television." To document this claim, the one-time child actor cites a stockpile of 500 half-hours of programs in the can and under the control of his company, Bill Burrud Enterprises. All of the programs are in color, with 200 of them filmed and the rest video taped. That adds up to some 500,000 feet of color product, augmented by a library of 2 million feet of stock footage.

Mr. Burrud has clear title to all of

this product. He has no partners. This is the way he wants it, figuring that some day the program supplier will inherit the best of the television world.

Romanticized Travel ■ The product supply he has ranges from programs about buried and lost treasure to the conquest of Antarctica; from exploration of darkest Africa to light and frothy escapism films. No pretense is made that these are the "Encyclopaedia Britannica." The places visited are romanticized. The shows, themselves, are injected with an action-adventure tonic to keep them more in the family entertainment than travelogue category.

In all there are seven series in the Burrud stockpile. Taped shows include *Island in the Sun*, *Wanderlust*, *American West* and *Holiday*. On film are *True Adventure*, *Treasure* and *Vagabond*. In addition there are 22 specials that vary from 60-minutes to 90-minutes.

All of these packages currently are in syndication. The Bill Burrud Enterprises-owned Willjohn Corp. distributes the programs in the 11 western states and an independent company in New York, Teledynam-

ics Inc., handles syndication for the rest of the country. The Burrud organization also produces two half-hour series, *This Exciting World* and *Roving Kind*, that are shown only in the Los Angeles market.

Yet the Burrud production irons haven't been cooled in anticipation of the proliferation of television stations. The most ambitious one is going to be thrown in the fire starting in June. Involved is a new series called *The Wonderful World of Women*, Mr. Burrud's attempt to do something different and provocative. The theme will be women's lives in different countries. Among the shows planned are one with Madame Gandhi, the new prime minister of India; another dealing with the women of little known Lithuania and a third concerning a group of "B" girls in Tokyo.

Bigger Budget ■ The production schedule calls for filming 30 half-hour color shows each season for two years. Mr. Burrud is looking for a national syndicator to handle the series. He plans to spend about \$16,000 to \$17,000 on each half hour of the *Women*. This will push his production budget for 1966 up close to \$1 million, about 40% above expenditures last year. Besides the new series added footage also will be produced for *Holiday*, *Wanderlust*, *American West* and the two local shows in Los Angeles.

The Burrud production lode has been 15 years in the digging. It started in August 1951 when, fresh from performing in a hunting-and-fishing show on radio, Bill Burrud produced a series of filmed motor trips called the *Open Road* for KTTV-TV Los Angeles. He was off and traveling and since that time has built his independent Hollywood production organization into 31 technicians, with facilities to do a complete editing job. Mr. Burrud has not lost the performing urge or touch. He appears as host on many of his own series.

But mostly his eye is on tomorrow. "It's real tough operating in syndication today," he says, "but if I just hang on there's going to be a considerable demand for my supply."



Bill Burrud, host of new Bill Burrud Enterprises series, 'The Wonderful

World of Women' in a scene dealing with the "B" girls of Tokyo.

start a *Critics Circle* on WOR New York (Monday-Friday, 2:15-3 p.m.) beginning April 4. Mr. O'Brien will invite guests to discuss topics on the theater, movies, books and current events. The new series is slated to replace Carlton Fredericks' radio feature on nutrition

(BROADCASTING, March 21).

Son of Rex ■ Noel Harrison, son of Rex Harrison, has been signed for a continuing role in MGM-TV's new *The Girl From U.N.C.L.E.* series. He will team with Stefanie Powers in the spy-

adventure program scheduled for NBC-TV this fall.

Brandon package ■ Brandon Films, New York, is preparing its first TV package of 40 major American films and a theatrical package of 14 Ameri-



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can and foreign features for release dates beginning in May. The company's new headquarters is in the Excelsior Bank Building, 221 West 57th Street, New York.

Children's cooking show ■ Filmvideo Releasing Corp., New York, will begin shooting next week for *Chef Souffle's Magic Pot*, a filmed color-TV series of 50 programs, 12½ minutes each, teaching cooking to pre-teen-age and teen-age children. Maurice H. Zouary, the show's creator and producer, said the script features a child actress and her culinary mentor, Chef Souffle, a giant puppet. The first episodes will be available for syndication late in May.

Syndication move ■ *Jim Thomas-Outdoors*, a new series in color of 52 half-hour hunting and fishing programs, has been released for first-run syndication by 20th Century-Fox Television Inc. Release represents one of several moves designed by the company to expand its activities in the field of syndication. Hunting and fishing authority Jim Thomas is the producer and host of series, shot on location in the U. S., Canada and South America.

Mediterranean cruise ■ Association Films Inc., New York, is offering on free-loan basis to TV stations a 16mm 27½-minute color film, "The Face of My Brother," featuring a cruise aboard the "Leonardo da Vinci" luxury liner to various Mediterranean countries. The film, presented by the Italian Line and produced by Coleman Productions, is available at Association Telefilms regional libraries in Ridgefield, N. J.; Oakmont, Pa.; La Grange, Ill.; Dallas, and Hayward, Calif.

Producer signed ■ Richard Bluel has been signed by Greenway Productions as producer of *The Green Hornet*. The show is scheduled for the 1966-67 season on ABC-TV. Mr. Bluel was formerly a producer at Warner Bros.

Paar on stage ■ Jack Paar agreed last week to be host of a show. "The Ken-

nedy Wit," on ABC-TV next season as one of the Wednesday, 10-11 p.m. series called *ABC Stage '66* (BROADCASTING, March 21).

Film juke box ■ A go-ahead has been given for Official Films to produce 40 three-minute films in color for distribution to a new entertainment form, a multi-selection, coin-operated audio visual machine. National Company Inc., is manufacturing the machines which employ a continuous loop cartridge projection mechanism developed by Fairchild Camera and Instrument Corp. Louis C. Lerner is board chairman of both Official Films and National Company.

Easter film on Pope ■ WHDH-TV Boston has purchased *A Pilgrimage for Peace—Pope Paul VI Visits America*, a one-hour color documentary produced by Joseph L. Roberts productions, New York. The film will be telecast as a public service without commercials during Easter week.

What FCC is promised on public affairs and news

Fifty-nine AM and FM New England stations plan to broadcast a "minimum" of some five hours of public affairs weekly during the next three years. Twelve stations—four AM and eight FM—have plans for none.

These are among the host of statistics developed by the FCC staff from a study of renewal applications filed by New England stations—first to use the new AM-FM reporting firm which requires information on minimum time to be devoted to news, public affairs and other programing, exclusive of entertainment and sports.

The analysis, submitted to the commission, shows that four AM's and one FM plan to devote at least 21 hours weekly to public affairs. It shows that 53 AM's and 11 FM's plan to devote a minimum of 15 to 20 hours weekly to

news; 5 AM's and 1 FM more than 30 hours. Eight FM's propose less than five hours weekly, and 1 FM proposes no "minimum" time for news.

Small change in latest Niensens

There was little change in late February-early March of individual TV-network ratings performances. The scores in the 7:30-11 p.m. EST period for the two weeks ending March 6: CBS-TV, 20.8; NBC-TV, 19.6, and ABC-TV, 18.8. These averages based on A. C. Nielsen Co. program ratings almost duplicated the numbers reported for the previous two-week period (BROADCASTING, March 14).

National Nielsen-Ratings
Top Sponsored Network Television Programs
Based on Nielsen estimates in first NTI report
for March 1966 (two weeks ending March 6)*
Nielsen Average Audience

Rank		% U. S. TV Households†
1.	Bonanza (NBC)	31.5
2.	Cinderella (S) (CBS)	30.9
3.	Lucy (CBS)	29.7
4.	Beverly Hillbillies** (CBS)	29.2
5.	Green Acres (CBS)	28.8
6.	Andy Griffith (CBS)	28.5
7.	Batman-(Thursday) (ABC)	28.4
8.	Gomer Pyle (CBS)	27.8
9.	Bewitched (ABC)	27.6
10.	Ed Sullivan (CBS)	27.0
10.	Hogan's Heroes (CBS)	27.0
12.	Dick Van Dyke (CBS)	26.6
13.	Get Smart (NBC)	26.2
13.	Red Skelton (CBS)	26.2
15.	Man from U.N.C.L.E. (NBC)	26.0

*Subject to definitions and reminders contained in the NTI report.

These are available upon request.

**Telecast only one week of this report interval.
(†)Households reached during the average minute of the program.

(S)"Special" or preempting program.

Arnaz gets CBS-TV contract

CBS-TV has signed Desi Arnaz to develop four programs for the network's 1967-68 season and to develop further programing ideas, including specials and feature films.

Mr. Arnaz, who was the long-time co-star with Lucille Ball on CBS-TV's *I Love Lucy*, has formed a new production company. He's represented by the William Morris Agency.

New British series in U.S.

Feiner & Co., New York, announced last week it is offering for first-run showing in the U. S. a half-hour action series, *The Inspector*, starring Louis Heyward.

The program, produced in London by Crestview Productions Ltd., centers

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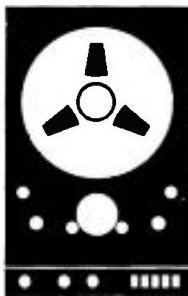
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Two new video recording breakthroughs at NAB



New WESTEL* 20-pound, battery-powered television recorder with integrated 7-pound camera, tapes 30-minute air-ready programs without reloading. Makes any man on foot a self-contained, self-powered video news cruiser.



New WESTEL studio television recording system unequivocally meets all broadcast standards at $\frac{1}{10}$ the size and weight, and $\frac{1}{4}$ the cost of any television recorder that matches its performance.

See WESTEL at NAB

*TM WESTEL COMPANY, 298 FULLER STREET, REDWOOD CITY, CALIFORNIA 94063

around the exploits of a detective inspector on the London police force. It has been shown on British television. Available from Feiner & Co. are 39 episodes. They will be screened at the National Association of Broadcasters convention in Chicago this week.

Richard Feiner, former national sales director of Four Star, recently formed his own distribution company. It is located at 230 Park Avenue, New York.

NET plans TV shows produced in Russia

This spring National Educational Television plans to produce two cultural TV projects from Russia and schedule a public affairs series that deals with extremist groups in the United States.

William H. Kobin, NET vice president of programing, has left for the Soviet Union to work out filming arrangements with government officials. One of his projects will center on matriculation at Russia's Bolshoi Ballet School and show student rehearsals for a public performance. The other will be developed as a series of master classes performed by piano virtuoso Emil Gilels at the Moscow Conservatory of Music.

In this country, NET has prepared a series of six half-hour programs titled *The Radical Americans*. Each report examines the strengths of left-wing and right-wing extremist groups in America. WGBH-TV Boston, noncommercial station, cooperated with NET in producing the series, scheduled to begin after April 3. Donald Fouser of WGBH-TV is producer, writer and reporter.

In this corner, Bill Buckley

A new RKO General Productions' one-hour syndicated TV series announced March 21, pits conservative William F. Buckley Jr. in a weekly one-hour debates with opponents of "national stature." Firm will offer the

Address blackout

KCBQ San Diego has discontinued broadcasting street addresses of survivors of servicemen killed in Vietnam. Station said its decision to stop the announcements was because of harassment from telephone solicitors. Callers plagued the grieving survivors with offers to sell floral blankets for the returning casket, brass memorial plaques for the living room and one caller went so far as to offer spiritual contact with a woman's dead husband for \$5 a week or \$10 a month.

shows to stations across country, starting in April. First taping is set for April 4.

Mr. Buckley and his opponent will debate for two-thirds of the show, with remaining time devoted to audience questions. Mr. Buckley, editor of *National Review* and author of an "on the right" column syndicated to nearly 150 newspapers, is considered prominent as spokesman for the conservative point of view and was mayoralty candidate in New York last fall.

ACLU fights loyalty oath for directors

Six TV-film directors, supported by the American Civil Liberties Union, are continuing legal steps to challenge the loyalty oath requirement of the Directors Guild of America.

The ACLU announced it had filed an appeal in the U. S. Court of Appeals in New York from a decision of the U. S. District Court for the Southern District of New York last fall. The latter court rejected a motion for an injunction and restraining order

filed on behalf of the six directors on the grounds that the oath requirement was valid and that no showing of irreparable damage had been made.

The six directors all were members of the Screen Directors International Guild, primarily an East Coast union, which recently merged with the Directors Guild of America. One of the stipulations in the merger agreement was that membership in DGA was conditional upon the directors swearing they are not and never have been Communist party members and do not support the overthrow of the government by unconstitutional means. (SDIC had no such anti-Communist oath requirement.)

The ACLU's argument is that the anti-Communist oath is "unreasonable because of its vagueness and uncertainties." DGA's rejection of the directors solely for their refusal to take the oath "means a denial of membership to those whose only fault may be a scrupulous integrity and compunction against swearing to an oath of such uncertain reach," the ACLU contends.

Four Star syndicates two television series

Two series have been placed into syndication in time for the National Association of Broadcasters convention by Four Star International. They are *Burke's Law*, on ABC-TV earlier this season, but now off the network, and the *Paul Winchell-Jerry Mahoney Show*, co-produced by KTTV(TV) Los Angeles, and Mr. Winchell's April Enterprises.

Burke's Law, consisting of 81 half-hour segments, already has been sold for showing in the fall to stations in New York; Los Angeles; Washington; Houston; Dallas; Minneapolis; Milwaukee; Birmingham, Ala.; Portland, Ore.; Ames, Iowa; Miami; Macon, Ga.; Mobile, Ala., and West Palm Beach, Fla. The *Winchell-Mahoney* program consists of 260 segments varying in length from 19 to 24 minutes, which can be used as the basis for 30-90 minute individual programs.

AI-TV introduces new TV-film packages

In an acceleration of its television activities, American International Television Inc. has completed its first network sale to ABC-TV for two of its feature films and also is making seven packages of features and other programming available to stations.

Stanley E. Dudelson, vice president in charge of distribution for AI-TV, announced the sale to ABC-TV and the

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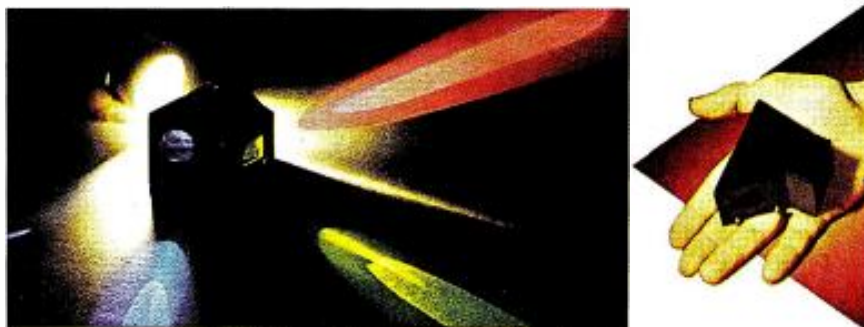


...with **Norelco**® PC-70 PLUMBICON Color Cameras

The Norelco PC-70 Plumbicon Color Camera permits hours of "hands-off" operation and exact color matching between cameras...even for close-up flesh tones and over wide variations of indoor and outdoor light levels, including highlights and shadows. No need for "color painting." This exceptional color stability and color balance are the achievements of precise grey-scale tracking, stable gamma circuits and automatic black level stabilization circuits, the Plumbicon's long linear transfer characteristic and absence of dark current. PC-70 Plumbicon features include... • Operational sim-

licity—permits one man setup at the control console, typically in less than 15 minutes • Solid state design • Short warm-up time—15 minutes for on-air operation • Narrow profile, lightest weight camera—120 pounds with 42 pound zoom lens detached • Transistorized design coupled with Plumbicon characteristics eliminate need for heating or cooling devices in camera head • Stabilized deflection circuits • Built-in test circuits—including push-button check of power supplies, calibration and alignment signals, front panel test points • Power consumption for entire chain—only 350 watts.

COLOR SEPARATION SYSTEM



Remarkable, yet simple, the Norelco color separation system eliminates need for optical relays, dichroic mirrors and field lenses. This unique assembly, consisting of a sealed prism block only three inches long has many advantages which contribute to the superiority of

the PC-70... • Complete absence of ghost images or spurious reflections normally caused by dichroic mirrors • No astigmatic aberrations • Negligible color errors due to polarized light • Patented color separation prism block—sealed off from dust and moisture.



PC-70 CAMERA HEAD

If Plumbicon tube replacement is required, complete yoke assembly can be removed from the camera than reinstalled and optically aligned—all in less than 15 minutes.

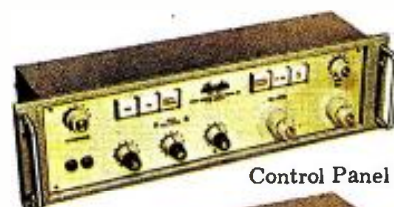


TWO ZOOM LENSES AVAILABLE

For normal use, Type 10x18J with a lens speed of f/2.2 and nearest object-focus distance of 3 feet, provides an equivalent focal length of 1.4 to 14 inches. Type 12x50 is designed for long focal length use. This lens, with a maximum aperture of f/4.5 and less than 1° smallest taking angle, provides continuous zoom over the equivalent focal length range of 4 to 48 inches.

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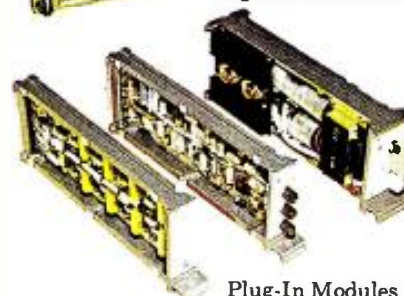
CAMERA CONTROL



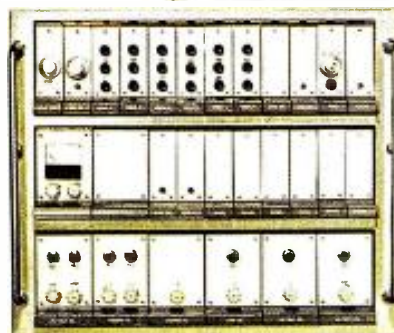
Control Panel



Registration Panel



Plug-In Modules



Camera Control Unit

The Norelco PC-70 achieves maximum installation flexibility with Registration Panel and Control Panel remotely operable from the Camera Control Unit.

The Camera Control Unit is constructed of rugged plug-in modules which utilize printed wiring and solid state components throughout. Mounts in standard 19 inch rack—including power supplies, is only 15 1/2 inches high.



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release of new programing yesterday (March 27) in Chicago at the opening of TFE/NAB. ABC-TV has bought two color features, "Secret Agents" and "I Spy" for showing during the 1967-68 season.

Stations will be offered seven packages of features, some for delayed starts because of theatrical commitments.

They include *Cinema 20*, 20 Landau-Unger Production features, including "The Pawnbroker," "Umbrellas of Cherbourg," "La Dolce Vita" and "The Eleanor Roosevelt Story"; *Amazing Adventures '67*, 26 science-fiction-adventure motion pictures; *Dominant Ten*, 10 action-adventure features; *Holiday Story Book of Fables*, six features based on fables; *Real Life Adventures*, five documentary features; *Fifty Favorite Films*, 50 features of various categories and *Prince Planet*, 52 half-hour black and white cartoons.

Mr. Dudelson said the new packages raise to 284 the total number of features now offered by AI-TV.

TV's biggest audiences drawn by news events

Presidential and space programs drew the largest TV audiences over the past five years.

A. C. Nielsen Co. last week listed the yearly programs.

Highest over the period: the TV coverage in 1963 during the four days (Nov. 22-25) after the assassination of President Kennedy. Nielsen said its Nielsen Television Index (NTI) estimated that 49.4 million households viewed the events for an average of 31 hours and 36 minutes.

An estimated 48.4 million homes—or more than 9 out of 10 homes—watched some part of the four-day launching, space walk and recovery of the Gemini-Titan 4 space flight carried by the three TV networks in June 1965.

