



News & Views Library

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWS/DAVID



Ansachrome—courtesy of General Aniline and Film Corporation.

PETRY

color spot

FOR FOUR DIMENSIONAL SELLING

Color Television is a natural for drawing attention to the merits of your product. And Petry Colorspot lets you select the markets that will give you the best sales results. The Stations we represent are leading the way in this new kind of selling.



THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



Don Ellington has a stubborn streak. Try to set up a shipping schedule on an upcoming Memorex video tape product before Don has given it his okay. Can't be done. Not with any number of previous approvals — from lab performance trials, field tests or production line checks. Don's job is to make sure, beyond all doubt, that when you screen a reel of a new Memorex video tape, it will look as good on the monitor as it does on paper. It's no job for a yes-man.

MEMOREX
Precision Magnetic Products

Santa Clara, Calif. Branch Offices in Boston, New York, Philadelphia, Washington, Atlanta, Orlando, Dayton, Chicago, Detroit, St. Louis, Dallas, Denver, Los Angeles, San Francisco, Honolulu. Offices and Affiliates in London, Cologne, and Paris. Distributors in Japan, Canada, India, Australia, and New Zealand.



The State Opening Of Parliament by Her Majesty Queen Elizabeth II.

British Calendar
 has added something
 to its regular b/w TV series.
Color. Once a month.

Starting October 3, **British Calendar**, the quarter-hour TV series, brings you color once a month and b/w every week.

Now **British Calendar** offers you and your viewers even greater variety. Superbly produced color programs that fit right into the already highly popular b/w series. These are vital, probing, topical programs with an international flavor that bring Britain and world-wide news events into sharp

perspective. And the series is free . . . all you pay is shipping charges.

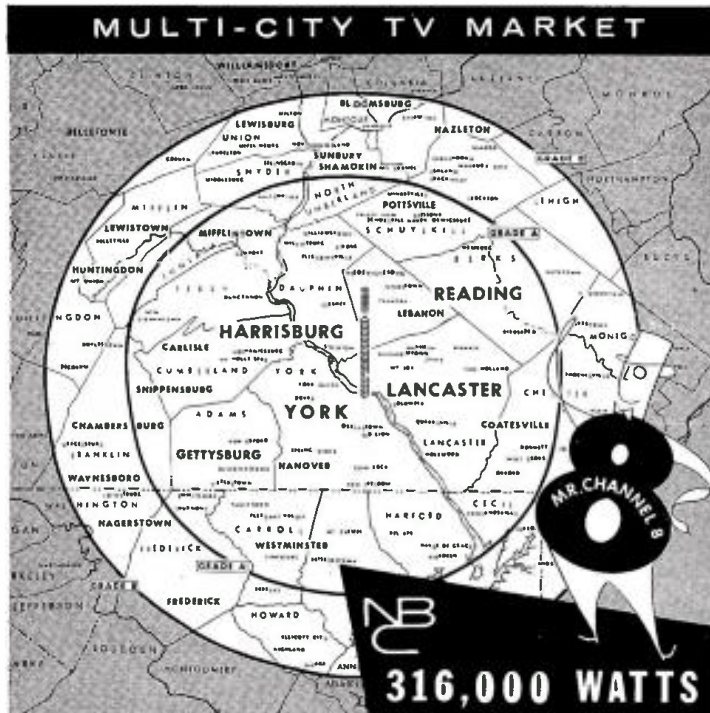
Now you can schedule **British Calendar** in color as well as in b/w. There are any number of ways you can book these programs to fit your individual programming needs. Why not find out right now about this exciting television series. Write **British Calendar**, 845 Third Ave., New York, N.Y., 10022. Or call (area code) 212 PL 2-8400.



16MM. B/W. COLOR. S.O.F. APPROX. 13 MINUTES



symbols of good fortune



Good fortune for advertisers resides in the remarkable 19% color penetration* in the Channel 8 area. All local programs are colorcast live, on film, or via color tape recorder. WGAL-TV is an affiliate of NBC, the full color network. The magic of color means good fortune to you. Buy WGAL-TV and add the magic touch to your sales.

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

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.

Longer licenses lost

All hope for extension of broadcast licenses beyond present three-year term is gone for this session of Congress at least. FCC, at heated meeting last Wednesday, voted 4 to 3 against recommendation to Congress that licenses be extended to five years or longer in interest of decreasing FCC's work-load and eliminating onerous paperwork, particularly for smaller stations.

Chairman Rosel H. Hyde, supported by Commissioners Robert E. Lee and Lee Loevinger, urged amendment, based on study made during past several months, but Commissioner Ken Cox, who has openly opposed idea, resisted action, backed by Commissioners Robert T. Bartley, James W. Wadsworth and Nicholas Johnson.

When ON turns on

Overmyer Network has set target date of next April 3 for its Las Vegas show, Monday through Friday, 11:30 p.m. to 1:30 a.m. New York time. Dan Overmyer and Ollie Treyz, ON president, said Friday that 60 stations, predominately network affiliated VHF's, have cleared for show which will rotate among Las Vegas hotels.

MC's, on nightly rotating basis, will be Bob Newhart, Alan King and Bob Crane. Pickup equipment includes four color cameras and three high-band video tape recorders. Network heads said three unidentified advertisers (tobacco account, electrical appliance manufacturer and brewery) have committed for 13-week cycle.

Facing the music

Though his opinion may be tinted by wishful thinking, Sir Hugh Greene, director general of British Broadcasting Corp., is predicting there'll be no commercial radio service authorized in United Kingdom. In U. S. to visit BBC offices and U. S. government and broadcasting officials, Sir Hugh says some British interests that were pressing for government approval of commercial radio have begun to have second thoughts. Cost projections indicate that profitability of commercial radio in UK would be questionable.