Other yearly benchmarks: presidential election in November, 1964, when 47.7 million homes viewed; space flight by astronaut John Glenn in 1962 with 39.9 million TV homes reported; President Kennedy's inauguration address in 1961 with a total audience of 27.9 million households. Also reported by Nielsen was a sixth year, 1960, when coverage of presidential election returns drew 41.5 million households.

Cubs network grows

A radio network for the Chicago Cubs has been announced by WGN Chicago with the station lineup expected to range as far as Texas. Regular season baseball games are being offered on a co-op basis as the result of new interest

said to be stimulated by signing of Leo Durocher as team manager.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions Inc.): KXRX San Jose, Calif.; KMMJ Grand Island, Neb.; WROK Rockford, Ill.; KWIC Salt Lake City and WCUB Manitowoc, Wis.

More for Your Money (Signal Productions): WKDN Camden, N. J.

Earl Nightingale Show (Nightingale-Conant): KNBY Newport, Ark.; KCOG Centerville and KCHE Cherokee, both Iowa; KPBM Carlsbad, N. M.; WISP Kinston and WAGR Lumberton, both

North Carolina; KGFF Shawnee, Okla.; KJIV Huron, S. D., and KMCO Conroe, Tex.

Strangest of All (Radiozark Enterprises Inc.): WELB Elba, WABF Fairhope and WKUL Cullman, all Alabama; KTKN Ketchikan, Alaska; WTHM Lapeer and WKJR Muskegon Heights, both Michigan; WIPC Lake Wales, WCMR Clearwater and WKIS Orlando, all Florida; WONA Winona, Miss.; WNPV Lansdale, Pa.; WJWS South Hill, Va.; KNCK Concordia, Kan.; KFAM St. Cloud, Minn., and WEMB Erwin, Tenn.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): KCNO Altus, Calif.; WNTT Tazewell, Tenn.; WANB Waynes-

A STAR IS BORN

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Processes 16mm Color Emulsions at 50 FPM.



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\$18,500
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burg, Pa.; KDWA Hastings, Minn.; KTOC Jonesboro, La.; KIMO Hilo, Hawaii; KRCO Prineville and KDOV Medford, both Oregon; WJCM Sebring, Fla.; KEEE Nacogdoches, Tex.; KSUN Bisbee, Ariz.; WSVV Pennington Gap, Va.; WLKN Lincoln, Me., and WRON Ronceverte and WCLG Morgantown, both West Virginia.

Smiley Burnette (Radiozark Enterprises Inc.): KRCO Prineville, Ore.

Red Foley (Radiozark Enterprises Inc.): WNTT Tazewell, Tenn.; KTOC Jonesboro, La.; KRCO Prineville, Ore.;

WSIG Mt. Jackson and WSVV Pennington Gap, both Virginia, and WDEA Ellsworth, Me.

Point of Law (Signal Productions): WFRO Fremont, Ohio; WJDB Thomasville, Ala.; KGNB New Braunfels, Tex.; KATY San Luis Obispo, Calif., and WBSM New Bedford, Mass.

Doctor's House Call (Signal Productions): KING Seattle; KIJV Huron, S. D., and KHFI Austin, Tex.

Easter the Beginning (Woroner Productions): Kgos Torrington, KPOW

Powell and KATI Casper, all Wyoming, and KPAY Chico, Calif.

July 4, 1776 (Woroner Productions): WOKZ Alton, Ill.; Kgos Torrington, KPOW Powell and KVOW Riverton, all Wyoming.

Closeup (Woroner Productions): KJEM Oklahoma City and KPOW Powell, Wyo.

Tips on Tots (Woroner Productions): WOKZ Alton, Ill.

The First Christmas (Woroner Productions): KPOW Powell, Wyo.

FANFARE

Fun approach pays off for 'Batman'

United Press International said it was a pity the *Batman* script hadn't been written by the publicity people. The *New York Times* called *Batman* a triumph of the press agents. Why did the *Batman* promotion sweep the country?

The campaign worked because it broke every rule of publicity. That's what James E. Butler, publicist for the

ABC-TV series told the Publicity Club of Los Angeles last week. "We made fun of the product. We made fun of the network. We made fun of newspapers. I sat down at my desk," said Mr. Butler, "and wrote parodies of press releases . . . I behaved, in short, like a complete and absolute dunce. . . and it paid off."

The ABC-TV publicist explained that though his copy for the show was written in Los Angeles it had to be sent to New York for clearance. There didn't seem to be much hope that his kidding approach would be approved but he said "somewhat to my amazement the idea cleared through those mysterious execu-

tive levels where the omnipresent *they* do their moving and shaking—and the word came back: 'Do it!'"

What he did, Mr. Butler pointed out, was write ridiculous tongue-in-cheek paragraphs such as: "A white hot beam of light pierces the midnight sky, sending its urgent message into the ink-black night over Gotham City, striking terror into the rotten hearts of evil-doers."

The fun concept, Mr. Butler said, tends to get overlooked in an industry where millions of dollars "always seem to be riding on every semicolon." This is a pity, he indicated, because "we tend to forget too easily that we are in the entertainment business and it doesn't hurt if we can do a little entertaining ourselves."

Writers honor radio-TV scripts

NBC-TV came away with three awards, CBS-TV with two and ABC-TV and the Voice of America with one each at the writers' 18th annual award dinner held in Beverly Hills, Calif., last week. The seven awards to TV and radio writers were among the total of 18 given out. Other writers were honored for work in the motion-picture field.

The Writers Guild of America, West, presented four of the broadcast awards in California, with the guild's East Coast affiliate passing out the rest of the awards in New York. All but one of the seven broadcast awards were for television writing.

Writers Leonard Spigelgass and Isabel Lennart won the two big awards of the dinner event. Mr. Spigelgass took the Valentine Davies award given yearly to "that person whose contributions to the motion-picture community have brought dignity and honor to writers everywhere," and Miss Lennart won the Laurel award for achievement in screen

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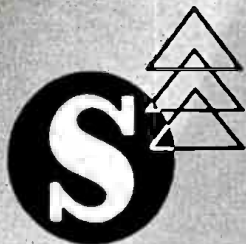
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KDLO-TV	KSWO-TV	WFBM-TV	WSPD-TV
KELO-TV	KSYD-TV	WGTV	WTVM-TV
KFDM-TV	KTVB-TV	WJIM-TV	WTVY-TV
KFYR-TV	KVKM-TV	WJSP-TV	WUNB
KHOL-TV	KXAB-TV	WKBD-TV	WUSF-TV
KLFY-TV	KXJB-TV	WKBS	WVUE
KLNE-TV	KXMC-TV	WKBW-TV	WWAY-TV
KMID-TV	WAGA-TV	WKOW-TV	WWUP-TV
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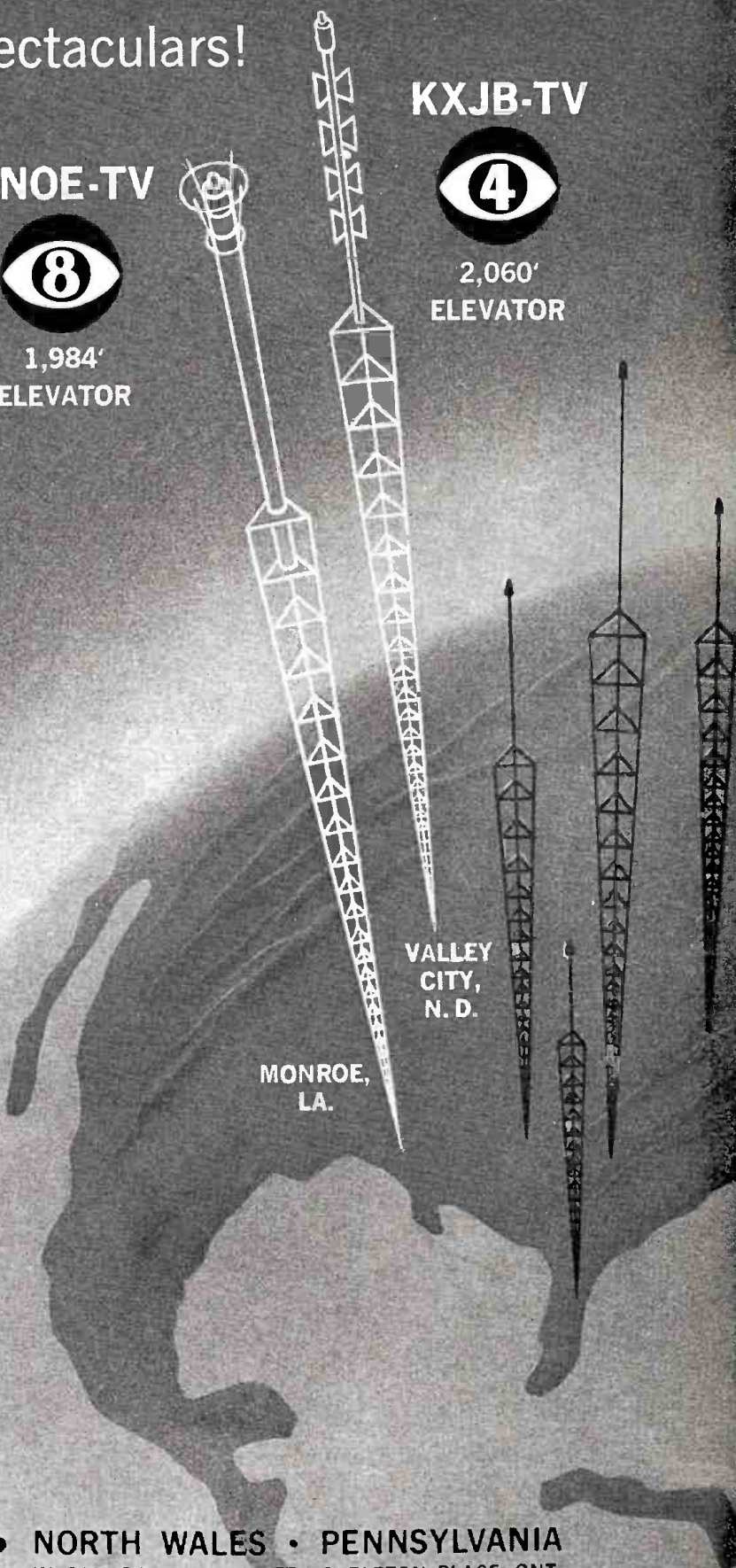
... AND THE NUMBER KEEPS GROWING!
Radio, FM, TV, ETV, or whatever, make your
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- **RESPONSE**—Listeners phone, write or drop in to get reprints of the broadcast—more than a half million in 1965 alone—and to transact business.
- **ATTENTION**—Earl Nightingale gets complete audience attention and retention—so does the sponsor's message.
- **GRATITUDE**—Listeners' gratitude to the sponsor and the station means more sales and customer loyalty for the sponsor—more "plus" listenership for the station.
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Nightingale-Conant Corporation
333 North Michigan Avenue
Chicago, Illinois 60601

writing.

The complete list of TV-radio winners by categories, writers, programs, series, networks:

In California:

Television anthology: Harlan Ellison for "Demon with a Glass Hand" on *Outer Limits*, ABC-TV.

Comedy: Dale McRaven and Carl Kleinschmitt for "Br-room Br-room" on *Dick Van Dyke Show*, CBS-TV.

Comedy - variety: Sheldon Keller, Gary Belkin, Ernest Chambers, Larry Tucker, Paul Magursky, Billy Barnes, Ron Friedman and Mel Tolkin for the Art Carney guest segment of *The Danny Kaye Show*, CBS-TV.

Dramatic-episodic: John D. F. Black for "With a Hammer in his Hand, Lord, Lord!" on *Mr. Novak*, NBC-TV.

In New York:

Adaptation of material not previously written for TV: Robert Hartung for "The Magnificent Yankee" on *Hallmark Hall of Fame*, NBC-TV. (From the film and play by Emmet Lavery.)

Best written documentary: Robert Rogers for *Vietnam: It's a Mad War*,

special, NBC-TV.

Radio award: Sol Panitz for *The Profit of Change* on the Voice of America.

There was a Chaplin behind every L.A. bush

When KHJ-TV, the RKO General-owned station in Los Angeles, announced a 26-week schedule of first-run Charlie Chaplin films, Parker H. Jackson, the station's director of promotion, fulfilled a life-long ambition. He dressed up as the famous comedian, derby, cane and all. Then he hired a dozen Charlie Chaplin look-alikes—students from Los Angeles City College's Theater Arts Dept. and scattered them throughout Southern California key shopping and traffic areas two days prior to the starting date for the films.

As a supplement to the promotion, the station ran ads in newspapers and the regional edition of *TV Guide*, ordered king-size bus posters and pur-



Newspaper group honors radio station

In a turn-about action, the Minnesota Newspaper Association has given its Distinguished Service to Journalism award to a radio station. WCCO Minneapolis-St. Paul was presented the award for its life-saving public service broadcasts during destructive tornadoes in the area last May. This is the first time in the newspaper association's 100-year history that it has made such an award

to a radio station. Shown with the award are (l to r): Ed C. L'Herault, vice president of the Minnesota Newspaper Association; Larry Haeg, general manager of WCCO, and Jim Bormann, WCCO's director of news and public affairs.

The newspaper association represents more than 400 daily and weekly publications in the state of Minnesota.

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The Bahama, Model N2214-6, featuring Zenith Space Command® remote control tuning.

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portable gives you 20,000 volts of picture power—for superior picture brightness, detail and contrast. See Zenith's complete line of 1966 Handcrafted Portables—in all popular screen sizes—at your Zenith dealer's now. Zenith, where *the quality goes in before the name goes on*®.

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*Overall diag. meas., 172 sq. in. rect. picture area.

chased radio spots on KHJ Los Angeles, KEZY Anaheim, KGIL San Fernando and KBIG Avalon, all California. To keep enthusiasm percolating, station account executives called on agencies dressed in Chaplin clothes for a week's time.

AMA announces competition details

Five awards for journalism that contributes to a better public understanding of medicine and health in the U. S. will be awarded in 1967 by the American Medical Association. These Medical Journalism Awards, which will be presented for the third time, are given for dissemination of medical news to the general public, not for relaying information to people in the medical or allied professions.

The awards, \$1,000 each, will be given for the best journalism in 1966 in radio, television, newspapers, magazines and newspaper and broadcast editorial writing. Entries may be submitted at any time during the year, with a final deadline of Feb. 1, 1967.

Details for entries can be obtained from the 1966 Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn Street, Chicago.

American teen-ager franchises offered

Exclusive area franchises for the 1966 Miss American Teen-ager contest are now being awarded by Miss American Teen-ager Inc., producers of the contest. The radio and TV stations that receive the franchises also are given complete details on holding their area contests. Area contests are to be held during the spring and summer, with finals scheduled for September at Palisades Amusement Park in New Jersey.

Information on applying for the franchises is available from Miss American Teen-ager Contest Director, Palisades Amusement Park, Palisades, N. J.

Drumbeats . . .

Thank you ■ WQIK-AM-FM Jacksonville, Fla., remembered its manners when the FCC earlier this month authorized the radio outlet to increase to 50 kw day on 1090 kc. The billboard in front of the studio immediately became a thank-you-note to the FCC from the country and western station.

Agencies feted ■ More than 100 advertising agency media executives were

luncheon guests of WNEW-AM-FM New York last week when the station taped a live "music spectacular" featuring Trini Lopez and William B. Williams. The program, staged at Basin Street East, a New York night club, will be broadcast April 9, 11:30 a.m.-noon EST.

Award to Sarnoff ■ Brigadier General David Sarnoff, RCA board chairman, will receive a special salute in recognition of his advancement of electronic journalism at the 27th annual awards dinner of the Overseas Press Club of America, April 22 in New York. More than 1,000 club members and guests are expected to attend the dinner at the Waldorf-Astoria, at which the 1966 Overseas Press Club Awards will be presented for achievement in foreign news coverage.

How to survive ■ Though newspapers may be shut down by a strike in Boston, advertisers can seek survival with coverage such as that provided by radio. This in essence was a message to advertising and retailing people in Boston, hand-delivered by Kettell-Carter, Boston, station representation firm. Contents of K-C's "Adman's Survival Kit": radio station promotional material, an Alka-Seltzer tablet, a four-cigarette sample packet of Kents, and a pony of Scotch whiskey.

ETV benefit ■ Chicago's six commercial TV stations are cooperating with the local chapter of the National Academy of Television Arts and Sciences to sponsor a \$100-a-plate dinner and telecast at McCormick Place April 28 as a benefit for educational WTTW-TV Chicago. The one-hour program is to feature top national talent and will be aired locally by WKBX-TV. The entire event is to be a salute to Irv Kupcinet, *Chicago Sun-Times* columnist.

The big search ■ WCHL Chapel Hill, N. C., thinks radio commercials can be better. So it is conducting a contest that will award prizes totaling \$1,000 to staff members and local students who produce the most creative commercials heard on WCHL during 1966.

Big pull ■ WEEI Boston, during the three weeks it ran the "I'm going steady with WEEI" contest, received more than 67,000 entries, averaging more than 20,000 a week. On Feb. 14, Valentines Day, Tom Russel of the *AM Report* show selected the winner of the grand prize which was a pocket billiard table. Four prizes were awarded each day with a portable TV being given away each Saturday as a weekly prize.

BPA kit ■ A five-member committee has been formed to provide a work kit of materials for the Broadcasters Promotion Association. The committee, head-

NOTICE

re: "STAGECOACH"

Notice is hereby given that the undersigned, Twentieth Century-Fox Film Corporation and Martin Rackin Productions, have acquired the exclusive motion picture rights under the United States renewal copyright in the underlying literary property upon which the 1939 motion picture STAGECOACH was based. The initial United States copyright term in said literary property expired on April 2, 1965.

The undersigned have produced a new motion picture based on the said literary property pursuant to their exclusive motion picture rights including those acquired under said renewal copyright. The undersigned have not extended to any distributor or exhibitor any right to exhibit or to license others to exhibit the 1939 motion picture STAGECOACH in the United States under the rights of undersigned in said renewal copyright.

This is to serve notice that any violation of the exclusive motion picture rights which the undersigned have in the said literary property, pursuant to said copyright renewal rights therein or otherwise, will be vigorously prosecuted.

Twentieth Century-Fox Film Corporation
Martin Rackin Productions

Tallest man-made structure *in the world*

2,063 ft high. Station KTHI-TV, Fargo, N.D. Kline* engineers chose Bethlehem Medium-Manganese steel bars for the legs (7¼-in. rounds at the base, stepped down to 4½-in. at the top). This decision cut weight by some 24 per cent (over A36 steel). Slimmer legs reduced wind-loading, allowed smaller guys, brightened the cost picture.

Bethlehem Medium-Manganese, high-strength steel has twice the atmospheric-corrosion resistance of carbon steel. And you can work and weld it satisfactorily. But best: you'll save considerable structural deadweight for greater overall economy. Interested? Bethlehem Steel Corporation, Bethlehem, Pa.

*Kline Iron and Steel Co., Columbia, S.C.

BETHLEHEM STEEL





Pennsylvania broadcasters honor Ed Wynn

The Pennsylvania Association of Broadcasters last week made the first presentation of the PAB Gold Medal

to a Philadelphia native, who has long since left the Keystone state for California. The award, made before

more than 150 guests at the PAB's annual Washington dinner honoring the state's congressional delegation, was given to Ed Wynn. Mr. Wynn, 79, is celebrating his 65th year in show business. Shown prior to the ceremonies are (l-r): FCC Commissioner Rosel H. Hyde, Mr. Wynn, FCC Commissioner Robert E. Lee, and Kenneth W. Stowman, WFIL Philadelphia, PAB president.

Before the award, a tape of one of Mr. Wynn's early NBC Radio shows for Texaco and a film of his latest appearance on a recent Red Skelton show on CBS-TV were played.

Mr. Wynn said he was accepting the award not for himself, "but in the name of comedy itself" and in recognition of all the people who try to put humor into a tense world.

ed by Calo O. Mahlock, promotion manager of WKJG-TV Fort Wayne, Ind., expects to distribute the kit around April 1, and will issue at least three supplements to it during the year. Other committee members are Steve Libby of Infoplan, New York; Montez Tjaden, KWTW(TV) Oklahoma City; Mike Ruppe,

WLWI(TV) Indianapolis, and John W. Chamberlin of SRDS Inc., Skokie, Ill.

Scholarships ■ Two \$500 scholarships for undergraduate or graduate students preparing for careers in radio, television or advertising will be awarded by the International Radio & Television Foun-

dation (IRTF). Recommendations from school authorities and a thousand word essay on "The economic impact of broadcast advertising" must accompany applications, which may be obtained from the IRTF, 444 Madison Avenue, New York 10022. Entries must be submitted on or before June 1.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert Heydt, William Ross, Robert Taylor and John Wallington, all with J. Walter Thompson Co., Chicago, named VP's.

W. Ronald Smith, general manager of Warren Adler Ltd., Washington, named VP and general manager.

John Robert Kelly, VP and chairman of creative review board, Cunningham

& Walsh, New York, elected VP. **William J. Downes**, formerly account executive with J. Walter Thompson, New York, named senior account executive, C&W, same city.

Billie Essenpreis, assistant media director for George/Savan Advertising, St. Louis, named media director.

Michael Hauptman, advertising and sales promotion manager at WINS New

York, appointed advertising and sales promotion manager for KYW-TV Philadelphia. **James W. Dougherty**, with Associates Investment Corp., and **Jerrald M. Marshall**, with O'Ryan & Batchelder Inc., Philadelphia, appointed account executives at KYW, that city.



Mr. Booth



Mr. Morgan

Walter P. Booth, VP at Campbell-Ewald, Detroit, named senior VP. **Ross C. Morgan Jr.**, account supervisor for C-E, Detroit, and **Forrest R. Farrow Jr.**, manager of account services at C-E, San Francisco, named VP's.

Ernest Hartman, associate director of radio-TV commercial production department, Doyle Dane Bernbach, New York, elected VP.

Max M. Schroeder, account executive, and **Monty Mann**, executive director of motion picture division, both



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1101 17th Street, N.W.

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**This was the E-V Model 635.
It started a tradition
of excellence in
dynamic microphones.**



**This is the new
E-V Model 635A.
It's better
in every way!**



Model 635A Dynamic Microphone \$82.00 List. (Normal trade discounts apply.)

E-V How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivalled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case re-

duces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps “pops” and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (—55db) and smooth, crisp response. And you can still depend on the exclusive E-V Acoustalloy® diaphragm that is guaranteed against failure for life* (it's that tough)!

We expect to see plenty of the “old” 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out

why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

ELECTRO-VOICE, INC., Dept. 361BR;
660 Cecil Street, Buchanan, Michigan 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND

WTRF-TV STORY BOARD

7

Color Sets?*

WHOOPI! Why did the Mexican push his wife off the cliff? Tequila!

wtrf-tv Wheeling
WOLF... a big dame hunter
LEADING COMPOSER...
sleeping pills

Wheeling wtrf-tv

BATMAN BATCH! The Batman jokes are good and bat and here's just the beginning. The Batman lives in a Bathroom; he bathes in a Bat-tub; reads in the Batroom; if he has a beard, he's a Batnic; and his girl refuses to kiss him 'cause he has Bat breath. (Send us your Batty goodies, if they're printable).

Color Tapes and Slides

SCOTCH OR POLISH? Why did the couple take their wedding vows in the bathtub? Double ring ceremony. What does Steve think he has when he has two shopping bags from the same store? A matched set of luggage.

Local Film and Network Color

THE WAY old fashioned wives prepare meals is uncanny.

ALL COLOR SOON

POTENTIAL OIL WELL... a site to be holed.

wtrf-tv Wheeling

THE CANNIBAL CHIEF relished the thought when the Peace Corps representative said, "I'm here to give you a little taste of democracy!"

Upper Ohio Valley

SUGGESTION FOR SOME ART THEATRE... a production of "Hello Dali" could be a masterpiece.

Wheeling-Steubenville

*USA's ninth color market penetrating 159,100 color sets in the Wheeling-Steubenville area (ARB, Nov. '65) and WTRF-TV will go ALL COLOR very soon. Ask your Blair Television rep. to clue you on the Upper Ohio River Valley Empire dominated by WTRF-TV from Wheeling.

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

SONY Professional Broadcast Video Tape Recorder



SONY offers broadcasters the portable Videorecorder BV-120—all-transistorized Broadcast video tape recording system. Meeting the highest FCC broadcast requirements, it includes such features as continuously variable forward and reverse slow motion as well as full stop.

SONY TV Tape SVT-500
Long lasting video tape engineered for quadruplex video tape recorders. Featuring drop out and signal to noise ratio characteristics superior to S.M.P.T.E. standards.



See SONY at the NAB Show—Booth #114

SONY SONY CORPORATION OF AMERICA
580 Fifth Ave., New York, N.Y. 10036

with Humphrey, Williamson & Gibson Inc., Oklahoma City, elected VP's.



Mr. Hennessey

Matthew J. Hennessey, executive VP of Sudler & Hennessey, New York, named president.

Keith Matzinger, account executive with J. Walter Thompson Co., Los Angeles, on Ford Dealers Association of Southern California account, joins Eisaman, Johns and Laws Inc., same city, as VP and senior account executive working on National Auto Dealers Association and International Auto Show accounts.



Mr. Lueking

Richard W. Lueking, VP of advertising and sales promotion for Eastern Air Lines, New York, joins Clyne Maxon Inc. there as VP and account supervisor.

Robert T. Reilly, director for special resources at Creighton University, Omaha, joins Holland Dreves Arendt Poff Inc., that city, as VP.

Thomas C. Marks, manager for Robert E. Eastman & Co., San Francisco, joins Metro Radio Sales as manager of San Francisco office.

William S. Jaeger, sales manager of WNBC Binghamton, N. Y., appointed general sales manager of WFBG Altoona, Pa. **Bruce A. Lawrence**, account executive for WNBC-TV Binghamton, succeeds Mr. Jaeger.

Colleen L. Mattice, media director and account assistant at Anderson, Morgan, DeSantis & Ball, Hollywood, joins Campbell-Mithun, Los Angeles, as media director.



Mr. Williamson

Mitchell L. Williamson, president of Humphrey, Williamson & Gibson Inc., Oklahoma City, elected chairman of board of governors of Southwest council of American Association of Advertising Agencies.

Arnold M. Rotsman, with Jameson Advertising, New York, named director of marketing services.

John F. Corbani, advertising manager for Pepsi-Cola Co., New York, named product manager.

Richard Glidden named account manager at Waldie & Briggs, Chicago.

Richard C. Meeker, formerly with KNXT(TV) Los Angeles, named general

sales manager for John C. Cohan stations KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, both California.

David H. Slutzky, senior product manager for Bayuk Cigars Inc., Philadelphia, named assistant general sales manager of cigar division of The American Tobacco Co., New York.



Mr. Richards

James Richards, account executive for Blair Radio, New York, appointed eastern sales manager for Broadcast Communications Group, that city. **Peter Crawford**, account executive for BCG, Chicago, joins firm's New York office in same capacity.

David S. Parlour, TV production group supervisor, Grey Advertising, New York, named broadcast production supervisor responsible for TV commercial business administration and production at Gardner Advertising's New York office.

Ralph Whiting, VP and chairman of executive committee, Young & Rubicam, Chicago, named assistant general manager of Chicago office.

Jay H. Finnell, advertising and sales promotion manager for Westclox division of General Time Corp., La Salle, Ill., appointed marketing services manager. **John E. Dana**, central zone sales manager for Westclox, named field sales manager in Des Plaines, Ill.

Henry Ross, manager of sales promotion for Delta Air Lines, Atlanta, named director-advertising and sales promotion. **George E. Bounds**, director of advertising, assumes part-time assignment in Florida prior to his official retirement.

Helen Peikin, with WABR Winter Park, Fla., appointed sales director.

Don Leshner, formerly senior copywriter and account executive with Ralph H. Jones Co., Cincinnati, joins Vester-Hale Advertising, that city, as

LEO DUROCHER

Is Back in Baseball and
BACK ON RADIO

With his 5 minute daily show available at low syndication rates. An opening, closing and promo will be tailor-made by Leo.

**YOU KNOW IT
WON'T BE DULL**

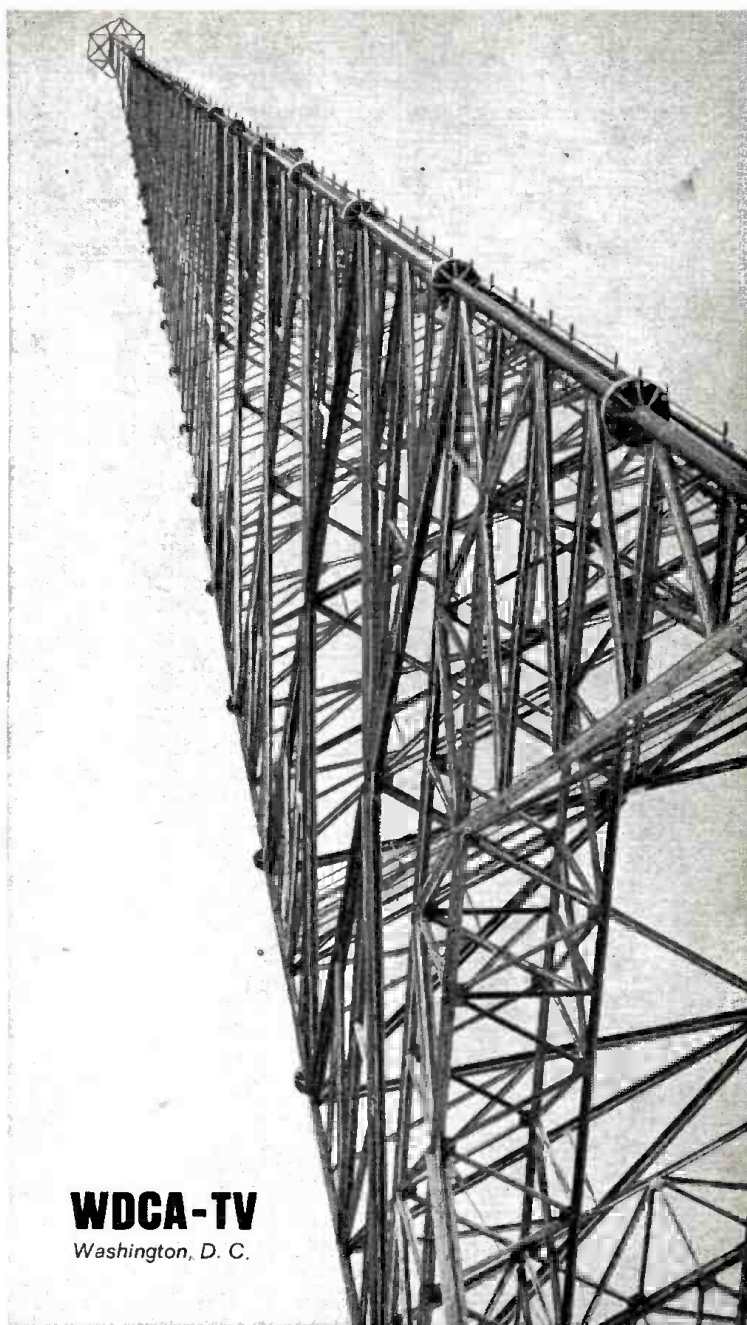
For audition tape and rates contact:
SIGHT AND SOUND LIBRARY
2725 W. Howard St., Chicago, Ill.
(312) RO 4-8070 (Call Collect)



KATV

Little Rock, Arkansas

First of several new Dresser-Ideco 2000-footers just built or rising. KATV now reaches 301,000 families, almost double its former marketable audience. The KATV antenna shares gratis its lofty position with Arkansas Educational TV antenna.



WDCA-TV

Washington, D. C.

World's first self-supported "Candelabra"® tower —Dresser-Ideco multi-station antenna-support concept that permits participating stations to share the costs of a single site acquisition and tower construction at the best possible location.

Two more towering Dresser-Ideco "completions"

These two tower installations demonstrate how much Dresser-Ideco can do to help you when you want to broaden your station's horizons. Around the country, and in many lands, Dresser-Ideco tower design and construction "expertise" has raised earning power for literally hundreds of broadcasting companies.

Dresser-Ideco one-contract service can begin with tower site survey and soil analysis; include selection, design, fabrication and erection; and go on to periodic maintenance and inspection.

Want to learn more about Dresser-Ideco's capabilities? Come to our booth at the NAB Show—or write:

Dresser-Ideco

TALLEST IN TOWERS

Division of **DRESSER** Industries

875 Michigan Avenue, Columbus, Ohio 43215 TEL: 614 299-2123

2314 Redondo Beach Blvd., Gardena (Los Angeles), Calif. 90247 TEL: 213 321-9850

creative director.

Dan Bockman, copy group supervisor at Hoefer, Dieterich & Brown, San Francisco, named associate creative director.

Norman Leebron, formerly account executive at WKBS(TV) Burlington, N. J.-Philadelphia, appointed account executive for WCAU-AM-FM Philadelphia.

Richard A. Poe, account executive with Raider Advertising Agency, Washington, appointed account executive at WGMS-AM-FM Bethesda, Md.-Washington.

John T. Swanton, formerly with Vick Chemical Co., joins Foote, Cone & Belding, Chicago, as merchandising supervisor. **Patrick Collins**, for past four years associate producer of NBC-TV's *Wild Kingdom* for Don Meier Productions Inc., Chicago, joins FC&B, San Francisco, as broadcast producer.

Chet Zaneski, account executive at Television Advertising Representatives, Chicago, and **Richard F. Nagle**, account executive at Peters, Griffin, Woodward, New York, join sales staff of TVAR, New York. **Churchill S. Miller**, with The Katz Agency, Chicago, succeeds Mr. Zaneski.

David E. Cassidy, assistant advertising manager for Standard Brands Inc., New York, joins television sales staff of The Katz Agency, that city.

Dick Dinsmore Jr., in sales service department at KABC-TV Los Angeles, promoted to sales research.

Bruce Montgomery, with Lennen & Newell, New York, and **Allan Osofsky**, with McCann-Erickson, New York, join Helitzer, Waring & Wayne, that city, as art directors.

Richard Goertemiller, art director at Leon Shaffer Golnick Advertising, Baltimore, appointed executive art director.

Charles A. Ventura Jr., formerly in media department of N. W. Ayer &

Son, Philadelphia, named radio-television media director of Gray & Rogers, that city.

Robert Fairbanks, account executive of CBS Television Stations National Sales, Chicago, appointed account executive in New York office.

Gene McGovern, account executive with XTRA Tijuana, Mexico-San Diego, joins KHJ-TV Los Angeles, as account executive.

Mike Secrest, with WFAA-TV Dallas-Fort Worth, named account executive.

Gerald T. Smith, with Winus-Branndon Co., St. Louis, appointed copy supervisor.

Lloyd Griffin (Bucky) Harris, freelance producer-director and formerly with Grant Advertising, Mexico City, named special representative of Mexicana Airlines (CMA) in Miami.

Timothy J. Gorman, promotion editor for American Research Bureau, Beltsville, Md., appointed account executive for G. Bruce West Inc., Bethesda, Md.

W. Dean LeGras, assistant director of information services for CBS-owned KNX Los Angeles, appointed to CBS Radio spot sales staff with headquarters in Los Angeles. He replaces **Bill Daisa**, who joins KFWB Los Angeles, as account executive.

Bertram Libin, with WTOP-AM-FM Washington, named to newly-created post of client relations manager. He will be responsible for sales and service of station's advertisers.

Don Richman, writer on *The Farmer's Daughter*, *Gidget* and other TV series, joins Chuck Blore Creative Services, Hollywood, as creative executive for commercial production house.

Ben Somoroff, still photographer, signed by Pelican Productions, New York, for work on TV commercials.

Lin Ephraim, production coordinator at Gerald Schnitzer Productions, Hollywood, named general manager in charge

of production.

George de Gennaro, commercial photographer, named consultant to Hanna-Barbera Productions' live action commercial division. He will be involved in design, layout and color.

MEDIA

W. Brooks George, president of Larus & Brother Co., owner of WRVA-AM-FM Richmond, Va., elected chairman of board of Richmond Television Corp., licensee of WRVA-TV Richmond.

John Davenport, general manager of WESC-AM-FM Greenville, S. C., elected VP and secretary of firm's parent company, Broadcasting Co. of the Carolinas.

Fred Fletcher, VP and general manager of WRAL-TV Raleigh, N.C., elected president of Capitol Broadcasting Co., operators of WRAL-FM-TV and Woody Hayes Background Music Co. Mr. Fletcher succeeds his father, **A. J. Fletcher**, who was elected board chairman and chief executive officer. **Jesse Helms**, VP in charge of news, programming and public affairs, named executive VP. **Sam Beard**, director of public affairs for WRAL-TV, succeeds Mr. Helms. **Aubrey H. Moore** elected VP in charge of accounting.

C. Edward Little, VP and general manager of KBTR Denver, appointed general manager of WGMA Hollywood, Fla.

John Aitken, sales development and merchandising director of KGO San Francisco, appointed to newly-created position of retail coordinator at KCBS San Francisco.



Mr. Sherwood

Sam Sherwood, program director of KDWB St. Paul, appointed general manager.

Burrell L. Small, formerly president of LaPorte (Ind.) Publishing Co., elected president of Radio Moline Inc., that owns WQUA Moline, Ill., and KIOA Des Moines, Iowa. **Len H. Small**, brother of Burrell L. Small, becomes executive VP of Radio Moline Inc.

Don McClintock, director of operations, KFBB-AM-TV Great Falls, Mont., named VP and general manager. **Robert Merrill**, station manager of KFBB, named director of local and national radio sales. **Fred Olson**, account executive, becomes local TV sales manager.

Lloyd Webb, general manager of WVON-WSDM(FM) Chicago, named VP and general manager of L & P Broadcasting, parent firm. **Robert Bell**, formerly with Bernard Howard & Co.,

NEGOTIATORS FOR THE SALE OF MEDIA AND ALLIED BUSINESSES

DURING THE NAB CONVENTION
WE'LL BE AT THE PICK-CONGRESS
HOPE TO MEET WITH YOU!

Jack L. Stoll

and ASSOCIATES LOS ANGELES WASHINGTON NEW YORK

SUITE 600-601 HOLLYWOOD SECURITY BLDG. • LOS ANGELES, CALIF. 90028
AREA 213 HOLLYWOOD 4-7279

DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a \$1.2 million annual business might use to promote sales instead of giving S&H Green Stamps to all of his customers:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner. That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.



The Sperry and Hutchinson Company

An American way of thrift since 1896

Invest in your color-full future

SEE ROOM 509 AT THE N.A.B.

OFFICIAL FILMS
724 Fifth Avenue, New York, N.Y.

You're invited March 27-30
BROADCASTING PUBLICATIONS INC.
Hospitality Suite 705-A
Conrad Hilton Hotel, Chicago
Broadcasting Magazine
Television Magazine
Broadcasting Yearbook

station representative, appointed general sales manager of L&P.

James V. Lester, deputy group executive, technical industrial products, of International Telephone & Telegraph Corp., New York, elected VP.

Robert L. Brown, general sales manager of KBTU(TV) Denver, appointed VP and general manager of KARK-TV Little Rock, Ark.

John H. Carter appointed executive VP of Meredith-Avco Inc., Cincinnati community antenna television firm. Mr. Carter, formerly director of program development and business administration of Avco space systems division, Wilmington, Mass., succeeds **Thomas J. Michel**, who returns to Avco Corp., New York.

Arthur Spector, program director of WABR Winter Park, Fla., named general manager.



Mr. Wesley

James W. Wesley Jr., station manager of WIOD-AM-FM Miami, appointed general manager.

John Dale, operations manager of WNEW-FM New York, appointed station manager.

Leon Webb, operations manager of WTVC(TV) Chattanooga, appointed station manager.

David Ward Small, formerly assistant manager of KSO Des Moines, Iowa, appointed general manager of WTRX Flint, Mich.