One big problem commercial radio stations in Britain would have to surmount would be severe restrictions on amount of recorded music they could play. Under British copyright law, record companies can limit perform-

CLOSED CIRCUIT*

ances of disks. Best deal BBC has been able to negotiate with record-company association gives its light-program service maximum of four-and-a-half hours per day of recorded music—for which it pays between \$2 million and \$3 million per year. No commercial operation would be apt to get better deal.

Motor money

Look for increased advertising funds from Lincoln-Mercury dealers associations during this car year resulting from expanded factory money for co-op advertising. In past, factory had no set plan for such advertising, which includes TV and radio, but this year is offering to put up \$1 for each \$3 spent by associations. Agency for Lincoln-Mercury Division of Ford is Kenyon & Eckhardt, Detroit. New York.

Paperwork

New program-reporting form for TV station applicants will probably be approved by FCC this week. Logging rules to accompany new form are also up for final vote. TV form resembles one approved for radio last year (BROADCASTING, Aug. 16, 1965). Budget Bureau, which clears forms issued by all government agencies, has raised only one substantive question about new TV form. FCC wants report on number of employes assigned by station to help local groups to develop programing. Broadcaster committee that advises Budget Bureau said question might be interpreted to mean that stations must make personnel available regardless of whether local groups had serious intention of producing programs.

If no hitches develop, new form will be used by applicants for new stations after Dec. 1. Renewal applicants who file between Jan. 1 and Nov. 1, 1967, will use new form to report proposed programing, and those who file after Nov. 1, 1967, will use form to report both past and proposed programing.

Bumped by Gemini?

Concern was expressed in highest places at week's end over failure of TV networks to carry live coverage of speech of Philippine President Ferdinand Marcos before joint session of Congress last Thursday. Mr. Marcos

vigorously supported President Johnson's Vietnam policy. Networks' heavy coverage of Gemini 11 splash-down was cited as one reason for decision not to pick up Mr. Marcos live. Newspapers generally gave speech perfunctory treatment.

Touche, TV

Power of spot TV is underlined in reports that shortly after Parker Pen Co., Janesville, Wis., introduced its new Touché pen on TV, shortages began to develop in retail stores in 23 major markets where pens were advertised. Pens went on market in July with minimum of advertising effort. In mid-August \$750,000 ad campaign, primarily in spot TV, kicked off. Sales in late August and early September jumped by 25-35% over July. Agency is Leo Burnett Co., Chicago.

Spreading it around

Indications are that Seaboard Finance Co., one of biggest West Coast-based sources of radio spot dollars (about \$1 million in 1965), will change its buying pattern in 1966-67 fiscal year that begins in October. In past, advertiser, through Foote, Cone & Belding, Los Angeles, bought five or six spots per week on single station for 20-week runs in about 400 markets across nation. Now Seaboard, apparently looking to broaden its reach, will buy two and three stations in each market. This doesn't necessarily mean more total budget, but that more stations will share money.

Still 15%

Close readers of 1965 FCC financial data on television industry were surprised to find agency commissions on sale of network time apparently fell short of customary 15%. Commissions were \$79.3 million on time sales of \$581.3 million, closer to 13% than 15%. Agencies need not fear their piece of action is diminishing. Explanation is this: One network mistakenly reported all its participation sales after deducting agency commissions instead of before and reported no commissions on participating business. Net effect was apparent drop in agency compensation rate. Parties concerned—FCC and network—are understood to have matter straight.

We've simplified wmca rates so they'll fit on a business card.



You'll be getting yours in the mail.
But if you can't wait
call Bob Mazur.
(212) MU 8-5716

wmca turns people on.



WEEK IN BRIEF

Defense against FCC proposal to tighten multiple-ownership rule takes aggressive turn and attacks present regulations. Study commissioned by group-owners brands concept as invalid. See . . .

BIGGER QUOTAS? . . . 31

National radio advertising spending in 1966 seen topping 1965 total by at least 10%. Optimism so rampant Radio Advertising Bureau warns of complacency as estimates for year's billings hit \$355 million. See . . .

UPSURGE IN RADIO . . . 33

Three networks anxiously study Arbitron, Trendex audience reports as new season's programs introduced. Measurements seen as more realistic with premieres over. Less emphasis on data seen. See . . .

NUMBERS GAME . . . 58

Newspaper television reviewers unleash flow of adjectives as comments pour in on networks's new offerings. Most new shows find acclaim less than unanimous while some find criticism universal. See . . .

HITS & MISSES . . . 58

Television urged to improve programming and advertisers to improve their image by speakers at National Advertisers management conference. Ad official prods advertisers to boost program innovation. See . . .

PROGRAMING HIT . . . 40

More than 450 years after Spanish first explored America, U.S. broadcasters, advertisers discover potential of programming for Spanish-Americans. Some \$11 million seen spent in Spanish broadcasts. See . . .

SPANISH MARKET . . . 67

Westinghouse Broadcasting begins operation of marketing-information system to aid advertisers in eight WBC cities. System costing over \$500,000 contains demographic data on viewers. See . . .

MARKETING-DATA BANK . . . 38

FCC Common Carrier and Broadcast Bureau staffs give preview of questions they will ask at hearing on ITT-ABC merger. Will seek to relieve doubts on effect on public and leave antitrust side to Justice Dept. See . . .

Q&A ON MERGER . . . 52

Grocers told by Television Bureau of Advertising that TV ads are most effective because of ability to reach "other guy's customers." New "media mix" proposed to food operators. See . . .

TV's IMPACT . . . 46

Net time and program sales by TV networks during July set new high for month. Total reached estimated \$86.9 million, 10% ahead of same month in 1965. Total for year to date up 12.2% over 1965. See . . .

HOT JULY . . . 46

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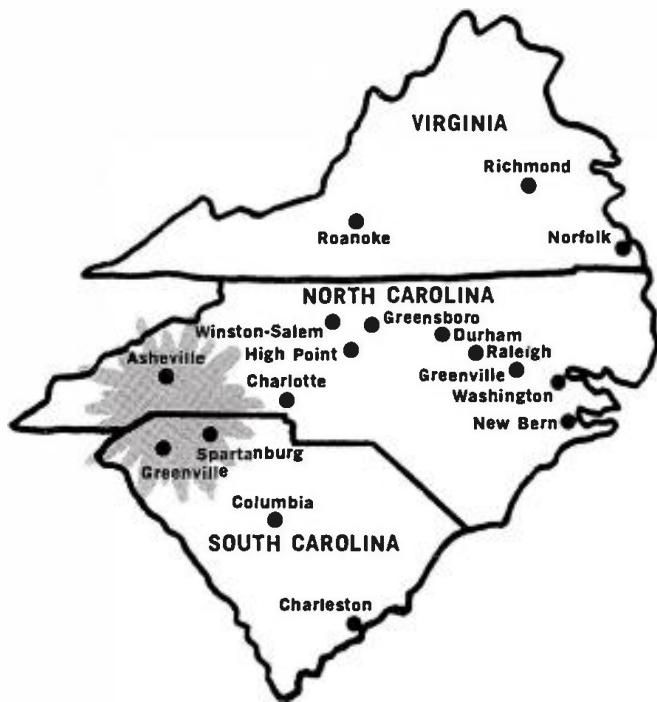
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**ARB Says . . .
We have the
largest TV
market in the
Carolinas and
Virginia**

RANK	MARKET 7:30-11:30 P.M.	TOTAL HOMES
1.	GREENVILLE - SPARTANBURG - ASHEVILLE	219,000*
2.	Norfolk	206,700
3.	Greensboro - Winston-Salem - High Point	191,500
4.	Charlotte	186,300
5.	Richmond	157,800
6.	Raleigh - Durham	143,500
7.	Roanoke	142,900
8.	Greenville (N. C.) - Washington - New Bern	105,100
9.	Columbia	80,200
10.	Charleston	75,400

* The Giant Share . . . 42% . . . of this prime time audience belongs to WFBC-TV, according to ARB.

For more facts, rates and availabilities, contact the Station or Avery-Knodel.

(Above figures are ARB estimates only and are subject to the limitations expressed in individual market reports.)

wfbc-tv

GREENVILLE, S. C. CHANNEL 4

Signal Coverage in the Southeast. . .

Offering advertisers coverage of more than 1-million homes in six southeastern states.

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV

Knoxville, Tenn.

WFBC-TV

Greenville, S. C.

WMAZ-TV

Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

ASCAP gets key to TV's financial files

JUDGE GRANTS ACCESS TO POST-'59 FCC REPORTS

Some 375 TV stations must bare their FCC financial reports since 1959 to American Society of Composers, Authors and Publishers under court order published Friday. Order indicated, however, that "confidential" matter won't be made public.

Ruling was by Judge Sylvester J. Ryan in U. S. Southern District Court in New York, acting on ASCAP motion for access to financial data (and wide range of other material going back to Jan. 1, 1959) of stations supporting All-Industry Television Stations Music License Committee in its suit to establish "reasonable" rates for use of ASCAP music on TV stations. Motion was filed last December (BROADCASTING, Dec. 20, 1965).

In granting ASCAP bid to examine stations' FCC financial reports, court stipulated that all-industry committee "may seek a protective order from the court to cover any confidential matters." Observers interpreted this to mean that although ASCAP and court could inspect confidential material it would not be made public record.

Charles Tower of Corinthian Broadcasting, chairman of all-industry committee, said after learning of Judge Ryan's ruling that although it "did not adopt on every item the position that our lawyers had advocated in court, I believe that as a total package the information that television stations are

required to supply will not create any substantial problems for station management or ownership."

P & L Positions ■ ASCAP had also asked to see financial data of stations' subsidiary or parent companies, but Judge Ryan said he would permit this only if stations' profit-and-loss positions could not be accurately determined from their own records.

He granted ASCAP motion for access to station files relating to commercials carried for products under same ownership as stations, and also granted request for correspondence, analyses and other materials bearing on station licenses to use music of ASCAP, Broadcast Music Inc. or other sources.

Order also granted ASCAP request for station materials relating to preparation of reports and computation of music-license fees, including documents of that nature prepared by Institute of Broadcasting Financial Management. (ASCAP has contended that IBFM "has exhorted broadcasters to flout the terms of the ASCAP license agreement.")

Judge Ryan denied ASCAP request for information on prices at which stations have been bought and sold, for copies of memoranda and instructions issued to DJ's and other station personnel regarding use of music, for correspondence between stations and all-industry committee, BMI, National Association of Broadcasters and others regarding use and cost of music and for copies of arrangements between stations and producers, distributors and other program suppliers.

In denying motion for access to memos to DJ's Judge Ryan said—as he had indicated before—that ASCAP's charges of "conspiracy" against use of ASCAP music were not part of current rate case.

All-industry committee had previously won court approval of similar motion for access to ASCAP files, but—as in current decision on ASCAP motion—on more limited basis than originally sought.

Menthol True campaign set

P. Lorillard Co., New York, will launch radio-TV campaign to support menthol version of True filter cigarettes today (Sept. 19). Foote, Cone & Belding, New York, will handle advertising.

Watch the decimal points

NBC reported Friday that two sets of ratings—Arbitron and Trendex—show it averaged largest audience of three TV networks for week of Friday, Sept. 9, to Thursday, Sept. 15.

According to network's calculations, Arbitron figures for that week gave NBC 16.3, ABC 15 and CBS 14.6. Trendex averages for same period put NBC at 16.5, ABC at 16.6 and CBS at 14.5.

For further rating information see page 58.

Church plea in WLBT case denied by FCC

FCC has affirmed its ruling that United Church of Christ be required to bear major burden of proof in license renewal hearing of WLBT(TV) Jackson, Miss.