A. William Gudelman, research and sales presentation assistant at KNX Los Angeles, appointed assistant director of information services. **Tom Ashley** replaces him in research post.

Lacy S. Sellars, operations manager of WBT-FM Charlotte, N. C., named special projects assistant for parent Jefferson Standard Broadcasting Co.

John G. Russell, with Telemation Inc., Salt Lake City, named national sales manager for community antenna television.

PROGRAMING

Gary Kay, manager of programing business affairs for ABC International Television, New York, named director of international sales for Official Films, that city.

Leonard Miall, O.B.E., assistant controller of program services, BBC Television, London, named U. S. representative with headquarters in New York. New appointment becomes effective Jan. 1, 1967. Mr. Miall replaces **Jack Aistrop**, who returns to BBC in London after serving as BBC's U. S.

rep for three years.

Bill Brink, program director for WISG Mount Jackson, Va., appointed program director for KAOH Duluth, Minn.

Gordon Oliver, producer of *Profiles in Courage* series, signed to exclusive contract as producer and production executive at Universal City Studios. First assignment will be as executive in charge of production of *The Bob Hope-Chrysler Theater* series.



Mr. Rhodes

Jack E. Rhodes, named VP and general sales manager of WBC Program Sales, New York. Mr. Rhodes is in charge of sales of series, special programs and feature films offered by WBC for national syndication.

Robert V. Whitney, programing consultant for Fox, Wells and Rogers, Stamford, Conn., joins national program staff of Westinghouse Broadcasting Co., New York.

Ray Beale, with WABR Winter Park, Fla., appointed program director.

Joe Keane, director of KHJ-TV Los Angeles, named production manager.

Russ Wigglesworth, KDOG Durango, Colo., announcer, appointed program director.

Jim Lyle, producer and director at WLWI(TV) Indianapolis, named producer-director at WKYC-TV Cleveland.

Ken Coleman, play-by-play announcer for Boston Red Sox, appointed sports director of WHDH-AM-FM-TV Boston.

Donald Bain, manager of promotion services at American Airlines, New York, joins Peckham Productions Inc. there as writer-producer-director.

NEWS

James Wooley, supervising editor of Marathon International, New York, appointed director of newsfilm productions. **Fern Field**, formerly in charge of foreign distribution, named director of special projects and foreign distribution. **James Gore**, formerly with Midgal Production, London, named production manager, Marathon, New York, and **Elizabeth Meagher** named production coordinator of Marathon.

W. E. Debnam, with WNCT-TV Greenville, N. C., joins WITN-TV Washington, N. C., as VP of news and public affairs.

Albert Mark, with information staff of Democratic National Committee since September 1965, named information director. **John Criswell**, deputy director of the news and information

The
American Society
of Composers,
Authors and Publishers
(ASCAP)
salutes

**The National Association of Broadcasters
(NAB)**

The more than ten thousand musically talented men and women in ASCAP extend warm greetings and best wishes to the Broadcasters of America during their forty-fourth Annual Convention in Chicago.

Our members are justly proud of their long association with the Broadcasting Industry and will continue to supply this entertainment medium with the finest in American music.



American Society of Composers, Authors and Publishers 575 Madison Avenue, New York, New York 10022

division of DNC, named assistant to the executive director, in charge of congressional support program for DNC.

Ray Dantzler and Hugh Smith, both with WTVT(TV) Tampa-St. Petersburg, Fla., named news director and assistant news director, respectively.

Robert Andre, news director of WCIT Lima, Ohio, appointed news director of WOMP-AM-FM Bellaire, Ohio.

Robert Potter, with news staff of WIRL Peoria, Ill., appointed assistant news director.

Stuart Soroka, formerly with WHEN Syracuse, N. Y., joint WNYS-TV that city, as news writer.

FANFARE

David M. Sacks, ABC VP and general manager of KGO-TV San Francisco, appointed general chairman of 10th annual San Francisco International Film Festival to be held Oct. 20. Among competitive awards to be given at festi-

val will be ones for best television films.

William J. Silag, with *Radio-Television Daily*, New York, appointed to newly created position of director of public relations at ABC Radio network, that city.

Robert Marston, VP of The Rowland Co., New York, appointed senior VP.

Doni Scott, with KHJ-TV Los Angeles, named director of publicity.

John W. Roberts, formerly with Angers, Bowen & Associates, Lafayette, La., appointed advertising/PR consultant for Donrey Media Group, Fort Smith, Ark.

EQUIPMENT & ENGINEERING

Richard H. Vaughan, manager of Audio Devices' office in Silver Spring, Md., named national sales manager, New York. He is succeeded by **Andrew J. H. Rice**, who was assistant manager of Silver Spring office.

Richard Q. Kress, director of advertising for North American Philips Co., New York, elected assistant VP. Mr. Kress joined firm in 1963 after seven years with N. W. Ayer & Son as account supervisor.

L. Barton Pyper Jr., formerly with Price-Parrish Electronics, Albuquerque, N. M., named far western area sales manager for Kaiser-Cox Corp., Phoenix.

Torrey E. Smith, with KSNO Aspen, Colo., named chief engineer.

ALLIED FIELDS

Leonard H. Goldenson, president of ABC Inc., named to National Citizens Advisory Committee on Vocational Rehabilitation.

INTERNATIONAL

Ray Hazzan, formerly manager of *News magazine* and special programs for Canadian Broadcasting Corp., Toronto, appointed TV news director. He succeeds **Ron Robbins** who becomes manager, foreign news.

Robert Fraser, formerly product manager, lubricated tapes and cartridges, for Audio Devices Inc., New York, appointed European marketing director, with headquarters in London.

Robert E. Lang, former VP in charge of news at ABC, New York, appointed European representative of Time-Life Broadcast in Lisbon.

Lois Henriksen, with W. B. Doner Co., Detroit, joins CKLW-TV Windsor, Ont.-Detroit, as research director.

DEATHS

Stan Francis, 59, veteran radio an-

nouncer of Canadian Broadcasting Corp., died March 15 in Toronto after long illness. He was on CBC radio quiz, *Share the Wealth*, from 1941 to 1955.



Mr. Grumbles

William H. Grumbles, 48, president of WNYS-TV Syracuse, N. Y., and former Memphis broadcasting executive, died March 19 after suffering heart attack in Memphis. He was VP of RKO Telradio Pictures Inc., New York, from 1956 to 1959. He resigned at RKO to buy WHHM Memphis in 1959. He became president of WNYS-TV in 1962. Surviving are his wife, Virginia, daughter and three sons.

Ward Wilson, 62, sports director of WEAT-TV West Palm Beach, Fla., died March 22 in West Palm Beach. Mr. Wilson, formerly with what is now WHN New York, broadcast major baseball and hockey games in 1930's and narrated many movie shorts of late Grantland Rice. He was also master of ceremonies for NBC's *Can You Top This*.

G. Milton Kelly, 58, veteran Associated Press reporter who covered Senate, died March 22 in Washington hospital. He became AP staffer in 1930 and was assigned to Washington bureau in 1949.

J. Anthony Smythe, 80, who for 27 years portrayed Father Barbour in radio series *One Man's Family*, died March 20 at home in Hollywood following lengthy illness.

John Jay Warren, 87, who retired nine years ago as VP of McCann-Erickson, died March 19 in New York home. Surviving are his wife, Florence, and daughter.

LOOKING FOR

■ STUDIO OPERATING PERSONNEL

■ FILM EDITORS

■ DIRECTORS

■ ANNOUNCERS AND DJs

PRODUCTION ASSISTANTS



Fully Trained
Broadcasting Personnel
Come From RCA
TV & Radio
Studio Schools

Graduates of RCA Institute's Studio Schools have had thorough and professional training in every phase and detail of television and radio in the Broadcast field under expert

direction. When you hire an RCA Institutes graduate, you hire competence and on the job know-how that's ready to work for you immediately.

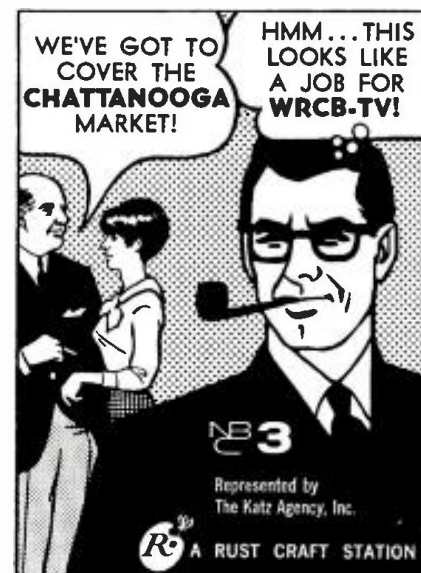
If you're looking for personnel to fill any phase of Broadcasting operations, or if you wish to inquire about RCA Studio School Training, contact Mr. Murray Dick, RCA Institutes, Dept. B-3-28, Screen Building, 1600 Broadway, New York City, or phone YU 9-2000.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America



The Most Trusted Name in Electronics



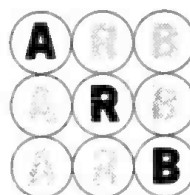
ARB now regularly surveys 30 major radio markets which represent 78% of all U. S. radio listeners.

Individuals listen to radio . . . and in January 1966 ARB individual, multi-media diary surveys were extended to 30 major radio markets to provide the detailed listening habits of these individuals —

- At-home and away-from home listening estimates
- Average quarter-hour listening by individuals 12 years old or older
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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 17 through March 23 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Sitka, Alaska—Sitka Broadcasting Co. UHF channel 13 (210-216 mc.) ERP 0.264 kw vis., 0.044 kw aur. Ant. height above average terrain 88 ft., above ground 155 ft. P. O. address c/o Roy Paschal, Box 299, Sitka 99835. Estimated cost of construction \$29,162; first-year operating cost \$10,424; revenue \$42,000. Studio and trans. locations both Sitka. Geographic coordinates north lat. 57° 03' 26.5" west long. 135° 20' 02". Type of trans. Gates BT 100CH, type ant. Jampro JATV 25/H. Legal counsel Booth & Lovett, Washington. Principals: Roy Paschal (69.4%), Jack W. Huff (3.6%), Peder A. Hougen (3.6%), Adolf Thomsen (3.6%), A. R. Dorum (3.6%), and Francis L. Guertin (3.65%) and others. Mr. Paschal is station general manager; Mr. Huff is general manager of grocery store; Mr. Thomsen is commercial fisherman; Mr. Dorum owns liquor store; Mr. Guertin owns laundry; Ann. March 21.

Existing AM stations

APPLICATION

WRDS South Charleston, W. Va.—Seeks CP to change frequency from 1410 kc. to 1450 kc., change hours of operation from daytime to unlimited using power of 250 w. 1 kw. Ann. March 22.

New FM stations

APPLICATIONS

***Birmingham, Ala.**—Samford University 91.1 mc., channel 216, 10 kw. Ant. height above average terrain 645 ft. P. O. address: c/o Allan Yeomans, 800 Lakeshore Drive, Birmingham 35209. Station will be owned by Samford University and operated by students. Ann. March 22.

Modesto, Calif.—Central Valley Broadcasting Co. 101.5 mc., channel 268, 50 kw. Ant. height above average terrain 466 feet. P. O. address c/o Robert E. McMillen, 608 Trask

Lane, Modesto 95353. Estimated cost of construction \$12,625; first-year operating cost \$25,000; revenue \$25,000. Central Valley is non-profit corporation. Merrill J. Alexander, president, Robert E. McMillen, vice president, Lawrence Cartwright, secretary, Oliver J. Heersink, treasurer. Ann. March 22.

Redwood City, Calif.—Contemporary FM Inc. 99.5 mc, channel 258, 7.08 kw. Ant. height above average terrain 940 feet. P. O. address: c/o Bernard D. Seitz, 310 Popular Ave., Redwood City 94061. Estimated cost of construction \$7,550; first-year operating cost \$28,000; revenue \$22,000. Principal: Bernard D. Seitz (100%). Mr. Seitz is president of broadcasting company. Ann. March 22.

Fort Morgan, Colo.—Morgan County Broadcasting Co. 94.3 mc., channel 232, 2.67 kw. Ant. height above average terrain 136 feet. P. O. address: Station A. Dixon, Box 430, Fort Morgan 40522. Estimated cost of construction \$18,300; first-year operating cost \$14,420; revenue \$15,000. Principal: Station A. Dixon (100%). Mr. Dixon is manager of KFTM Ft. Morgan. Ann. March 22.

Greeley, Colo.—The Mid-Western Radio Corp. 92.3 mc, channel 222, 32 kw. Ant. height above average terrain 193 feet. P. O. address: c/o Ralph H. Green, P. O. Box K, Greeley 80632. Estimated cost of construction \$27,300; first-year operating cost \$6,000; revenue \$4,500. Principals: Ralph H. Green (95.4%), Grace B. Green (4%), Helen B. Stolte (4%). Mr. Green is president of Mid-Western Radio Corp. Grace B. Green is housewife. Helen B. Stolte is housewife. Ann. March 22.

Rockford, Ill.—Charles Palmer Rowland. 95.3 mc, channel 237, 1.04 kw. Ant. height above average terrain 291 feet P. O. address R. R. #1 Box 337-C, Kenosha, Wis. 53140. Cost of construction \$4,369; first-year operating cost \$15,200; revenue \$16,000. Mr. Rowland is producer, owns recording studio and is employed by steel company. Ann. March 17.

Winnfield, La.—WINN Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 120 feet P. O. address: Box 548, Winnfield 71483. Estimated cost of construction \$10,000; first-year operating cost \$1,500; revenue \$1,500. Principal: Edward R. Hall. Mr. Hall is licensee of KVCL Winnfield. Ann. March 22.

Southbridge, Mass.—WESO Broadcasting Corp. 100.1 mc, channel 261, 2.77 kw. Ant. height above average terrain 114.5. P. O. address: c/o Peter A. Bordes, 399 Main Street, Southbridge 01550. Estimated cost of construction \$18,040; first-year operating cost \$7,000; revenue \$7,000. Principals: Joseph L. Rosenmiller Jr. (60.5%), Peter A. Bordes (19.5%) and Joseph C. Amaturo (20%). Mr. Rosenmiller and Mr. Bordes are broadcast investors; Mr. Amaturo is chairman of board of WFTL Broadcasting Co.. WFTL-AM-FM Fort Lauderdale Fla. Ann. March 17.

Syracuse, N. Y.—Ward L. Jones. 102.9 mc, channel 275 12.1 kw. Ant. height above aver-

age terrain 645 feet. P. O. address: c/o Richard Shannon, 821 Burnet Ave., Syracuse 13203. Estimated cost of construction \$14,436. First-year operating cost \$27,453; revenue \$27,000. Principal: Ward Leland Jones (100%). Mr. Jones was an airline pilot. Ann. March 22.

Ownership changes

ACTIONS BY FCC

KJNO Juneau, Alaska—Granted transfer of control of licensee corporation, South Eastern Alaska Broadcasters Inc., from Radio Anchorage Inc., Eugene Bernald, J. Chester Gordon and Josephine M. Gordon (total of 100%) to W. and Donna J. Wiley (none before, 100% after). Mr. Wiley is station manager. Consideration \$52,500. Action March 18.

KGGK-FM Garden Grove, Calif.—Granted assignment of license from Jeannette B. Banoczi to Audio International Inc., owned by Oliver Berliner. Mr. Berliner is general manager and owner of Audio International Inc., Oberline Inc. (both Latin-American music publishers) and 50% owner of Berlar Inc. (stage show and TV production company). Consideration \$27,500. Action March 18.

KDZA Pueblo, Colo.—Granted assignment of license from Pueblo Radio Co., to Roger P. Brandt. Mr. Brandt is employed as operations manager for WCEN-AM-FM Mount Pleasant, Mich., which is owned by his family. Consideration \$162,500. Action March 17.

KJOE Shreveport, La.—Granted assignment of license from Armand Broadcasting Co. to Dynamic Broadcasting Corp., owned by Charles Ronald Rogers, Neal L. Spelce Jr., R. Miller Hicks, J. Sam Winters and Walter Caven (each 20%). Mr. Rogers is gen. mgr. of KOKE Austin, Tex. Mr. Spelce is TV news editor of KTBC-AM-FM-TV Austin. Mr. Hicks is owner of business consultant firm. Mr. Winters is law partner. Mr. Caven is representative of Texas Railroad Association. Consideration \$105,000. Action March 18.

WGRD Grand Rapids and WTRU Muskegon, both Michigan—Granted acquisition of positive control of licensee corporation, Regional Broadcasters Inc., by Edith P. Martin (100%) through purchase of stock from W. H. Rich (50% before, none after). Consideration \$125,000. Action March 18.

WDAL Meridian, Miss.—Granted assignment of license from Queen City Broadcasting Co. to Broadcasters and Publishers Inc., owned by Paul D. Nichols, Houston L. Pearce (each 40%), Dick Smith (20%). Mr. Nichols is 25% owner of WARF Jasper, 24.5% owner of WBIB Centerville, both Alabama. Mr. Pearce has identical holdings to Mr. Nichols. Mr. Smith is Alabama publishing and office supply company owner. Consideration \$82,420. Action March 18.

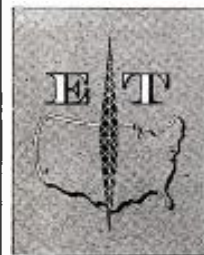
WJAG Norfolk, Neb.—Granted acquisition of positive control of licensee corporation, WJAG Inc., by E. F. Huse, Jr. (47.7% before, 91.4% after) through sale of stock by J. H. Powell and C. A. Phelps (each 24% before, none after) to licensee corporation. Consideration \$200,000. Action March 18.

WKNY Kingston, N. Y.—Granted acquisition of positive control of licensee corporation, Kingston Broadcasters Inc., by Alastair B. Martin (50% before, 100% after) through transfer of stock by W. H. Rich (50% before, none after) to licensee corporation. Consideration not listed. Action March 18.

WHYZ Greenville, S. C.—Granted assignment of CP authorizing new AM from Thomas C. Fleet Jr., Jane Harrison Fleet and John Hudson Fleet db/as Fleet Enterprises to Maximum Power Radio Inc., owned by Thomas C. Fleet Jr., John Hudson Fleet (each 35%), Roy Lee Brooks Sr., Mac Verner Patterson (each 7½%), Jane Harrison Fleet (7%), Calhoun H. Turner (6%), and Charles F. Fleet (2%). Fleet family were all engaged in business of Fleet Enterprises with exception of Charles F. Fleet, who is attorney. Of the newcomers to enterprise, Mr. Brooks is shop foreman with mill; Mr. Patterson owns construction company; Mr. Turner is lawyer. Action March 21.

WPIC-AM-FM Sharon, Pa.—Granted ac-

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quisition of positive control of licensee corporation, Sharon Broadcasting Co., by Alastair B. Martin et al, trustees for Edith P. Martin, through transfer of stock by William H. Rich (50% before, none after) to licensee corporation. Consideration \$320,000. Action March 18.

APPLICATIONS

KDEO El Cajon, Calif.—Seeks assignment of license from Tullis and Hearne Broadcasting Co. to Howard L. Tullis and John P. Hearne db/as Tullis and Hearne Broadcasting. Transfer is for legal convenience only. No financial consideration. Ann. March 21.

WSIM Prichard, Ala.—Seeks assignment of license from Broadcast Service of Mobile Inc. to Duke Broadcast Corp. owned by Walter A. Duke, Anna A. Duke, Shirley A. Haerle, and Michael A. Duke, (all 25%). Walter A. Duke is 50.92% owner of Iredell Broadcasting Corp. Anna A. Duke is housewife. Shirley A. Haerle is secretary. Michael A. Duke is assistant manager and chief engineer. Iredell Broadcasting Corp. Consideration \$160,000. Ann. March 17.

WYNK Baton Rouge, La.—Seeks acquisition of negative control of licensee corporation, Miss Lou Broadcasting Corp., from George R. Ratliff (33 1/4% before, none after) through sale of stock to Robert D. McGregor and H. V. Brown (both 33 1/4% before, 50% after). Consideration \$35,000. Ann. March 17.