Church, along with civil-rights leaders who joined in pressing court fight that led commission to issue hearing order, had asked commission to place burden of proof on all issues on WLBT.

Commission denied petition for reconsideration on 5-to-1 vote. Chairman Rosel H. Hyde, Commissioners Lee Loevinger, Robert T. Bartley, Robert E. Lee and James J. Wadsworth were in majority. Commissioner Kenneth A. Cox dissented.

Station's renewal application was designated for hearing principally on charges that station discriminated against Negroes in its programming.

Hargis cites support in 'free-speech' fight

U. S. broadcasters have lived under regulatory thumb of FCC so long they are keenly aware of basic rights such as free speech, Rev. Billy James Hargis said Friday at conservative We the People convention in Chicago. Effect, he said, has been to "produce a rare breed" among station ownership who have given him more support in his free-speech fights than any other segment of American life, even though some admittedly may not agree with his viewpoints.

Rev. Hargis, who has daily and weekly programs on 400 stations, was in-

Spot-making costs zoom

While attention in Hollywood has been on rising costs of program production, price of making commercials has also been escalating. For example, major advertising agency last week contracted with West Coast commercial maker on behalf of eastern gasoline advertiser to produce five 60-second color spots on location. Total tab came out to \$99,000, or about \$335 per second. That's not unusual by today's standards. Contract includes charge of \$1,000 to advertiser for each day on location washed out by bad weather. Jump in costs is generally blamed on variables of production and high wage demands by unions.

WEEK'S HEADLINERS



Mr. Learned

Leslie S. Learned named VP in charge of engineering for Mutual Broadcasting System and will also serve on network's management committee. Mr. Learned will continue to coordinate engineering

management of down-range audio communications for all major radio and TV network coverage of space missions. In 1940, Mr. Learned joined engineering staff of WOR New York, then one of co-owners of MBS. He was promoted to other posts in intervening years until 1952 when he became responsible for AM, FM and TV engineering operations for both WOR and Mutual.

Milton Herson, president of Mark Century, elected president of Mitch Leigh Co., New York, and of its eight divisions. He will be responsible for operation of Mark Century, which he founded in 1962 as supplier of radio program services; Music Makers, supplier of music for radio and TV commercials and founded by composer-marketing



Mr. Herson

executive Mitch Leigh in 1956; Sound Makers, technical recording company that services advertising agencies; Promotion Makers that develops music groups for commercials and merchandises via personal appearances; Magister Productions (theatrical productions): Andrew Scott Inc. (ASCAP) and Ren-

leigh (BMI) music publishing companies, and Magimer Productions (records production). Mr. Herson joined Music Makers as VP and general counsel.



Mr. Fidler

M. E. (Doc) Fidler, director of sales for Radio Advertising Bureau, appointed VP-sales. Mr. Fidler joined RAB originally in 1959 as regional sales director and left in 1962 to become VP in charge of sales

for Rounsaville Stations. He rejoined RAB last year as director of regional sales and was advanced to sales director several months ago.



Mr. King



Mr. Condon

James M. King, managing director of Television Advertising Representatives, elected executive VP. **William B. Condon**, general sales manager for TVAR in New York, elected VP and Midwest manager and **Robert M. Williams**, Chicago office manager, appointed administration assistant to President Robert M. McGredy. Mr. King, with TVAR since 1959 was account executive in New York and Chicago offices before becoming sales manager of Westing-

house Broadcasting-owned KDKA-TV Pittsburgh. He returned to TVAR New York this year as managing director. Mr. Condon, also a Westinghouse station representative since 1959, had been account executive in New York and Chicago offices before becoming general sales manager in 1964. Mr. Williams joined TVAR as account executive in 1963 and served as manager of Chicago office for last two-and-a-half years.

Dr. David M. Blank, director of economic analysis for CBS since 1958 and chief economist since 1965, elected VP and named to head new department of economics and research within CBS's Broadcast Group. New research unit retains functions of economic analysis department and will include office of social research, and research depart-



Dr. Blank

ments of CBS-TV and CBS Radio networks and CBS-TV Stations. Dr. Blank joined company 11 years ago after association with Columbia University where he received Ph.D. in Economics in 1950.

Jules Fine, VP and associate media director of Ogilvy & Mather, New York, appointed VP and media director succeeding **Samuel L. Frey**, who has been named VP for administration for O&M. Mr. Fine has been with agency for 10 years in several posts until he was appointed VP in 1963. Mr. Frey joined O&M in 1958 as VP and media director and earlier had been corporate media-director at Colgate-Palmolive Co., New York.

For other personnel changes of the week see FATES & FORTUNES

involved last year in FCC fairness doctrine citations to 10 stations over differences with author Fred Cook (BROADCASTING, Oct. 11, 1965; April 11, 1966).

Rev. Hargis told convention that in next year he is dropping smaller stations, will buy only "big powerhouses."

Climalene moves account

Climalene Co., Canton, Ohio, moves \$1 million household-cleaning products account from D'Arcy Advertising, Chicago, to Allen, Anderson, Niefeld & Paley there effective Oct. 1.

DA doesn't like ABC-TV's sex survey

ABC-TV is being challenged on its airing of discussion of premarital sex by Rensselaer (N.Y.) county District Attorney M. Andrew Dwyer. Program was five-part opinion survey conducted by ABC newsmen Bernard Eismann on premarital sex and birth control pills. It was telecast on Peter Jennings' early evening newscast on ABC Sept. 12 through 16.

Mr. Dwyer said last Friday (Sept. 16) he intends to subpoena ABC. Peter

Jennings and WAST-TV Albany, N. Y., ABC affiliate that aired show, to grand jury hearing on charge of contributing to delinquency of minors.

ABC officials declined comment until network has been subpoenaed.