WCNR Bloomsburg, Pa.—Seeks assignment of license from Columbia Montour Broadcasting Corp. to Columbia Montour Broadcasting Inc. Principals: C. E. Darlington (60%) and Jancie Darlington (40%). Mr. Darlington is station manager. Jancie Darlington is housewife. Consideration \$110,000. Ann. March 21.

KCOM Comanche, Tex.—Seeks assignment of license from Gilbert T. Webb to Radio Comanche Inc. Elton K. McCullough (50%), C. E. Tabor (20%), Charles Remy Tabor (15%), W. D. Tabor (15%). Mr. McCullough has retail hardware business. Mr. C. E. Tabor has CATV interest. Mr. Charles Remy Tabor has microwave company. Mr. W. D. Tabor is vice president of bank. Consideration \$83,331.81. Ann. March 22.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) granting applications of Tri-State Television Translators Inc. for five new VHF TV translator stations on channels 2, 4, 5, 8 and 12 to serve Cumberland, Md., by rebroadcasting programs of WJAC-TV (channel 6), Johnstown, Pa., WMAL-TV (channel 7), Washington, DKA-TV (channel 2), Pittsburgh, and WTOP-TV (channel 9) and WTTG (channel 5), both Washington, and (2) granting Tri-State's request to withdraw its translator applications for operation on channels 3 and 10 and dismissing those applications for failure to prosecute. Action March 22.

OTHER ACTIONS

■ By memorandum opinion and order in Lebanon, Pa.—Catonsville, Md., AM consolidated proceeding, commission denied petition by Cedar Broadcasters for review of examiner's action of Jan. 5 which allowed amendment to application of Lebanon Valley Radio. Member Nelson not participating. Action March 21.

■ Review board by order in proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's to operate on channel 271 in Ware and Springfield, Mass., respectively. (1) approved applicants' joint agreement to extent that WCRB would reimburse Central \$2,250 for expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Central's application; (3) granted WCRB Inc.'s application; and (4) terminated proceeding. Action March 18.

■ Review board by memorandum opinion and order in proceeding on applications of Fine Music Broadcasts Inc. and Belk Broadcasting Co. of Florida Inc. for new FM's to operate on channel 245 in Jacksonville, Fla.. (1) granted applicants' joint request for approval of agreement whereby Fine Music would reimburse Belk \$6,279 for expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Belk's application; (3) granted Fine Music; and (4) terminated proceeding. Action March 18.

■ Review board by memorandum opinion

and order in proceeding on AM applications of Sawnee Broadcasting Co. (WSNE), Cumming, and Hall County Broadcasting Co. (WLBA), Gainesville, Ga., in Docs. 16301, 16312, denied petitions by WSNE to enlarge issues and motion by WLBA for leave to file supplement to opposition to petition to enlarge issues. Member Berkemeyer dissented with statement in which Member Slone concurred. Action March 18.

■ Review board by memorandum opinion and order denied petition by Broadcast Bureau to reopen record in proceeding on AM application of Storz Broadcasting Co. (WTIX), New Orleans; and ordered that Storz notify board within 10 days if it is dissatisfied with procedure set forth in memorandum opinion. Action March 18.

■ Review board dismissed as moot pleadings in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Review board on March 10 remanded proceeding to examiner for further hearing and for preparation of additional supplemental initial decision. Action March 18.

■ Review board in proceeding on applications of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville, Ky., granted petition by Kentuckiana to extend time to March 18 to file reply to opposition by Reising to motion to enlarge issues. Action March 18.

Routine roundup

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Granted request by Broadcast Bureau to correct in various respects transcript of evidentiary hearing in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md. Action March 18.

■ In proceeding on AM applications of Sawnee Broadcasting Co. (WSNE), Cumming, and Hall County Broadcasting Co. (WLBA), Gainesville, Ga. denied petition by latter for leave to amend its application. Action March 18.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from March 17 to April 14 to file proposed findings in proceeding on application of Southington Broadcasters for a new AM in Southington, Conn. Action March 18.

■ Pursuant to agreements reached at conference of March 17, scheduled procedural dates and hearing for May 16 in proceeding on applications of Boardman Broadcasting Co., Inc., and Daniel Enterprises Inc. for new AM in Boardman and Warren, Ohio, respectively. Action March 17.

■ Scheduled conference for March 24, to discuss, among other things, possible use of depositions in lieu of oral testimony at forthcoming hearing in proceeding on applications of Clay County Broadcasting Co. and The Wilderness Radio Broadcasting Co. for new FM's in Manchester, Ky. Action March 17.

By Hearing Examiner Millard F. French

■ Granted petition by Boca Broadcasters, Inc., to extend time to April 5 to file proposed findings and to April 19 for replies in proceeding on its application for a new FM station in Pompano Beach, Fla. Action March 21.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Brown Broadcasting Co., Inc., and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, N. C., respectively, pursuant to agreement of all parties at March 17 prehearing conference, scheduled a further prehearing conference for April 25, and, on examiner's own motion, continued hearing of April 18 to a date to be established at the further prehearing conference. Action March 17.

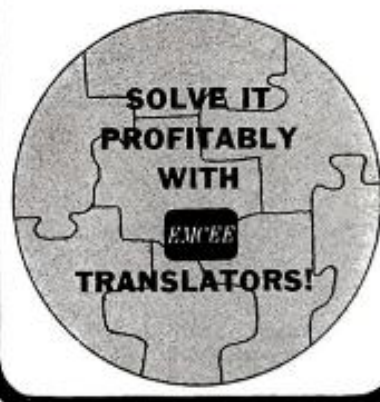
By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of WTCN Television, Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television, Inc. (KMSP-TV), Minneapolis, Minn., granted petition by Twin City Area Educational Television Corp. to extend time from March 15 to May 1 to file exhibits. Action March 17.

By Hearing Examiner
Chester F. Naumowicz, Jr.

■ In proceeding on applications of Seven

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 24

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,039	23	77	370
FM	1,434	40	212	227
TV-VHF	471	22	19	236*
TV-UHF	90	21	80	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 24

	VHF	UHF	Total
Commercial	513 ²	193	706
Noncommercial	68	67	135

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

	AM	FM	TV
Licensed (all on air)	4,034	1,417	556
CP's on air (new stations)	17	37	41
CP's not on air (new stations)	82	210	99
Total authorized stations	4,134	1,664	702
Applications for new stations (not in hearing)	290	173	142
Applications for new stations (in hearing)	70	41	67
Total applications for new stations	360	214	209
Applications for major changes (not in hearing)	208	40	37
Applications for major changes (in hearing)	37	1	7
Total applications for major changes	245	41	44
Licenses deleted	1	0	1
CP's deleted	2	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

(7) League Productions, Inc., for renewal of license of station WIII, and South Dade Broadcasting Co., Inc., and Redlands Broadcasting Co., Inc., for new AM's, all Homestead Fla. ordered that pursuant to Sect. 1.22 of the rules, that any attorney or firm of attorneys purporting or authorized to enter an appearance on behalf of Redlands shall show his authority to act in such capacity, and further directed that any appearance with respect to which such authority has not been shown on or before April 18 shall be stricken.

Pursuant to hearing conference of March 18 in proceeding on applications of Chicago-Land TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on Channel 50 in Chicago, Ill., scheduled certain procedural dates in lieu of those dates heretofore established.

Scheduled a prehearing conference for March 24 for the purpose of establishing the methods and dates for the adduction of evidence in proceeding on revocation of license of Tinker Inc., for WEKY, Richmond, Ky. Action March 18.

By Hearing Examiner Sol Schildhouse

■ Cancelled hearing of March 22 and scheduled a further hearing conference for April 5 in proceeding on applications of Midway Television, Inc., and Allied Broadcasting Co. for new TV's in Kansas City, Mo. Action March 17.

By Hearing Examiners Elizabeth C. Smith, Thomas A. Donahue and Sol Schildhouse

■ In the Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding, granted petition by the Broadcast Bureau to further extend time to April 7 to file proposed findings and replies to April 28. Action March 17.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at prehearing conference of March 18, continued without date hearing scheduled for April 21, pending action on pleadings and agreements to be filed on or before March 28, in proceeding on applications of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y. Action March 18.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 23. 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.

Desert Shores, Calif.—B. J. Little, microwave supervisor for American Television Relay Inc., El Centro, that state, has applied for a franchise. The proposed system would offer channels from Yuma, Ariz. and Los Angeles. The installation fee would be \$35 with a monthly charge of \$7.50.

Salton Sea Beach, Calif.—B. J. Little, microwave supervisor for American Television Inc., El Centro, that state, has applied for a franchise. The proposed system would offer channels from Yuma, Arizona, and Los Angeles. The installation fee would be \$35 with a monthly charge of \$7.50.

San Francisco—Westinghouse Broadcasting Company Inc., (group owner), has applied for a franchise. The firm, represented by vice president Philip Lasky, (KPIX-TV San Francisco), is seeking a 21-year franchise. Previous applicants are Harriscope Broadcasting Corp. of Illinois, Better Television Inc., and Western Cable Television Co. (Chronicle Publishing Company.)

Visalia, Calif.—General Electric Cablevision Corp., Central Valley Cable Television, Fresno, and Transvideo, Bakersfield, all California, have applied for franchises.

Vista, Calif.—Warner Bros. Television

Services Inc. (John R. Frost) has applied for a franchise. Previous applicants are Escondito Community Cable Co., Escondito, and Coaxial Systems Engineering Co., Harbor City, both California.

Pagosa Springs, Colo.—Chama TV Cable Co. and Universal Telephone Co. (Pagosa Springs Telephone Co.) have applied for franchises.

Paonia, Colo.—Delta Televents (Fred Denison) has applied for a franchise.

Hallandale, Fla.—Atlantic Coast Cable TV Inc. has applied for a franchise. The company proposes to carry all television shows emanating within a 100-mile radius. A time-weather service and FM would also be provided. Fees will be approximately \$4.50 to \$5 monthly.

Cornelia, Ga.—John Foster, general manager of the Habersham Broadcasting Corp. and Standard Telephone Co. have applied for a franchise. The two applicants will combine operations if the franchise is granted.

Smyrna, Ga.—Electro Vision Co. has applied for a franchise. Cox Cablevision Corp. (Cox Broadcasting Corp.) is also an applicant.

Peoria, Ill.—Of the four companies who had expressed an interest in a franchise (General Electric Cablevision Corp., Central Illinois Cable Television Inc., Peoria Cable Television Inc., and Multi-Channel Cable TV Inc., Chicago) only General Electric Cablevision Corp. submitted a bid after the city council set forth its provisions for a franchise. The main provision is that the company receiving the franchise must either post \$1 million bond or insurance to protect against possible copyright infringement suits. The company offered the city a \$12,000 yearly minimum for the 16-channel system. For the first 60 days the installation fee would be free. Monthly service charge would be \$4.75.

Mason City, Iowa—Two firms have applied for franchises. Mason City Community Cable (Thomas Stoner) would prefer to have a franchise election while the other firm, North Iowa TV Cable Co. (Walter K. Mickelson), is asking the city for a 25-year franchise. If accepted North Iowa TV would provide coverage from channels in Mason City, Cedar Rapids, Des Moines, Waterloo, and Ames, all Iowa, Austin, Rochester and Minneapolis, all Minnesota, plus time-weather service and FM. The city would receive 3% of the company's gross income. The charges would be \$15 for installation and \$5 per month for service.

Norton, Kan.—Bell-View Television, represented by Dr. James Collyer and William Krapes, has applied for a franchise. The cost to subscribers would be \$6 per month with no initial installation fee. The city would receive 3% of the company's gross receipts. Several other applications are also pending in Norton.

Pittsburg, Kan.—A new request for a franchise has been submitted by KSEK Broadcasting Co. (KSEK, that city). The company found an earlier ordinance passed in October 1965 to be unacceptable.

Winfield, Kan.—The CATV Construction Co., Dallas (T. S. Mackie, representative) has applied for a franchise.

Franklin, Ky.—Western Kentucky Cablevision Inc., Franklin All-Channel Cablevision and WSM Inc. (WSM-AM-TV Nashville) have applied for franchises.

Annapolis, Md.—Chesapeake Antenna Television Inc., a subsidiary of Durkee Enterprises, Baltimore, has applied for a franchise. An earlier franchise request was made by TV Cable Corp. of Annapolis.

Hudson, Mass.—Cable-Vision Corp. has applied for a franchise.

Northboro, Mass.—Boroughs Cablevision

(Continued on page 176)

BROADCASTING, March 28, 1966

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BROADCAST ENGINEERING
CONSULTANT
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Coldwater, Michigan—49036
Phone: 517-278-6733

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COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS

PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone Trowbridge 6-2810

TERRELL W. KIRKSEY

CONSULTING ENGINEER
525 E. Park Valley Drive
Hopkins, Minnesota 55343
Phone (Area code 612) 935-7131

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications. 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Florida, daytimer, one station growing market wants manager with proven record. Good salary with high incentive. Box C-234, BROADCASTING.

Ready to move up? Need selling manager, small Indiana market liberal commission \$20,000 year potential. Box C-272, BROADCASTING.

General manager for long established AM-FM station in northern Ohio city of 25,000. Thoroughly seasoned in sales and administration. Yet energetic and creative in terms of programing and community relations. Excellent physical plant and professional staff. Single station market. Attractive incentive program with expanding group operation. Previous station management required. Send complete resume in confidence to: Milton Maltz, P. O. Box 489, Mount Clements, Michigan. Available at NAB Convention.

Excellent opportunity and ownership incentive for station manager of clear channel, small market station on Florida's north west gulf coast. Opportunity to join group with three stations and two CP's in the south. All stations in black. Salary open for the right man, plus bonus and stock-ownership available. If you are a man with a future, your future is made. This station is in the black. For a "sunny" future in Florida radio, contact William S. Dodson, Box 630, President, Big Bend Broadcasting Corporation, Quincy, Florida, or call 627-6800, Quincy. References will be checked.

Sales

Those presently in the midwest interested in a top Missouri small market sales opportunity write to Box C-24, BROADCASTING.

Salesman with imagination and ambition needed for new fulltime major market Ohio radio station. Box C-101, BROADCASTING.

Los Angeles—solid salesman—proven track record—management capability—multiple group—good starting salary, plus. Box C-115, BROADCASTING.

Regional NBC Florida gulf coast adult station seeks experienced, self starting, permanent, producing salesman. Send qualifications to Box C-171, BROADCASTING.

Deep south station will pay \$10,000 guaranteed to top radio salesman who can show a real sales job. Eventually he will have a shot at an assistant manager's job and possible management. Must have well proven record of stability and sales. Write giving complete details. Box C-201, BROADCASTING.

Florida major market Gulf Coast Ten Thousand water looking for a solid salesman. Young and eager! Prefer man now living in Florida. Send complete resume and references. Box C-224, BROADCASTING.

Advertising salesman for St. Louis radio station. Salary plus liberal commission. The person selected will have opportunity for rapid advancement to sales manager; but you must prove yourself first. You must be well experienced in selling radio time with a good record. Recommendations from past employers will be checked thoroughly. Give us full details with your first letter. They will be held in strictest confidence. Box C-269, BROADCASTING.

Sales—(Cont'd)

New station! New territory! New approach! Sell high quality FM, in the heart of booming New England! Our man will be well rewarded—in earnings—in growth—and in career satisfaction. Talented staff to deliver his product. Sell creative advertising on FM radio! All replies answered. Box C-248, BROADCASTING.

Sales manager, California daytimer, excelling in sales, station promotions, community predisposed. Excellent salary, incentives, bonuses. Box C-295, BROADCASTING.

New York area—Aggressive young man for radio airtime sales in growing New Jersey/New York market. Base salary plus commission. Only hard workers interested in a challenging career need apply to New York area's leading suburban FM stereo station. Phone WDHA-FM, Dover, New Jersey 201-368-3424.

Account executive wanted—for expanding sales staff. Need aggressive man to take over large account list and make it larger. This is Illinois' fastest growing area. Need a good man to join our family. A great opportunity for a man with a good record to settle down. Guarantee and commissions, plus many benefits. For details, write Chuck Riehl, Sales Manager, WLPO AM-FM Box 215, LaSalle, Illinois, or call 815-223-3100.

Conscientious, ambitious young man wanted for bright future in small market radio. 60% sales, 30% announcing, 10% news. Ideal community . . . very successful station . . . rapidly growing 3-station group. Bob Spradlin, WMST, Mt. Sterling, Ky.

Immediate opening for salesman at Religious formatted station. Send complete resume to: Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Manufacturers representatives established in the broadcast industry or chief engineers interested in sales. For complete AM and FM broadcast product line. Choice territories available throughout the country, attractive commissions. Contact Bernard Wise, c/o CCA Electronics Corp., 716 Jersey Ave., Gloucester City, New Jersey or visit our exhibit at the NAB Convention.

Announcers

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines salary. Send resume and tape to Box C-25, BROADCASTING.

Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-92, BROADCASTING.

Combination AM announcer and position of responsibility in FM operation. Good music, CBS affiliate, New York State. Mature voice with good sense of production. Tape & resume. Box C-160, BROADCASTING.

Announcer 1st phone for all-nite show at Maryland's high power AM-FM reaching Baltimore & Washington, D. C. markets. Middle of the road format, network affiliate, excellent opportunity with progressive station. Salary open. Rush tape, resume, photo, and salary requirements to Box C-178, BROADCASTING.

Midday deejay, experienced, Small Ohio market; starting salary \$90. Send tape and resume to Box C-186, BROADCASTING.

Top 40 dj—Major market. Exciting station. Ideal living conditions. No kooks or characters. Prefer family man. Send documentable resume, references and recent picture. Box C-187, BROADCASTING.

Announcers—(Cont'd)

A southeastern Pennsylvania adult music daytimer wants intelligent eager, draft-free staff announcer. Opportunity to grow with fast-moving operation. Send tape, resume and picture first letter. Box C-188, BROADCASTING.

Salesman-announcer—production man for single market station; must have third, endorsed. Limited on-the-air schedules tailored for individual. No tapes now; write confidential letter. Box C-193, BROADCASTING.

AM-FM station in competitive Virginia market adding to announcing and sports staff. Must be sober, dependable, and willing to work hard for good advancement. Forward tape, resume and picture with first letter. Box C-198, BROADCASTING.

Red hot blues and jive disc jockey for Negro programmed station. Experience in similar station important. Your ability to do modernized version of rhythm and blues show important. Box C-202, BROADCASTING.

Midwest station looking for experienced dj news and production man. Right pay for right man. Rush air check, photo to Box C-244, BROADCASTING.

Middle of the road daytimer needs announcer strong on news production & dj. Immediate tape & photo to Box C-245, BROADCASTING.

3 stations, and still growing; expansion creates opportunity and challenge for announcers, engineers and salesmen. Grow with us, send experience resume, tape to Box C-257, BROADCASTING.

Full time Indiana AM will have openings for announcer, 1st ticket, and a commercial man this spring or early summer. Attractive remuneration and working conditions. Congenial staff. Responsible individuals only need apply. References exchanged. Inquiries confidential. Box C-268, BROADCASTING.

1st phone announcer, some maintenance. Indiana FM station. Box C-273, BROADCASTING.

How much would you like to earn this year? We have immediate opening for announcer-salesman with free stock as incentive. Also need creative production-announcer, good future for career radiomen. Box C-292, BROADCASTING.

Country western or middle of road announcer with first license willing to learn, supervise maintenance. Small town, excellent climate and working conditions. Rush tape, resume and picture to KHFH, Sierra Vista, Arizona.

Denver's high rated "uptown" country/western station, KLAK, has immediate opening for good air and board man with first phone. Neither country music experience nor engineering ability required. Join a great staff as we occupy our new quarter million dollar plant. Send complete tape, resume and references to Ed Scott.

Announcer—Experienced. Some production. Bright, fast-paced, promotion filled Iowa station. Must be pleasant, run tight board. Write or call Ted Lauris, KMNS, P.O. Box 177, Sioux City, Iowa 712-258-0628

Immediate opening for experienced announcer on middle-road music station. Send air check, photo and resume to George Wilburn, KSAL Radio, Salina, Kansas.

Announcers—(Cont'd)

Immediate opening for experienced announcer for KTIB-AM & FM stereo Thibodaux, La. College town, 50 miles southwest of New Orleans. Call Raymond Saadi, 504-447-9006.

Immediate opening—Announcer! Progressive small market station. Good working conditions. Salary open. 3rd class license. Write or call Bill Spitzer—Manager, KUVB Radio, Holdrege, Nebraska.

Middle-road news oriented border station has opening for bright upbeat announcer. Come prepared to stay because you'll like our city. Salary open. KVOZ, Laredo, Texas.

Sharp wake-up man with big smile. production know-how. Tape, resume to: WAZY, Lafayette, Indiana.

Wanted—1st class combo man for middle of the road music, network station. No rock. Experience a must. Top pay for right man. WBNR Beacon, N. Y.

Wanted: Two experienced announcer-salesmen for new all country music station. Also one program director for 5,000 watt popular music station. Announcing and logging experience required. Send resume, photo and tape to Greeley N. Hilton, co-owner, Radio station WBUY, Lexington, N. C.

Wanted immediately—Announcer with 1st phone for daytime directional, Hartford market. Call WEHW, 203-688-5291.

Good country dj. WELE Daytona Beach, Fla. Phone 904-767-1131.

Chicago classical music station, WFMT, is seeking a staff announcer. Must handle pronunciations easily and have a pleasant, unaffected delivery. Good starting salary, benefits. Send non-returnable tape to Mr. Robinson, WFMT, 221 N. LaSalle St., Chicago, 60601.

Central New York directional daytimer seeks an announcer with 1st ticket (a must) that can do maintenance and take over as chief engineer. Send full particulars with tape to John Dempsey, P.D., WIZR Radio, Johnstown, New York. Station ready to go FM fulltime. Air work necessary.

WJTO, Bath, Maine wants darn good announcer and all-around broadcaster for middle of the road operation. 6-day, 40 hour week. Send tape to Winslow Porter, with resume and state minimum salary requirement.

Announcer for eastern Pennsylvania daytimer. Prefer experienced, bright sound for music and news operation. Send tape and resume at once. Manager, WMBT Radio, Shenandoah.

Immediate opening for announcer at Religious formatted station. Send tape and qualifications to Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Announcer, sportscaster, 1st phone preferred, call WTRE 812-663-3000.

Position available for announcer. Excellent facilities for camping, boating, fishing, hunting and flying. Send tape and resume to WVAR Radio, P.O. Box 349, Richwood, W. Va. or call 304-846-0071. Virgil W. Graves, General Manager.

Announcer—immediately. Some experience, 3rd phone endorsed. WVOS, Liberty, New York.

Experienced announcer preferably with news gathering experience for AM-FM station. Include experience details and 7½ tape with reply. WVSC, Somerset, Pennsylvania.

First opening five years. Nation's leading country music station seeks all-around announcer to compliment staff of high caliber performers. Good habits, financially responsible. Excellent salary, 40 hour week. Our staff knows of this ad. Send all details direct. WXGI, P.O. Box 8872, Richmond, Va.

Young, ambitious assistant Program Director. Airwork & production duties. 3 station company building young management. You will work for No. 1 station serving Baltimore, Annapolis, Washington. Good pay. Send aircheck—production tape to: Program Director—WYRE Radio—Annapolis, Maryland.

Announcers—(cont'd)

Draft has created immediate opening for announcer-engineer, 5 kilowatt. Phone 608-474-5144.

Experienced announcer wanted by top rated station. Good salary to man willing to work hard and put out quality programming. Room for advancement in growing organization. Gem Radio Stations, Box 767, Winonah, Minnesota.

Combination announcer, first phone. Daytime station adjacent to Washington, D. C. Experience in production. Format: good music album standards. Salary open for right man. Interview necessary. Send tape, P.O. Box 666, Herndon, Va. 703-437-1440.

Group-Owned FM-TV operation seeking announcer with knowledge of music and interest in FM programming. Send resume, tape and photo to John King, Fetzer Television, Box 627, Cadillac, Mich. 49601.

FM stereo announcer wanted for good music station in coastal South Carolina. Telephone area code 803—524-3050. after 6 and weekends 524-7575.

Immediate opening for morning personality. Capital city, top forty. Excellent opportunity. Phone 608-257-0756.

2 Experienced announcers for 5 kw AM. 50 kw FM, combined operation. Send audition and complete resume with references & photo to: Donald E. Knowles, Pres., Coastal Broadcasting Co., Inc., 68 State St., Ellsworth, Maine.

Need an entire staff for a new fulltime single market Greencastle, Indiana station. Air date late April. Send tape, resume, photo to: P.O. Box 301, Morton Grove, Illinois.

Technical

Chief engineer-announcer. full maintenance. For metropolitan daytimer. Excellent growth opportunity. Box C-204, BROADCASTING.

Assistant chief engineer. Major market. East coast. Pleasant living. DA-2 array. Up to \$150.00. Box C-251, BROADCASTING.

Engineer-1st class ticket qualified to completely maintain AM station plus associated fleet of motor vehicles with two-way Motorola equipment. \$125.00 per week. Northeastern United States. Top station medium market. Box C-266, BROADCASTING.

First ticket technical man suburban Washington—5 kw. Directional. Excellent conditions. Send resume to Box C-275, BROADCASTING.

Chicago FM—Stereo station has opening for experienced first-class engineer. Must be competent in maintenance of stereo audio and high powered transmitting equipment. Work includes live stereo recording and projects. Good working conditions with many benefits. Applicant must pass engineering test. Possible advancement to assistant to chief engineer. Box C-294, BROADCASTING.

Announcer-chief engineer: Immediate opening. Send tape, photo and background to Carl Yates, KSIS-AM-FM, Sedalla, Missouri.

Wanted announcer/chief engineer combination. Harpole, KUDV, Uvalde, Texas.

First phone for transmitter shift at 5kw AM and 50 kw FM stereo. Must have car. Experience not necessary. Contact Jim Davis, Radio station WAJR, Morgantown, West Virginia, phone 304-292-9488.

Immediate opening—experienced chief engineer AM-FM stereo. FCA operation. Permanent position with established station. Maintenance, installation responsibilities only. No announcing. Contact T. R. Ives, Radio Station WJBC, Bloomington, Ill.

Engineer—1st phone, transmitter shift, no announcing. \$92.50 to \$104.06 to start. Contact Chief engineer, WLAP, 606-255-6300, Lexington, Ky.

Chief engineer—Must be capable of assuming full responsibility of maintenance for AM-FM. Some announcing but emphasis on engineering. Send resume to Manager, WTAB Radio, Tabor City, North Carolina.

Technical—(Cont'd)

Engineer for 4½ months summer relief, must have first class radio telephone license. Contact WTAC Radio, Grand Blanc, Michigan, Phone 239-6401.

News

News reporter wanted to join staff of mid-western radio & television operation. Prefer midwest applicants, small market news directors looking for a move up and into television in a medium market considered. Training will be provided in advanced newswriting and television reporting. Send resume, tape, or VTR/Kine. Box C-179, BROADCASTING.

Audio publication needs medical editor: Scholarly newsmen to turn medical journal copy into lively broadcast-style for professional audience. Good salary and fringe benefits. Higher salary for on-mike experience. Box C-280, BROADCASTING.

Somewhere there is an announcer who yearns to be a news director. Good working conditions . . . lots of fringe benefits. KMMO, Marshall, Missouri.

Action oriented news department looking for hard hitting digger. We're strong on actualities and aggressiveness. Number one station in market. Hearts of Wisconsin chain. WISM, Box 2058, Madison, Wisconsin.

News director . . . not just a newsmen who goes through the motions and does the job. We emphasize local news and need some one who eats, sleeps and thinks news . . . an aggressive, conscientious, knowledgeable, intelligent newsmen. He will be a one man news department, writing, gathering and airing—the kind of fellow who knows everybody in town and has a nose for news. Contact Richard J. Scholem, Box 573, Massillon, Ohio. Send tape, resume, everything first letter.

Production—Programing, Others

40 year NBC heavy news affiliate interested in production and air man. Also experienced air man first class ticket. Send resume, references, tape, picture, requirements to Box C-172, BROADCASTING.

Program director for large coverage AM, FM independent in southern Minnesota. Mature. Good voice. Supervise production, handle public affairs. Short air shift. Middle road music format. Strong news station. Send complete details with air check and salary requirements to Box C-173, BROADCASTING.

Program director for good music station in Southeast, one of nations top 25 markets. Experience with good music format required. Our employees know of this ad. Send tape and resume to Box C-192, BROADCASTING.

Program director, deep south station, who has ideas and experiences in top forty format. You must have complete understanding of operations of equipment and have ability to cut commercial spots and develop good prize contest ideas. Annual salary in top four figures to start, with merit raises at regular intervals. Give complete details of experience and outline of ideas you have developed. Box C-203, BROADCASTING.

Merchandise and sales promotion-girl. Major market. East coast. Exciting city. Pleasant living. Send background data and picture. Box C-253, BROADCASTING.

Radio farm director for midwest university station. Masters degree preferred—college degree required. Land grant university. Top salary and other benefits. Send resume. Box C-254, BROADCASTING.

Afternoon drive personality needed by quality station in eastern 700,000 market. Modern format. Man must be production, promotion and music oriented. Top 40 experience no drawback. Age no factor. Must be articulate—have good judgment. We want a "good sense of humor"—no jokes. Interesting, concise talk—not dribble. Preparation is a must. Five figures to start. Some TV once #1 radio show is built. Exceptional potential for market size. Professionals only. Please send resume, picture and tape to: Box C-270, BROADCASTING.

Production—Programing, Others

continued

Trafficgirl. Metropolitan Washington, D. C. station. Pleasant living. Send resume, picture and references. Box C-252, BROADCASTING.

Expanding Broadcast area at institution of higher learning has graduate assistantship openings available for next school year. Rigorous curriculum in radio and television; FM broadcast and CCTV laboratories. Capable teaching and production assistants receive remitted tuition and \$1,200 per year while studying for masters degree. Box C-274, BROADCASTING.

Very stable Texas major needs top copy chief with production ability. \$100.00 week up to start. Box C-282, BROADCASTING.

Unusual career opportunity for program director with proven track record. A leading major market station needs a man to take charge of its full program operation. If you are currently either the number one or number two program man at a major market station, and have demonstrated your ability to successfully program either a modern popular music or middle of the road station, you could be our man. Salary high and opportunity unlimited. Write Box C-229, BROADCASTING, giving your complete professional and personal resume. If you will be in Chicago for the NAB Convention, you may arrange a personal interview by calling 346-7640.

RADIO

Situations Wanted—Management

Manager, major market, smaller station—successful, heavily sales oriented, will consider good potential. Box C-211, BROADCASTING.

Currently employed-salesmanager-medium market-personal & station billing highest in station's history—desire management—will sell. Prefer New England. Box C-238, BROADCASTING.

If you want first place and can finance your drive, I'll build you the best FM. Top 50 markets and contract only. Details, Box C-246, BROADCASTING.

General manager immediately available—station sold. Ten years network management and ten years local station management experience. Responsible network, local references. 48, married, financially sound. Box C-262, BROADCASTING.

Husband-wife team. Husband, station manager. Wife, air personality, traffic. College grad. Total 25 years broadcast experience. Box C-271, BROADCASTING.

***For Hire:** Fourteen years major and small market experience. '65 gross up 20%. Box C-288, BROADCASTING.

Situations Wanted—Announcers

Wanted 1966 Baseball play-by-play position. Tape, references available. Box C-152, BROADCASTING.

Announcer, dj. 3 years experience, married, dependable, authoritative newscaster, want to settle down, not a floater, sales. Box C-220, BROADCASTING.

Mature talk show personality. Intelligent, educated, knowledgeable. Friendly sound—not a troublemaker. Ten years in all phases of radio. First phone too. \$160 minimum. Box C-222, BROADCASTING.

Announcer staff, pro, mature, college, family, stable, \$175.00. Box C-223, BROADCASTING.

Top-flight mature announcer—first phone wants western Ohio-east central Indiana. Excellent news, and all music formats. 20 years experience. No screamer. Presently employed. Two weeks availability. \$150 weekly. Box C-227, BROADCASTING.

Ready for bigger market! Have done pop-Bach! Strong news! Willing and payable! Box C-232, BROADCASTING.

Announcer-newsman. 8 years experience all phases. Married. College graduate. Box C-242, BROADCASTING.

Announcers—(cont'd)

Contemporary jock with #1 ratings, first ticket—family man. Want security. Box C-258, BROADCASTING.

Announcer—Genius with copy—6 years experience. Working in top ten market—award winner. Box C-260, BROADCASTING.

All American top 40 good guy at a metropolitan powerhouse available. Box C-264, BROADCASTING.

9 years experience for major market. Dependable and professional. Box C-278, BROADCASTING.

Seasoned all-around man announcing—1st service prefer Carolina. Box C-284, BROADCASTING.

Who needs (newspaperman, publicist, writer, TV-radioer) talker? Box C-289, BROADCASTING.

Negro, first phone. R&B announcer. Available now. Five years experience. Box C-290, BROADCASTING.

Available immediately, young announcer with 2 years experience in radio. Would like the chance to move into TV. Box C-293, BROADCASTING.

Personality format jock—11 years experience. Four years in top 5 market. Wake up or evening show. Also 6 months as all night telephone talker. Offer money, not scenery. Box C-296, BROADCASTING.

Capable, entertaining, radio-personality with experience looking for opening other than top 40. Interested in working in television or better caliber radio station. Box C-297, BROADCASTING.

3rd phone endorsed. Beginning. Sales experience. Single. Prefer Calif., Arizona. Jerry Peterson, Tele (213) 277-1918 or 10326 Almayo, Los Angeles 64, Calif.

Major contemporary. Highest afternoon ratings in station's history. Now out—format change. Mel Phillips, 3107 Euclid Avenue, Tampa.

Third phone, endorsement, dj announcer, newscaster, broadcasting school graduate seeking first position. Married, will relocate. Call Johnson after six 312-638-4097.

DJ-announcer-newscaster—well trained beginner, will relocate. John Bean, 212-266-3532.

Gal dj and newscaster. Experienced tight board. Graduated from New York School of Announcing and speech. Box 213, Soundview Station, Bronx, New York.

Beginner, some experience, broadcast school graduate, seeking midwest location. Contact 417-532-2814 after six.

Beginner, light experience, rocker, top 40, good delivery, 3rd., special endorsement, married, 24, will relocate. Call nite 7 p.m.—on 513-542-5342 . . . Bill McCall (Wayne Allen).

Technical

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box C-103, BROADCASTING.

First phone, past 8 years as C.E. No board work please, DA exp. non. Anthony Ostropoff, P.O. Box 808, Hopewell, Va. 23860. Phone 458-7083.

News

News director—10 years broadcast experience. Midwest preferred. \$135 per week. Best references. Box C-250, BROADCASTING.

Experienced newsman available June 6th. Contact: Mike McKay, 2580 Wood Drive, Beloit, Wisconsin 53511.

Top 100 market, sports, news, first. D.C., N.Y.C., May. P.O. Box 2464, Delray Beach, Fla.

Production—Programing, Others

Baseball announcer. Live or ticker. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.

Separate FM programing? Creative program format technician experienced in all FM operations in major metro markets will produce customized schedule for your audience. Box C-195, BROADCASTING.

Producer-director. 7 years experience—all phases production. Box C-219, BROADCASTING.

Sportscaster-director, over 15 years experience. Top references. Play-by-play all sports. One of five in country, presently employed. Desire sports-minded station that can afford the best. Available immediately. Box C-230, BROADCASTING.

Opportunity to create and program good music ideas. 1st phone. Box C-231, BROADCASTING.

Copywriter, also experienced in women's programs, interviewing, production, selling, wants position with future. Reply: Box C-239, BROADCASTING.

Radio-TV medium market sports director wants move up. Heavy on play-by-play. Box C-241, BROADCASTING.

Originator . . . 14 years programing, sales, management, first phone, 32, married, vet, \$15,000. Interviews. Box C-263, BROADCASTING.

Sportscaster — Salesman — Newsmen, minor league baseball, reply only Box C-287, BROADCASTING.

Agency writer with 3rd class and talent credits. Five figures untie bag of ideas. Hire Tom Meis. Area 319-365-6867.

TELEVISION

Help Wanted

Sales

Group TV station, major northeastern market seeks young aggressive salesman tops in present position but has no place to grow. Excellent opportunity. Complete details first letter, Box C-130, BROADCASTING.

Local television salesman for major southeastern market. Reasonable draw with real income opportunity in new and increased sales volume. Knowledgeable guidance and fair account assignments promised. Want man prepared to ask—and get—the whole budget. Box C-174, BROADCASTING.

Announcers

Announcer for booth and commercials with ideas for novel weather show. Send photo, tape and resume to Box C-191, BROADCASTING.

Announcer—salary plus top talent rate. East coast Florida TV station. Send complete resume, pictures, SOF or Video tape to Box C-233, BROADCASTING.

Move up to TV. Young announcer willing to work and learn TV. Wanted at excellent central Pennsylvania station. Send complete details, audio tape, picture, salary to WTPA, Box 2775, Harrisburg, Pa.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Three ambitious technicians, first class license, car and one year experience on radio, TV operation, state required salary, experience and military status in resume. Box B-318, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Chief engineer to design and operate new UHF station in ideal midwest community. Exceptional freedom and work situation. Box C-43, BROADCASTING.

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box C-165, BROADCASTING.

First phone engineer-TV transmitter work—no announcing northern Michigan area. Excellent opportunity for man to learn television operation. Box C-200, BROADCASTING.

Experienced technician with 1st phone for vacation relief with major station in east. Union scale with potential for permanency. Send resume and references to Box C-216, BROADCASTING.

Needed immediately—video switching technicians and transmitter operators with first class licenses for progressive, fullcolor, southern station. Operating experience with studio equipment and transmitter desirable. Send complete, concise resume, including salary requirements to Chief engineer, Box C-236, BROADCASTING.

Studio—VTR—CCTV technicians, operations/maintenance—\$6700 first year—no license—Virginia. Box C-243, BROADCASTING.

Immediate opening for experienced chief engineer to supervise installation, operation, and maintenance of southeastern educational television studio, full power transmitter, and micro-wave equipment. Box C-249, BROADCASTING.

Engineer—First phone. Ideal climate. Profit sharing plan and other fringe benefits. Contact Curtis Casey, Chief Engineer, KCEN-TV, Temple, Texas.

Transmitter chief. Excellent salary and fringe benefits. Present transmitter chief accepting chief engineer position. Successful applicant should have experience with GE transmitter. Opportunity for transmitter engineer to step up to transmitter chiefs position now. Call Richard Vincent, Manager, KCND TV, 701-825-6292, Pembina, North Dakota.

Immediate openings for 2 first class phone engineers. Radio and television. No announcing required. Union Scale. These are permanent jobs. Air mail full details to Pat Finnegan, C. E., WLBC-TV Muncie, Indiana 47303.

Pennsylvania radio/tv. First Class phone license, permanent position. Salary based on experience, but will consider trainee. Contact: Ray Ensminger, WSBA, York, Pennsylvania. Phone 717-764-1155.

Virgin Islands—WSVI-TV, St. Croix, is now accepting applications for an engineer with first class radio-telephone license. Should have ability to assist chief engineer with routine maintenance. Small operation serving the U. S. Virgin Islands in the beautiful West Indies. Prefer single man due to shortage of available housing, but all applicants receive full consideration. Operating hours 3:30 to 10:00 p.m. Salary \$120.00 for 48 hours. An equal opportunity employer. Send complete background and work history to Manager, WSVI-TV, 31-A King Cross Street, Christiansted, St. Croix, U. S. Virgin Islands.

TV switcher and transmitter engineer with first class license. Experience desirable, but not essential. Permanent. Contact T. A. Greene, WSYE-TV, Elmira, N. Y.