Cahill on Hyde's staff

Robert Cahill, chief of FCC's complaint branch for past two years, has been detailed to Chairman Rosel H. Hyde's office on temporary assignment to work on legal matters. Mr. Cahill will fill gap left by resignation of Arthur Stambler (BROADCASTING, Sept. 12).

WHEN YOU BUY PORTLAND, OREGON TELEVISION

THIS IS MONEY IN THE TILL!



guarantee

KOIN-TV guarantees to reach more viewers during the total day from sign-on to sign-off than on any other Portland TV station.*

**in Portland, KOIN-TV
means business!**

*Check any current ARB or NSI report, subject to qualifications described in such reports.

KOIN  **TV**
CHANNEL 6 PORTLAND, OREGON

One of America's Great Influence Stations • Represented
Nationally by Harrington, Righter & Parsons, Inc.

Now there's a broadcaster in marketing your product



A television station in partnership with a soap manufacturer?

A joint venture between a radio station and a large frozen food company?

A broadcasting group merger with a petroleum company?

Well, not exactly. Literally, the only merger is one of interests.

Group W announces the Marketing Information Bank, the only service of its kind ever offered by a broadcaster.

By establishing Marketing Information Bank, Group W, in effect, has entered into a marketing partnership with consumer-involved companies in its radio and television station cities.

The new Marketing Information Bank is the latest addition to Group W's continuing commitment to provide a total marketing program. During the past two years, this program has established resident market research specialists in all Group W markets. Nearly 300 Group W executives have attended special marketing seminars given by professors from Harvard, Stanford and Northwestern and 50 of these men have been working in the field with advertisers to develop their skills and experience. Now Group W is prepared to offer a unique consumer research capability to companies with target audiences in the eight Group W cities.

The Marketing Information Bank is unique in that it concentrates on your customers as people rather than as our audience. In effect, it provides a continuous program for gathering and storing research data on your customers in selected local trading areas. In each of the eight areas involved—Boston, New York, Philadelphia, Baltimore, Pittsburgh, Fort Wayne, Chicago and San Francisco—permanent panels of five hundred families report on their purchasing and usage of

products in sixty different categories (everything from aluminum foil to automobiles).

These reports provide accurate profiles of the product user (sex, age, education, family composition)—and more important, a valuable differentiation between "heavy" and "light" users in each product category.

Marketing Information Bank data includes brand preference and loyalty measurements, and important local market descriptions of where and when people shop, what they shop for and what they buy. It also provides indications of consumer attitudes toward new product trying.

To relate consumer purchasing to advertising exposure, the Bank's computers generate meaningful analyses of "heavy" or "light" product usage compared with "heavy" or "light" exposure to print or broadcast media.

In short, a comprehensive picture of consumer thinking and behavior, drawn by the consumers themselves.

The Bank is a big one. It has to be, to digest and store a continuous flow of research data from 4,000 families distributed among eight cities. Already on hand for use by interested consumer companies are 2,000,000 raw facts, with more information pouring in, to be analyzed, computed, and read out.

But the value of Group W's Marketing Information Bank lies in its end use. Group W now offers an opportunity to your company's marketing and advertising management to work with us as a marketing partner, and to incorporate these findings into your long-term marketing strategy—and your day to day advertising tactics. If you would like us to show you the data for your target market—and explore how the Marketing Information Bank can become a vital addition to your current research and marketing effort, call any Group W station or our national sales representatives.



BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KOKA · KOKA-TV
FORT WAYNE WOWD
CHICAGO WIND
SAN FRANCISCO KPIX

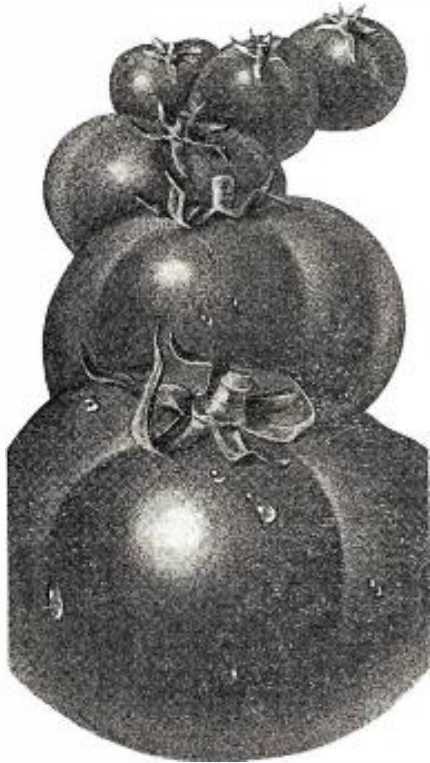
WESTINGHOUSE BROADCASTING COMPANY

REPRESENTED NATIONALLY BY: AM RADIO SALES CO. AND TELEVISION ADVERTISING REPRESENTATIVES, INC.

who's just as interested
as his own.



Best of Show - Tomato
1965 Harris County Vegetable Day
Chester Iio, Houston, Texas



BEST TOMATOES IN THE HOUSTON MARKET

And they all listen to

Buy

K·NUZ

THE PRODUCER STATION



THE KATZ AGENCY, INC.
National Representatives

In Houston Call Dave Morris JA 3-2581

DATEBOOK

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

■Indicates first or revised listing.

SEPTEMBER

Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Holiday Inn, Norfolk.

Sept. 19—Annual stockholders meeting. Jerrold Corp. Fidelity-Philadelphia Trust Building, Philadelphia.

Sept. 19-20—Meeting of the national board of directors of the education television stations of the National Association of Educational Broadcasters. Kenwood Country Club, Bethesda, Md.

■Sept. 19-21—Annual convention of the Institute of Broadcasting Financial Management. Speakers include A. Bruce Matthews, financial vice president and treasurer of the Communications Satellite Corp.; C. A. Kellner of American Research Bureau; James H. Shoemaker of A. C. Nielsen Co.; Henry S. Moss and Anton S. Petran of Touche, Ross, Bailey & Smart; Albin B. Nelson of Television Bureau of Advertising, and Jay E. Butler of Arthur Young & Co. Brown Palace hotel, Denver.