Chief engineer to assist in design and installation of 2,500 mc TV system for public school system. Available immediately. Send complete resume including present salary, salary requirements, and picture to W. R. Evans, P.O. Box 2469, West Palm Beach, Florida.

Wanted: Field engineers to install and test high-power UHF television transmitters. Excellent opportunity with growing organization. Telephone 413-733-2284 or write Townsend Associates, P. O. Box 215, Feeding Hills, Mass.

Technical—(Cont'd)

Transmitter engineer needed by new VHF TV station in Roswell, New Mexico. Contact Buck Evans, or Gene Rader, 505-622-2120.

Chief TV engineer Caribbean area: Qualified as competent chief, age no barrier, bachelor or married without young children; modest Spanish language competency helpful but not necessary; \$10,000 salary. Screening for client; contact me NAB Convention or mail resume Richard P. Doherty, 1735 De Sales St. Nw., Washington, D. C.

NEWS

Good newsman by top southeastern VHF. Send resume and video tape to Box C-298, BROADCASTING.

Production—Programing, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping in color requires talented party to fill position. Salary open. Send resumes to Box B-294, BROADCASTING.

Rocky Mountain VHF, NBC affiliate needs aggressive, promotion minded program manager, who can work with people. The man we need is a self starter who has good ideas and the ability to get results. Send complete resume and salary requirement to Box C-105, BROADCASTING.

Need immediately—artist experienced in color work. Established station in a fast-growing southern market. Submit resume, photo, references, salary. Box C-225, BROADCASTING.

Director wanted immediately all phases TV producing helpful. Live—VTR. Opportunity to produce programs. Send resume, photo and military status to: Phil Costin, Program Director, WIMA-TV, 1424 Rice Ave., Lima, Ohio 45805.

TELEVISION

Situations Wanted

Management

TV executive, currently program manager, experienced, all phases 12 years, seeks station, operations, program management. Rocky Mountain and west. MA degree. Box C-123, BROADCASTING.

Announcers

Variety or game show emcee seeking new opportunity in major market. Six years present job. Total TV—12 years. Experienced in all entertainment fields, including recent motion picture. Best of references. Pictorial and written documentation of all claims. Personal interview preferred. Box C-267, BROADCASTING.

Technical

Presently AM, DA daytimer chief in midwest. Six years AM, FM and TV. Would prefer TV but will consider studio work in large AM or FM. Box C-277, BROADCASTING.

News

News director, AM-TV network operation. New England twenty-two, 4-year broadcasting, 1st phone, looking for right step. Can shoot 16-35mm, good voice—delivery, married. Desire California, consider offer elsewhere. Box C-276, BROADCASTING.

Experienced broadcast journalist, employed major Northeast television seven years, desires news management, minimum or no newscasting. Responsible, family. Box C-283, BROADCASTING.

Newsman capable writer/reporter, strong delivery, college, draft free, prefer northeast medium/major market. Box C-285, BROADCASTING.

NEWS—(Con'td)

Experienced newsman available June 6th. Contact: Mike McKay, 2580 Wood Drive, Beloit, Wisconsin 53511.

Production—Programing, Others

Available soon: Outstanding "kid show" personality. Best references. Box C-237, BROADCASTING.

Available June 1. One of country's most successful children show entertainers. Performer and producer. Ratings in recent years among the highest in nation. Present show, five years. January A.R.B. shows audience of over 300 thousand. Total twelve years with the kids. Married—college—a real pro with only the best references from all segments of industry. Box C-261, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

We need a 1200 foot tower capable of holding a twelve bay antenna. Also, a GE zig-zag or RCA, GE batwing channel 8 antenna. Send prices and availability. Box C-279, BROADCASTING.

Used 400 foot self-supporting tower and complete UHF station package plus control and production studio equipment for AM. John Kreiger, KVET, 113 West 8th, Austin, Texas. A.C. 512-GR 8-8521.

Wanted—Used Gates BC1J or similar transmitter for parts. Send condition and price first letter. Chief Engineer, Radio WDDT, Greenville, Mississippi.

Wanted: G.E. BM-1A FM frequency & modulation monitor. Give price, condition and present frequency. WRAY, Princeton, Indiana.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

SKW Standard Electronic FM used 3½ years. Also matching stereo generator. WKLS, Atlanta.

Buy with confidence from the complete source of used equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tenn.

Gates deluxe remote control, excellent condition. \$300. WFAR, Farrell, Pa.

Two used two hundred fifty thousand watt AM Doherty type medium frequency transmitters. Can be seen in operation in Mexico. Could be combined for 500,000 watts. Available for quick delivery. Box C-189, BROADCASTING.

Schafer model 1200 automation, complete with seven Ampex machines and remote control. Box C-226, BROADCASTING.

FOR SALE—Equipment

continued

General radio 516-C RF bridge. Good condition. Book and accessories. \$150.00 FOB. Box C-235. BROADCASTING.

Approximately 40 video distribution amplifiers RCA TA-3A and 3B. Mostly 6 outputs. All in excellent condition. \$25.00 each. Box C-256. BROADCASTING.

Latest models Gates FM exciter and stereo generator and SCA generator. 18 months old. Now in service. Available April 15th. Mint condition. \$1975. Box C-265. BROADCASTING.

Attention C. P. owners. Complete broadcasting station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box C-299. BROADCASTING.

For sale—two 300P and one 300RP Sparta cartridges in cabinet units presently in service and working; first check for \$500 takes these units. F.O.B., A.H. Griffith, Christiansburg, Virginia.

For Sale—Gates level devil, model M-5546-A. Excellent condition. Cost \$425 when new. Will sell for \$250.00. WOKJ Jackson, Mississippi.

Complete FM package. G.E. 1 kilowatt transmitter, G.E. monitor, 2 bay Collins Ring antenna plus 25 spare finals—all in excellent condition. \$3500. FOB Washington state. Must sell now! 509-564-5251.

Four MaCarTa Carousels, few hours, near new, as part of complete automation system, or separately. Spare parts, stepper, racks, ventilation motors, power supplies and wiring included. Carousels priced at \$900 each, or \$4,000 takes complete system. FOB—KUMU Radio, 1148 12th Ave., Honolulu, Hawaii.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"DEEJAY MANUAL"—A collection of 4J comedy lines, bits, breaks, adlibs, thoughts... \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service. 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines. \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Deejay's! Tired of "Puns," "Daffynitions," vintage 1930 material? Format Comedy, available weekly, \$10.00 month. Send for Free sample! Box C-240, BROADCASTING.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog, Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions Elkins Radio License School of New Orleans. 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School. 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Learn radio on the only school-operated station in the nation—KEIR-FM—and use the nation's finest practice studios. Highly qualified professionals teachers train you in announcing, programming, production, news, sports, TV, console operation and much more. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison. Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios. 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered even, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

First Class License. Ten week course. 350 hours theory, lab and practical training. \$395. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

Professional School of Radio and Television broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan 48201.

Your 1st. Class License in six weeks or less at the industry's most respected school, The Don Martin School of Radio and Television (serving the entire broadcasting industry since 1937). Reservations are still available for our Accelerated Electronic Theory Class starting June 13th. Train for your ticket at America's foremost school of broadcasting. Lowest costs—finest accommodations available. Call or write Don Martin School, 1653 No. Cherokee, Hollywood, Calif. HO 2-3281.

RADIO—Help Wanted

ATTENTION MEDIUM MARKET RADIO TALENT

We're BROADCASTING for radio geniuses who are now in the Nation's medium markets. Five years ago, we placed a similar ad on this page and selected two outstanding broadcasters who have since grown and prospered with one of the most respected facilities in America. We are now expanding and need:

- * A qualified newsmen with a distinctive and mature voice.
- * An outstanding air personality with a magnetic, mature, modern approach.
- * A production man aware of modern radio production techniques who can double as a top D.J. during vacation periods.

In addition, the men we seek must have:

- * A family responsibility.
- * The desire to work hard for a five figure salary in the Nation's second highest paying market.
- * The ability to take and execute instructions.

ARE YOU READY TO JOIN AMERICA'S PIONEER RADIO GROUP AND MEET THE CHALLENGES WE OFFER? IF SO, SEND TAPES, PICTURE AND RESUME TO:

STATION OPERATIONS MANAGER
KX-OK RADIO PARK
ST. LOUIS 13, MISSOURI

(NOTE: Tapes and materials will not be returned)

Help Wanted

Management

MANAGER FOR TEXAS GOOD MUSIC STATION

WANTED: A Sales oriented broadcaster ready to step into Management of a "middle of the road" Station, one of a dual ownership, in an exciting Texas city of over 60,000 considered by many as one of the most progressive communities in the country. Excellent living and working conditions. Attractive financial opportunity with salary and commissions commensurate with ability.

Box C-281, Broadcasting.

Sales

SALES ENGINEERS

Openings for two highly qualified men to handle antenna sales contacts with consultants, broadcasters and the military. Must have at least 4 years of broadcast station equipment experience in sales or engineering. Chief engineers or transmitter supervisors with FM and TV antenna experience preferred. Very little travel. Lots of fringe benefits.

Write giving full background or drop into NAB booth 305, Chicago, March 27-30th.

JAMPRO ANTENNA COMPANY
6939 Power Inn Road
Sacramento, California

Collins Radio Company has immediate need for Broadcast Sales Engineers.

An excellent career opportunity awaits men with broadcast sales experience selling equipment to AM, FM and TV stations. All inquiries will be treated confidentially.

If attending the NAB Convention, contact T. W. Sharpe at Collins' Hospitality Suite in the Conrad Hilton Hotel, or send resume of experience and education to H. C. O'Reilly, Collins Radio Company, Dallas, Texas.



Help Wanted—Announcers

MORNING MEN

This advertisement for a future hire.

We need a bright, exciting morning sound. A man who is relentlessly constant in his effort to dominate a major metropolitan market. We'll pay for the right man. The right man will prepare each days show in advance; He will be informed about the metropolitan area; He will know news; He will work with humor. He will entertain his audience every day. No floaters. Audition tape & resume to

Box C-98, Broadcasting.

WANTED

**Strong Personality
for
All Night Program on
50kw Clear Channel Station**

Do not apply unless you have talk program experience, can produce a good music and talk nighttime show that will attract listeners and advertisers, and have the poise, the wit, and the tact that such a show demands. Send tape and resume to:

Box C-106, Broadcasting.

DO PEOPLE READ BROADCASTING'S CLASSIFIEDS?

Your reading them now!
For information about placement see the
1st page of the classifieds or Call:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Announcers—(cont'd)

TOP DISC JOCKEY for TOP-RATED C&W

Must have 1st ticket. Good pay, fringe benefits. Rush tape and resume to:

Jay Hoffer
KRAK
P.O. Box 6347
Sacramento, Calif.

Production—Programing, Others

PROMOTION PRODUCTION MAN

Needed for No. 1 major market independent. Must be inventive, imaginative & able to write commercial copy. Send resume, photo & work samples to

Box C-99, Broadcasting.

Situations Wanted—Management

PROGRAM DIRECTOR

15 years experience. Past 5 years as production director, announcer at major market midwest station. Excellent references. Prefer adult appeal operation in California or Midwest.

Box C-247, Broadcasting.

Situations Wanted

Announcers

RATING PROBLEMS???

Good music coming up?

Image in trouble?

Believability gone?

Currently programing director and air personality at number one modern music station with excellent community image, now looking for broader horizons.

Box C-221, Broadcasting

"NAME", DESIRES CONNECTION

This man believes in, and knows good broadcasting. He was taught by, and worked for, the best in all, thirty years with WCKY, WLW—WSAI, NBC and ABC in New York, have made him a top air salesman. He is not a job hunter, but a knowledgeable broadcaster. He is proficient as disc jockey (no rock), newsmen, writer, producer and director; is wise in sales and client relationships and is thoroughly familiar with ownership problems.

References are top grade and come from broadcasting's cream. If necessary, he will back up his talents by investing in a piece of the action. Sailor, Fisherman and Golfer. He plans to settle on the EAST coast of Florida. If you reply, talk straight turkey. If you've been having BROADCAST problems, you've been talking to the wrong end of the horse. This man is wide open for an offer.

Box C-255, Broadcasting

News

TOP 15 MARKET McLENDON NEWSMAN DESIRES

Medium—Major market station. Deep, authoritative delivery.

Box C-286, Broadcasting

TELEVISION

Help Wanted

Management

TOP EXECUTIVE WANTED

President of dynamic newly-formed multiple UHF Television group requires the services of a competent young executive to handle setting-up operations. Unlimited future, both professionally and financially.

Must demonstrate capabilities for handling group-station management.

Must be imaginative, personable, aggressive, willing to travel. Should have both business management and TV sales and programing experience, preferably UHF.

Excellent opportunity for young executive type with ambition, willing to work an 8 day week. Immediate and prospective return commensurate.

Replies treated in strict confidence. Forward photograph and resume to T. F. Ging, 900 Seventeenth St., Washington, D.C. 20006

Sales

TV STATION SALESMEN

WCIU-TV, CHICAGO, Is looking for additional salesmen. Aggressive, experienced in TV, some college education, family men with excellent appearance and best references. Draw against commission. Do not phone. Send complete resume, snapshot, and references to

John McPartlin, WCIU-TV, Board of Trade Building, Chicago, Illinois.

BROADCAST FIELD ENGINEERS**RCA**

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer M&F

RADIO CORPORATION OF AMERICA

TELEVISION TECHNICIAN

Career opportunity with University of California, Berkeley, in expanding educational television program. Will install, operate and maintain closed circuit television equipment and assist in production work. Must have experience in television electronics including camera operation. \$6432 to start, with liberal benefits and advancement potential. Position open immediately. Personal interview required prior to employment. First mail resume to:

UNIVERSITY OF CALIFORNIA
Personnel Office, 102 Sproul Hall
BERKELEY, CALIFORNIA

An equal opportunity employer

EQUIPMENT DESIGN ENGINEER

Senior Project Engineer with experience in Solid-State Video Switching and Special Effects. Rapidly growing television equipment manufacturer. Submit resume in complete confidence to George Bates, Vice President—Engineering.

DYNAIR ELECTRONICS, INC.
6360 Federal Blvd.
San Diego, Calif. 92114

AERO-SPACE CONTRACTOR

Needs Technicians with VTR, studio and maintenance experience. These are top quality jobs located in Gulf Coast Area. Contact W. T. Davis at Ascot House during convention for interview or mail resume to 4808 San Felipe Road, Houston, Texas 77027.

**HAVE YOU FOUND
WHAT YOU'RE LOOKING FOR?
NO!**

THEN PLACE A CLASSIFIED AD OF
YOUR OWN AND LET IT FIND YOU.

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

**UNUSUAL OPPORTUNITY FOR
UNUSUAL PROMOTION MAN**

Our company supplies stations with free-film programs of varying lengths on general interest and public-service subjects. We need a creative idea man with self-starting and follow-thru talents to maintain effective dialogue with stations on how and why our materials can aid their programing. Copy, layout skills important, but not essential. Write describing in letter form why you believe you can help us. Attach resume.

Box C-228, Broadcasting.

**FILM EDITORS
TELEVISION****Major Television Network**

Applicants must have practical experience in all phases of editing & cutting 16mm and 35mm motion picture film.

Good Starting Salary and Excellent growth potential.

Please submit detailed resume to:

Box B 499, 125 W. 41st St., NYC 36

MISCELLANEOUS**BRAIN FOR SALE**

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER'S EXCHANGE
1015 Hartford Bldg. Dallas, Texas

**COVERAGE MAPS,
RATE CARDS, MARKET BROCHURES**

Custom-designed to meet your own individual market and sales needs. Award-winning station sales aids prepared by the Advertising Agency for the Broadcast Industry.

NOYES, MORAN & COMPANY, INC.
928 Warren Ave., Downers Grove, Ill. 60515
(312) 969-5553

THE JOHN DOREMUS SHOW

broadcast for 5½ years in 38 states
good music—talk show

ideal for AM or FM programing

Contact: **FUNCTIONAL MEDIA, Inc.**
14 E. Jackson Blvd. Chicago, Illinois.

PUBLIC SERVICE

HIGHLY COMMERCIAL-PUBLIC SERVICE
TYPE PROGRAM-PROVEN SALEABILITY-
TIMELY-HUMAN INTEREST-ADAPTABLE
TO ANY MAJOR METROPOLITAN MARKET
212-478-1177 Box C-176, Broadcasting.

**ANNOUNCERS—1st
NEWSMEN—ENGINEERS
DJ's—SALESMEN**

If you need a job, we have one for you!

C.B.I. PLACEMENTS

1615 California St., Denver, Colo. 80202
Phone 303-292-3730

**TOP "40" JOCKS
NEEDED NOW**

ALL MAJOR MARKET OPENINGS
CALL: AC 312/337-7075 Right Now!

**MANAGEMENT PLACEMENT
SPECIALISTS at
NAB Personnel Headquarters
Suite 600**

645 North Michigan Ave.,
Chicago, Ill.



**RADIO-TV
EMPLOYMENT
AGENCY**

INSTRUCTIONS

**STATION MANAGERS, ANNOUNCERS,
ACCOUNT EXECUTIVES
ADD \$7000 TO \$12,000
MORE TO YOUR PRESENT INCOME**



Tomorrow's announcers are in your audience today! They need training by network calibre instructors. You may qualify to enroll these students in your off hours, in Columbia School of Broadcasting's audio-visual home study program. "The kind of training you wish you'd had." Recorded with taped critiques. 6-18 months. Psychological evaluations. Utilized by U. S. Government announcer training programs. Department of Education approval. Placement assistance.

AIR MAIL:

Mr. Wm. A. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco, California 94118
(Not affiliated with CBS, Inc.)

INSTRUCTIONS

Continued

**LEARN MORE
EARN MORE**
F.C.C. 1st Radio Telephone
License Preparation
**DON MARTIN SCHOOL
OF RADIO & TV**
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE

Equipment

ATTENTION NEW UHF STATION OWNERS

Equipment for sale,
in excellent condition.

- 1 TK 26 color film camera (modified to C version)
- 1 TK 60 complete studio camera chain
- 1 TK 11 complete studio camera chain
- 1 VR 1000 8 Ampex tape machine, includes AMTEC, 05 intersync and elec. editor
- 1 TS 11 Video switcher system
- 1 TC 4 switcher system
- 1 Brey opaque projector (Telop)
- KCRA TV, Channel 3, Sacramento California, 310 10th Street, During NAB Convention contact Wm. J. Karpisek, Chief Engineer, at Sherman House.

RCA COLOR VTR TRUCK

Finest color VTR unit in the country, Two colorized TR22 Videotape recorders, complete with supporting equipment built by RCA. Low hours on VTR's and truck.

Call Don Collins

Chief Engineer

Video Tape Productions, Inc.
New York 212-TR-3-5800.

DRAMATIZE TV WEATHER

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N. and others.

Viewers will see . . . storms . . . hurricanes . . . and other weather conditions . . . before they happen. TRULY DRAMATIC!

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV scripts or commercials sent via an Alden Facsimile Scanner over any existing communication link.

Write today for full details. Prices to meet all budgets—sale or lease. Irving R. Tatrow, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-366-4467.

FOR SALE—Broadcast School

BROADCAST SCHOOL FOR SALE

Grossing \$80,000 yearly.
Cash flow \$33,000 yearly.
Priced at \$75,000 CASH.
Major market.

Box C-217, Broadcasting

FOR SALE—Stations

Fla.	small	daytime	\$ 40M	18M
N.E.	small	daytime	100M	nego
Ala.	medium	daytime	65M	29%
S.E.	metro	AM&FM	225M	29%
M.W.	major	daytime	583M	cash

NAB CONVENTION: PICK CONGRESS HOTEL

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

FOR SALE—Stations

Continued

GUNZENDORFER

NAB—Conrad Hilton Hotel
See NAB Directory for Suite
CALIFORNIA Growing mkt. asking \$125,000—29% down. Exclusive.
CALIF. MUZAK with FM Top mkt. asking \$200,000. Exclusive.

WILT GUNZENDORFER AND ASSOCIATES

APPRAISALS PHONE OL 2-8800
864 SO. ROBERTSON LOS ANGELES 35, CALIF.

FOR SALE

MIDWEST MAJOR MARKET
5,000 WATT FULLTIME PLUS FM
\$1,000,000 category
Sincere principals only
Box C-291, Broadcasting.

5 KW Southwest AM For Sale

Excellent facilities, and coverage.
Top market with real opportunity.
\$200,000.00.

Box C-259, Broadcasting.

We have several Television properties, and twenty-one radio listings in various parts of the country.

If you would like to discuss acquisition . . . or a possible sale of your property . . . We'll be at the NAB, Ascot House, 902-04, 11th at Michigan (2 blocks South Conrad Hilton)

La Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HUGH BEN LA RUE, PRESIDENT

TE 2-9362

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____ ☐ TF (until forbid) _____

RATES

Situations Wanted— 25¢ per word—\$2.00 minimum (PAYMENTS IN ADVANCE)

Help Wanted— 30¢ per word—\$2.00 minimum

Display ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

All other classifications 35¢ per word—\$4.00 minimum

Attach ad copy to classified form (No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington, D. C. 20036

NAME _____

COMPANY _____

ADDRESS _____

FOR SALE

- ☐ equipment ☐ stations

WANTED TO BUY

- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES

- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

(Continued from page 166)

Corp., Marlboro, that state, has applied for a franchise. Errol Cook, president, has proposed a 12-channel system, which will include one community station and several out-of-state channels.

Holyoke, Mass.—Pioneer Valley Cablevision Corp. (William Dwight Jr.) and Video Enterprises Inc. (Judge George Beauregard) have applied for franchises. Pioneer Valley proposed a 12-channel system which would include a 24-hour weather-news service as well as several educational channels.

Menominee, Mich.—An application submitted by Universal Cablevision Inc. has been rejected.

■ Bolivar, Mo.—The Lakeland Telephone Co.'s franchise application has been approved. Robert McClelland, company manager, has stated that the engineering work is already underway. KBLR Bolivar also had been an applicant.

■ Hillsboro, Mo.—Jeffco Cablevision Inc. has been granted a franchise.

Manchester, N. H.—United Cable Co. (Joseph A. Millimet, counsel) has applied for a franchise.

Chadbourn, N. C.—Carolina Communications Inc., a subsidiary of Carolina Telephone and Telegraph Co., Tarboro, that state, has applied for a franchise. The town of Chadbourn will receive 3% of the corporation's gross income. The proposed 12-channel system will be available at \$4.95 per month with a maximum \$15 installation fee.

■ Lumberton, N. C.—Lumberton Cable Television Inc. has been granted a franchise. Cablevision of Lumberton Inc. also has a franchise to operate a system.

Woodstown, N. J.—Tri-County Cable Television Company (subsidiary of Sunbeam Publishing Company, Salem, that state) has applied for a franchise. Thomas H. Bowen, president, disclosed that his company's sys-

tem would provide up to 18 channels. The firm already has franchises in Salem, Pennsville, Upper Penns Neck and Penns Grove, all New Jersey.

■ Barberton, Ohio—Akron Telerama Inc. (a group CATV owner), has been granted a franchise. Installation fee will not exceed \$15 with a \$4.75 monthly service charge. The city will receive 5% of gross earnings up to 10,000 subscribers; thereafter it will be 8%.

Bedford, Ohio—Total Vue Inc., a subsidiary of Time-Life Broadcast Inc. (represented by Donald Freda) has applied for a franchise. The company has also applied for a franchise in Cleveland Heights, Ohio (see below). Telerama Inc. also has applied for a franchise.

Cleveland Heights, Ohio—Total Vue, a subsidiary of Time-Life Broadcast Inc., has applied for a franchise. The company also has an application pending in Bedford, Ohio.

Rossford, Ohio—Woodruff Inc., Toledo, a subsidiary of Edward Lamb Industries, has applied for a franchise. The city would receive \$1,000 plus a small percentage of the profits.

Duncan, Okla.—Duncan Broadcasting Co., represented by Les Agee, has applied for a franchise. Seven companies have previously submitted applications.

Cottage Grove, Ore.—Liberty Television of Eugene, that state, has applied for a 20-year franchise. Donald Tykeson, general manager of the firm, has stated that his organization is prepared to invest approximately \$250,000 for necessary equipment. Charges would be \$19.95 for installation and less than \$5.00 per month for service. South Lane Television Inc. has requested a similar franchise.

■ Hyde Park, Pa.—General Telephone and Electronics Communications Inc. (a group CATV owner) New York, has been granted a franchise. Installation fee will be \$10 with a \$4 monthly service charge. The borough will receive 2% of the gross receipts. Construction must begin within six months. The company presently holds franchises in Leechburg, Vandergrift, East Vandergrift, and Oklahoma, all Pennsylvania.

■ Murray, Utah—A nonexclusive franchise has been granted to Community Television of Utah Inc. The company will pay 2% of its annual gross revenues to the city.

North Ogden, Utah—Community TV, represented by Attorney Daniel A. Alsop, has applied for a franchise. The proposed 16-channel system would cost \$14.95 for installation and \$5.95 per month for service.

■ Marmet, W. Va.—C & S Cable TV Inc., Chester, W. Va., has been granted a 15-year exclusive franchise. Under the agreement the firm will pay the city 4% of the annual gross revenue. The firm will charge a \$4.85 monthly service fee.

■ Moundsville, W. Va.—A new franchise has been awarded to CTV-Neptune. Moundsville Antenna Co.'s outright offer of \$15,000 for a franchise was rejected by the city council.

Fennimore, Wis.—Raymond Peterson ap-

plied for a conditional franchise in Fennimore. He was granted a one-year option to determine if CATV is economically feasible in the area.

Fort Atkinson, Wis.—Universal Cable Vision Inc., Milwaukee; Television Wisconsin Inc., Madison, that state, and Robert Baier, Fort Atkinson theater operator, have applied for franchises.

Menominee, Wis.—Universal Cable Vision Inc., Milwaukee, has applied for a franchise. If approved the 12-channel system will be provided at a monthly rate of \$5. The company presently has systems in Sparta and Spooner, both Wisconsin.

Middleton, Wis.—A company represented by Robert Isaksen, a partnership formed by John Silberzahn and Leo Howard, and Complete Channel TV have applied for franchises.

Monona, Wis.—Complete Channel TV (John Walsh) and the Silberzahn-Howard partnership (see Middleton, Wis.) have applied for franchises.

Oak Creek, Wis.—Universal Telephone Inc. has applied for a franchise.

Oconomowoc, Wis.—Universal Cablevision Inc., Milwaukee (Ray Dittmore, president), has applied for a franchise. The company proposes a 12-channel system at a monthly fee of \$5.

Prairie du Chien, Wis.—Walter Schlaugat, Elmer Querar, and Charles Specht have applied for a franchise. The group proposes a six-channel system and would pay 2% of its gross revenues to the city. The fees would be \$5 per month, and \$10 for installation.

Sheboygan Falls, Wis.—Universal Cablevision Inc., Milwaukee, has applied for a franchise. A previous request had been submitted by Midwest CATV Inc. of Carney, Mich.

Shorewood Hills, Wis.—Complete Channel TV (John Walsh) and the Silberzahn-Howard partnership have applied for franchises. (See Middleton, Wis.)

■ South Milwaukee, Wis.—Universal Cablevision, an affiliate of Universal Telephone Co., has been granted a franchise. According to Ray Dittmore, president, the company will add 12 stations to local viewing. The fee amounts to \$5 per month with an installation charge not to exceed \$25. Universal Cablevision is already operating systems in Sparta and Spooner, both Wisconsin.

Stoughton, Wis.—Franchises have been applied for by Television Wisconsin Inc., represented by Herro, DeWitt, and Sundby of Madison, that state; Universal Cablevision Inc. (Ray Dittmore, Milwaukee), and a company located in Spooner, that state.

Superior, Wis.—Universal Cablevision Inc. (Universal Telephone Inc., Milwaukee) has applied for a franchise. Ray H. Dittmore, president, revealed that the company would be able to provide up to 12 high quality signals. The company presently has systems operating in Spooner and Sparta, both Wisconsin.

Whitewater, Wis.—Universal Telephone Co., Milwaukee, has applied for a franchise.

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ADDENDA TO 1966 BROADCASTING YEARBOOK

Corrections to the 1966 BROADCASTING YEARBOOK. For the reader's convenience, the information is arranged in order of Yearbook section and page number.

Section A—Facilities of Television

A-22—KTVO(TV) Kirksville, Mo.—Ottumwa, Iowa.—Change telephone number to 682-4535.

A-63—KCEN-TV Waco-Temple, Tex.—Change personnel listing for Burton Bishop to national sales and film buyer.

Section B—Facilities of Radio

B-8—KVRD Cottonwood, Ariz.—Delete listing for station.

B-10—KAKA Wickenburg, Ariz.—Delete listing for station.

B-10—KBRI Brinkley, Ark.—Change frequency to 1570 kc.

B-22—KSPA Santa Paula, Calif.—Change acquisition date to 11-65. Delete rest of listing and substitute: Rep: Bernard Howard. Spec progs: C&W 100%. W. Wallace, pres; M. Fursee, gen mgr.

B-43—KIDO Boise, Idaho—Delete Del Ray

as sales representative.

B-69—WFMB Frederick, Md.—Change call letters to WFMD.

B-160—WEER Warrenton, Va.—Change telephone number to 347-1250.

Section D—NAB Codes and Program Services

D-10—Radio-TV news.—Change listing for United Press International to include Frank Tremaine as vice president and general business manager.

D-36—Country and western stations. Add KJBC Midland, Tex., 95%.

Section E—Miscellaneous

E-15—NBC-TV stations by time zones.—WLBZ-TV Bangor, Me. (OAI) . . . rate \$675. Delete OAI (station now has own network link).

E-25—FCC executives & staff personnel.—Change telephone area code number of headquarters to 202.

E-37—Washington law firms. Add listing for Booth & Lovett, 1100 Vermont Ave., N.W. (20005), 296-9100.

E-38—Washington law firms. Change spelling of Fly, Shuebruck, Blume & Gaguine to Fly, Shuebruck, Blume & Gaguine.

A friend says Doug Anello has to be the "greatest sucker for golf sets" who ever swung a club. "He argues with caddies, plays a horrible game and changes his clubs every six months because it's always the clubs that are at fault."

Another colleague has referred to the general counsel of the National Association of Broadcasters as a "brilliant lawyer with a mercurial Latin temperament."

One associate recalls the day Mr. Anello got mad at a caddy on the seventh tee, packed up his clubs, went back to the clubhouse and waited there until the other members of the foursome finished the 18 holes. But, says one broadcast executive, "he always comes back for more."

This ability to bounce back, to fight hard for what he believes in and to command professional respect from attorneys and broadcasters is what keeps this Connecticut native on the winning side of many industry battles.

Original Aim ■ Mr. Anello went to law school because he thought a law background would be helpful in the business career he hoped to carve out. But, when he got out of school, he joined a New London, Conn., law firm to become the only Italian lawyer in town. From there he went into the Coast Guard.

After his discharge in 1946, Mr. Anello joined the FCC "by pure accident." While visiting in Washington he ran into a friend who mentioned the FCC was looking for lawyers. Mr. Anello was interviewed and was among the first lawyers to be hired by Benedict Cottone, who had just been named general counsel.

That was 20 years ago.

In 1957 the NAB asked him to become its chief attorney, a post he held until 1961 when he became general counsel.

Mr. Anello admits he knew little about broadcasting before joining the NAB since his FCC experience was virtually limited to the Safety and Special Services Bureau. But "nine years in this business is a lifetime," he says.

Today at 52, Mr. Anello is described by one of his co-workers as "fiery, tempestuous, and a brilliant lawyer."

He is a zealous golfer; a card player who is better at poker than gin rummy, and a cook, who according to one lawyer "makes wonderful spaghetti, although his pride in his spaghetti sauce borders on conceit."

Doug Anello is a fighter. His reputation at NAB, at the FCC, and among broadcasters and lawyers bears this out. One lawyer says Mr. Anello has "done a hell of a good job for NAB because he'll fight tooth and nail."

He is held in high regard by most broadcasters. One former member of

Radio-TV has its own fighting 'D.A.'

the NAB board, who admits to having lost more battles than he's won with the counsel, says "he's impatient, and loathes and resents ignorance. He doesn't take 'no' for an answer easily. But he's one of the most valuable men we've ever had on the NAB staff."

The CATV problem, Mr. Anello says, has been the "roughest problem" he's faced at NAB "and the problem is far from ended." Part of the trouble is the basic question of a wired vs. a wireless system of broadcasting with some pressure in this area coming from those who claim that more frequencies should go to mobile communications.

WEEK'S PROFILE



Douglas Arlington Anello—general counsel, National Association of Broadcasters; b. Sept. 29, 1913, New London, Conn.; AB, Bowdoin College, Brunswick, Me., 1933; LLB, Harvard Law School, Cambridge, Mass., 1938; lawyer with Geary, Davis and Keefe, New London, 1938-42; U.S. Coast Guard, 1942-46, commissioned an ensign, discharged as lieutenant; studied Japanese, Naval School of Military Government, Columbia U., 1943; FCC, 1946-57, leaving as chief of legal and enforcement division, Safety and Special Services Bureau; NAB chief attorney, 1957; NAB general counsel, 1961; m. Florence Palmer, Washington, Sept. 27, 1946; children—Michael M. 22, (by previous marriage) Diane 15; member—Connecticut Bar, U.S. Supreme Court Bar; American Bar Association; Federal Communications Bar Association; advisory panel to Register of Copyrights; chair man, standing committee on communications, ABA; hobbies—golfing, cooking.

This is a subject in which Mr. Anello is particularly well versed. He was the commission's counsel when the mobile radio services were established in 1948.

Section 315, the equal-time-to-candidates provision of the Communications Act, has long been burdensome to many broadcasters. Congressional and industry leaders have often expressed hope of getting it repealed, but Mr. Anello feels there's no "reasonable chance" for repeal in the near or intermediate future. Section 315 provided the NAB executive with the grounds for his first argument before the U. S. Supreme Court in 1958. At that time he argued successfully that stations giving time in accordance with 315 were not liable for comments made by the candidates.

Canon 35 Setbacks ■ But with victories there are also setbacks. Mr. Anello is particularly bitter about the American Bar Association's failure to repeal Canon 35, which bars radio and television from courtrooms.

The industry has "gone backwards" in the courtroom access fight, Mr. Anello feels. "We've lost almost every fight we've started in this area and the picture today is gloomier than ever."

He asks how the industry can ever overcome the rule when, in spite of repeated demonstrations of unobtrusive coverage, it fills courtrooms with microphones, bright lights and cameras.

"Our only hope," he says, "is a process of educating the kids now in law schools—a whole new generation. Maybe by the use of closed-circuit TV we can show them how coverage can be unobtrusive and helpful and teach them not to be afraid of the TV camera."

Another major problem broadcasters face is the "lifted eyebrows at the FCC" on program practices. The government is in everyone's business to some degree, he notes. We can't stop the process. "The big problem is to slow it down."

The blame for FCC inquiries into programing, he maintains, should be put on the "first guy who voluntarily categorized the programs he carried."

Having taken part in industry battles on music-licensing rights, he feels that government intervention in the area may increase. "I wouldn't be surprised to see government directly involved in music licensing in our lifetime," he says.

Often described as "impatient," Mr. Anello has found that, when dealing with the government, patience is more often mandatory than voluntary. In this regard he looks to the broadcasters' hope for a longer license period as something that can be attained. Within five years, he believes. "there is a chance of getting a five-year license. But the real danger is a license renewal on a sliding scale based on someone's idea of predetermined behavior."

Right man, right time

ONE of the many important meetings to be held this week during the annual convention of the National Association of Broadcasters will be that of the selection committee that will recommend candidates for the joint chairmanship of the NAB boards. At least one broadcaster of rising prominence has made himself available for the committee's consideration. He is a good man.

But one who so far has not let his name be put in the running is the one who is best suited to the job. He is John F. Dille Jr., the incumbent chairman.

In the nine months that he has been in office Mr. Dille has demonstrated an even temper, good judgment, an ability to harmonize disparate interests and a keen awareness of the intricate relationships between government and business. We do not presume to know whether he could be persuaded to take another term beginning next June. An attempt to persuade him ought to be made. If it succeeds, the association will be guaranteed a continuity of eminently sensible leadership under Mr. Dille as chairman and Vince Wasilewski as president.

Just a minute

THE convention in Chicago this week is not apt to produce an issue of more immediate or long-range importance to the commercial form of television than the question of a fourth minute of advertising in certain nighttime network periods.

It is not simply a question of another 60 seconds of advertising here and there, or of accommodating them. The question is not minutes, but dollars—millions of dollars. It is not accommodation of time, but distribution of money—how those millions are likely to be divided, in the future, between network and spot.

It started, of course, when ABC-TV introduced a fourth commercial minute in each of the two weekly episodes of *Batman*, back in January. There were protests then; they have grown into a clamor since ABC said it was thinking of extending the plan to all other 7:30-8 p.m. periods.

ABC says it needs the money to pay increased program costs, and that it has made room for the extra commercial by trimming "clutter," so that the program itself is not significantly shortened. Opponents, meaning affiliates and their sales representatives, contend it's bad for viewers, weakens commercial effectiveness and is sure to expand to other periods and other networks and, in the end, siphon to the networks millions of dollars that would otherwise go into spot. Although CBS and NBC deny interest in adding a fourth minute, the fear of escalation is so widespread that their affiliates are also working to block it.

We think it inevitable that the concept, if expanded now, sooner or later would spread further. By merely considering expansion to other 7:30-8 p.m. periods, ABC itself has lent validity to the escalation argument. And the whole history of commercial innovation suggests that fears of imitation by other networks are not unreasonable. Since the same dollars cannot be spent in two places at the same time, money that might be put into extra network minutes would have to come from somewhere, or at least could not go elsewhere, and spot TV is a logical candidate to suffer in either case.

There is also a question as to whether the networks would not better serve themselves—and their affiliates—by raising

rates instead of selling another series of minutes.

Spot television, as we reported a week ago, is moving into 1966 with less bounce than usual. If there is any benefit to be gained from this softness, it is that it practically guarantees that stations will take—and insist that their networks take—a hard second look at this new concept. ABC and its affiliates were scheduled to discuss it over the past weekend, and the subject seemed likely to come up in a CBS-TV affiliates meeting as well.

Discussion is good, but this issue needs more than talk. It needs a careful investigation of what the probable economic consequences would be.

The relationship between networks and affiliates is at once competitive and mutually dependent. Those elements must be kept in balance or both will suffer in the end.

Newspaper necrology

THERE are many reasons for the demise of metropolitan newspapers, including the competition of more modern mass media, but they all add up to economic survival of the fittest. Newspaper competition has shrunk to the point where there are only three great cities—New York, Boston and Washington—in which there is competition among more than two newspaper owners.

And in our greatest city—New York—which had 16 English language newspapers in 1900, there will be only five after the merger of the *Herald Tribune*, *Journal-American* and *World-Telegram*.

Each of the merging entities, paradoxically, is in broadcast station ownership—but not in New York City. Whitney owns Corinthian Broadcasting Corp., with five major-market television stations, plus the *Herald-Tribune* group of radio stations in New York state; Scripps, through Scripps-Howard Broadcasting Co., controls radio and television stations in five major markets, and Hearst, through subsidiary and affiliated companies, controls three major-market TV stations and seven radio (AM and FM) stations.

To whatever degree radio and television might have accelerated major newspaper attrition, it is clear that reductions in newspaper circulation and readership place upon the broadcast media an even greater responsibility to keep their publics informed.



Drawn for BROADCASTING by Sid Hix

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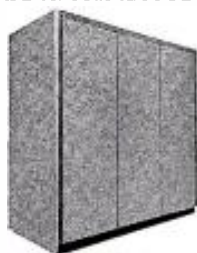
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