Sept. 20—Board meeting of the Broadcast Pioneers. Barclay hotel, New York.

Sept. 20—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts.

Sept. 20-21—Executive committee, National Community Television Assn. Madison hotel, Washington.

Sept. 20-21—Thirteenth annual convention of the CBS Radio Affiliates Association. Luncheon speakers will be Vice President Hubert H. Humphrey and John A. Schneider, president, CBS/Broadcast Group. New York Hilton hotel, New York.

Sept. 22-24—Sixteenth annual broadcast symposium, sponsored by Group on Broadcasting, Institute of Electrical & Electronics Engineers. Among sessions: conference telephone devices and talk programing, W. L. Braun; Empire State Building master FM antenna: automatic control of aural program loudness, R. M. Morris, ABC; satellite broadcasting; color TV; panel on sharing of FM and TV channels with land mobile services; FCC-industry panel. Mayflower hotel, Washington.

Sept. 23—"Newsmaker" luncheon of International Radio & Television Society. Speaker will be FCC Chairman Rosel Hyde. Waldorf-Astoria hotel, New York.

■Sept. 23—Luncheon of the Pacific Pioneer Broadcasters. Pat Buttram, master of cere-

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 26-27—Hyatt House (near San Francisco).

Sept. 29-30—Warwick hotel, Houston.

Oct. 6-7—Hilton Inn, Tarrytown, N. Y.

Oct. 10-11—Northland Inn, Detroit.

Oct. 13-14—Pheasant Run Lodge, Chicago.

monies. Sportsman's Lodge, North Hollywood, Calif.

Sept. 23-25—Southern area conference of the American Women in Radio and Television. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 24—First statewide educational radio conference of the West Virginia Educational Broadcasting Authority. Buckhannon.

Sept. 26-28—"Wingspread Conference on Educational Radio as a National Resource"—a national educational radio seminar of the National Association of Educational Broadcasters. Johnson Foundation, Racine, Wis.

Sept. 28—Meeting of the Michigan State CATV Association. Croner Restaurant, Flint.

Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Holiday Inn, Duluth.

Sept. 30—A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 60th anniversary of his start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Sept. 30-Oct. 1—Meeting of the Kentucky Community TV Assn. Continental Inn, Lexington.

Sept. 30-Oct. 1—State sales clinic sponsored by the Montana Broadcasters Association. Lubrecht Forest, Missoula.

Sept. 30-Oct. 2—Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

Oct. 1—Annual Paul White Memorial Banquet of Radio-Television News Directors Association. LaSalle hotel, Chicago.

Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3—Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel, Chicago.

Oct. 3-5—1966 National Electronics Conference. McCormick Place, Chicago.

■Oct. 3-7—Briefing session and workshop seminars on applications of computers to marketing, covering different kinds of computers and their uses, sponsored by the American Management Association. Marketing executives with computer experience

NAB FALL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas

Oct. 17-18—Mark Hopkins hotel, San Francisco.

Oct. 20-21—Hilton hotel, Denver.

Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

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

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

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

Somebody loves a loser

The Bell Telephone Hour has been on radio and television for 26 years. In its radio heyday, it had as many as 7 million listeners on some memorable Monday nights.

Since moving into television in 1959, it has been a shaky performer in Nielsen ratings. Last year, we averaged 12 million viewers per show—far below the 33 million average of the top ten network shows.

Despite our anemic ratings, we hang doggedly to the idea that the millions who seek fine music and musicianship on TV are splendid citizens who make a lot of telephone calls, and that The Telephone Hour is a good advertising buy for A.T.&T.

This season, we'll be back again—losing viewers to the Pow! Crunch! Zonk! shows—

with a new musical excursion. Usually, we'll set forth with mike and camera to involve TV viewers at firsthand in some of the excitement of the music world. Visiting places of musical renown. Filming intimate profiles of great artists at work. Documenting major musical events, here and abroad. Bringing back 15 hours of musical experiences. Perhaps not every show will be distinguished. But that's what we'll be trying for.

In the TV ratings race, we may be backing a loser. Whether you're a music buff or not, you may find some excitement in joining our exploration of the world of fine music. Tune in and give it a try.

Premiere program, Sunday, Sept. 25, 6:30 p.m., EDT, on NBC. In color.

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WILL YOU EVER AGAIN
FIND FEATURES
OF THIS MAGNITUDE
IN MEANINGFUL
NUMBERS?



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KRIS CORPUS CHRISTI • KWGN DENVER •

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WKZO GRAND RAPIDS, KALAMAZOO • WMTW PORTLAND, ME. •

WKOW MADISON • WREC MEMPHIS • KOIN PORTLAND, OREGON •

WNEM SAGINAW, BAY CITY • KUTV/KSL SALT LAKE CITY •

KOGO SAN DIEGO • KTBS SHREVEPORT • WREX ROCKFORD, ILL. •

WSBT SOUTH BEND • KONO SAN ANTONIO • KTUL TULSA •

WAOW WAUSAU, WISC. • KCMO KANSAS CITY •

WTVJ MIAMI • WUHF MILWAUKEE •

WTCN MINNEAPOLIS, • WWL NEW ORLEANS •

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GOING MY WAY • REAP THE WILD WIND • UNCONQUERED
THE HEIRESS • HOLIDAY INN • STATE OF THE UNION
LIVES OF A BENGAL LANCER • WAKE ISLAND
DOUBLE INDEMNITY • THE GHOST BREAKERS • SO EVIL MY LOVE

and ever so many more!

mca



1 FIRST



SIGN-ON TO SIGN-OFF

AGAIN WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:
*32.3% More Than Station #2
*83.6% More Than Station #3

7-7:30 P.M. MONDAY THRU FRIDAY WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:
*26.4% More Than Station #2
*56% More Than Station #3

11-11:30 P.M. NEWS MONDAY THRU FRIDAY WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:
*79% More Than Station #2
*190% More Than Station #3

*ARB for March, 1966.

Data Quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WSYR • TV

NBC
Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

- Oct. 10—Plaza hotel, New York (Region 1).
- Oct. 14—Marriott hotel, Dallas (Region 4).
- Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).
- Oct. 24—Tropicana hotel, Las Vegas (Region 8).
- Oct. 26—Raddison hotel, Minneapolis, (Region 6).
- Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).
- Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).
- Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

discuss specific problem areas in workshop seminars. Statler-Hilton hotel, New York.

Oct. 4-Nov. 29—Time Buying and Selling Seminar sponsored by the International Radio & Television Society (Consecutive Tuesdays, excluding Election Day, Nov. 8). Chemical Bank & Trust Co., 59th Street & Madison Ave., New York.

Oct. 5-6—Twelfth annual conference of the Advertising Research Foundation. Morning session on research and the creative environment includes Roger Purdon, D'Arcy Advertising; Albert Shepard, Motivation Dynamics Inc.; Herbert E. Krugman, Marplan; Alvin A. Achenbaum, Grey Advertising; Charles R. DeCarlo, International Business Machines, and panelists yet to be announced. Luncheon speaker: Sherwood Dodge, ARF president, with Paul E. J. Gerhold of J. Walter Thompson and ARF chairman, presiding. Afternoon session on budgeting strategy and media measurements includes James O. Peckham of A. C. Nielsen Co.; William S. Blair, Harper-Atlantic Sales Inc.; G. Maxwell Uie, consultant; Melvin A. Goldberg, John Blair & Co., and Peter Langhoff, American Research Bureau. Waldorf-Astoria hotel, New York.

Oct. 6-7—Meeting of the Television Code Review Board of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

■Oct. 6-8—Annual fall meeting and election of officers of the Alabama Broadcasters Association. Speakers include John Chancellor, director, Voice of America; Robert Eastman, president, Robert E. Eastman & Co.; Don McCollum, vice president, Schwerrin Research; Earl Nightingale, Nightingale-Conant Corp.; Congressman James D. Martin; Norman Jorgensen, attorney, Krieger & Jorgensen. Stafford Motor hotel, Tuscaloosa.

■Oct. 6-9—Combined conference of the 3rd and 7th districts of the Advertising Federation of America. Speakers include Archibald McG. Foster, president, Ted Bates & Co.; Jo Foxworth, Calkins & Holden Advertising; H. Thomas Austern, Covington & Burling, Attorneys; John Avrett, Foote, Cone & Belding; Sherwood Dodge, Advertising Research Foundation; George Goodwin, Bell & Stanton Inc.; Dermott McCarthy, Young & Rubicam, and Nicholas P. Pappas, Cunningham & Walsh. Town House Motor Inn, Augusta, Ga.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

Oct. 8-9—Annual meeting of the Missouri AP Radio TV Association. Ramada Inn, Jefferson City, Mo.

Oct. 10—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of

■Indicates first or revised listing.

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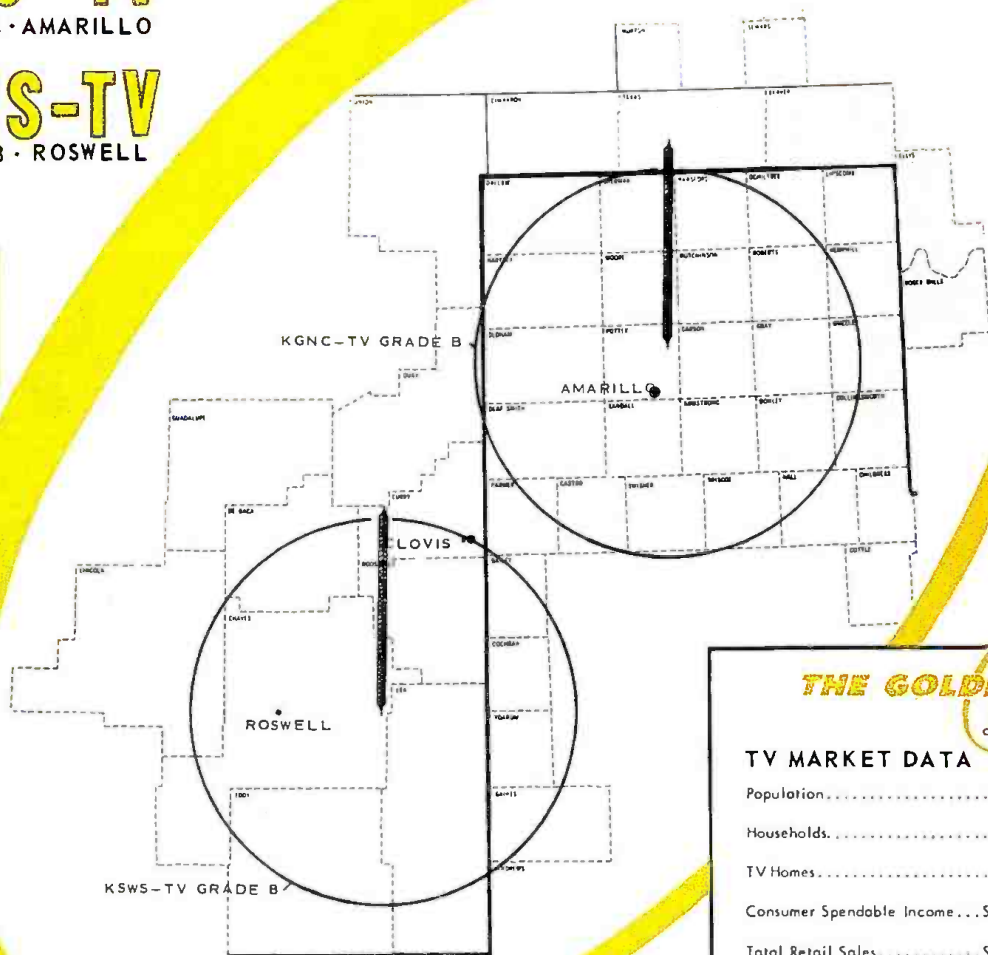
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AMARILLO
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The combination of KGNC-TV and KSWs-TV delivers the largest and richest television market between Dallas and Phoenix. You get dominant-station leadership in Amarillo and Roswell, plus Clovis, Carlsbad and all the prosperous areas from the Panhandle to the Pecos River Valley . . . rich in agriculture, minerals, petroleum, industry . . . rich with people able to buy. One of the fastest-growing markets in the United States, with buying power and sales far in excess of national averages.

KGNC COLOR TV
CHANNEL 4 • AMARILLO

KSWs-TV
CHANNEL 8 • ROSWELL



THE GOLDEN ARC

AMARILLO
ROSWELL
CLOVIS

TV MARKET DATA

Population	763,800
Households	222,260
TV Homes	207,260
Consumer Spendable Income	\$1,636,617,000
Total Retail Sales	\$1,211,283,000
Food Store Sales	\$240,964,000
Drug Store Sales	\$40,111,000
Automotive Sales	\$330,974,000
Service Station Sales	\$118,127,000

SOURCE: SRDS, JULY 1966

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- New package prices with special warranty

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Stainless, inc.

NORTH WALES • PENNA. 19454
IN CANADA: Walcan, Limited, Toronto, Ontario

inquiry into the possibility of pay TV by wire.

Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

■Oct. 10-12—Management/programming seminar for TV station executives sponsored by TV Stations Inc. Theme of the conference will be: "What makes a station a success and what it must do to achieve it." New York Hilton hotel, New York.

Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

■Oct. 11-14—First World Congress of the International Writers Guild. Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.

Oct. 13-14—Annual fall meeting and election of officers of Missouri Broadcasters Association. Speakers include Neal Spelce, KTBC-TV Austin, Tex.; Dotty Abbott, WHER Memphis; John H. Norris, Red Lion Broadcasting; Bob Eunson, Associated Press, and Frank N. Magid of Frank N. Magid Associates. Ramada Inn, Jefferson City.

Oct. 13-14—Annual fall meeting and election of officers of Indiana Broadcasters Association. Marott hotel, Indianapolis.

Oct. 13-14—International Film & TV Festival of New York. Americana hotel, New York. Further details are available from Industrial Exhibitions Inc., 17 East 45th St., New York 17.

Oct. 14—Thirty-first annual convention of the Audio Engineering Society. Speakers on stereo broadcasting and reception include Harold L. Kassens, FCC; Arno M. Meyer, Belar Electronics Laboratory; Lawrence C. Middlekamp, FCC; Peter Onnigian, Jampro Antenna Co.; William S. Halstead, Multiplex Development Corp.; Richard W. Burden, Richard W. Burden Associates; and David N. Leonard, Steve T. Ou, and Jack H. Abernathy, all with Texas Instruments Inc. Barizon Plaza hotel, New York.

OPEN MIKE®

More on ETV Ford coverage

EDITOR: Thanks for your Aug. 29 story about the educational-television hook-up for the Senate Communications Subcommittee Ford Foundation hearing. Since I produced the coverage, I would like to clarify a couple of points.

This coverage was an activity of the Eastern Educational Network and was carried on all of the interconnected stations; that is, in addition to the four you mentioned (in Washington, Philadelphia, New York and Boston—hooked up for the summer under a special arrangement), it also went to the permanently connected stations: WENH-TV Durham, N. H.; WCBB Lewiston, WMEB Orono, WMEM Presque Isle, WMED Calais, all Maine; as well as WMHT Schenectady, N. Y. Thus, our total station lineup was 10.

The remote unit involved came from our non-interconnected affiliate, WITF-TV Hershey, Pa. On very short notice they changed their schedule for a recently acquired mobile unit, and al-

Oct. 14-16—Midwestern area conference of the American Women in Radio and Television. Pocono Manor Inn, Pocono Manor, Pa.

Oct. 14-16—Western area conference of the American Women in Radio and Television. Olympic hotel, Seattle.

Oct. 15-24—MIFED, International Film, TV Film and Documentary Market, Milan, Italy.

Oct. 16-18—Annual meeting of the North Dakota Broadcasters Association. Town House, Fargo.

■Oct. 16-19—1966 Western Region Convention of the American Association of Advertising Agencies. Hotel del Coronado, Coronado, Calif.

Oct. 17-18—Annual meeting of NBC Radio network affiliates, Walter D. Scott, chairman of the board, and Julian B. Goodman, president, NBC, and Stephen B. Labunski, president, NBC Radio, will address the convention. Royal Orleans hotel, New Orleans.

Oct. 17-19—Board of directors, National Community Television Association. Del Monte Lodge, Carmel, Calif.

Oct. 17-20—Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

■Oct. 19—Pulse Inc. "Man of the Year" award luncheon honoring William Bernbach, Doyle Dane Bernbach. Plaza hotel, New York.

Oct. 19—Annual meeting of the Connecticut Broadcasters Association. Park Plaza hotel, New Haven.

■Oct. 19—25th anniversary luncheon of The Pulse Inc., honoring William Bernbach, president of Doyle Dane Bernbach, who will be named Pulse's 25th man of the year. Plaza hotel, New York.

■Oct. 20-30—The 10th annual San Francisco International Film Festival. Masonic Auditorium, San Francisco.

Oct. 20-21—Special board of directors meeting of the Association of Maximum Service Telecasters. Del Monte Lodge, Pebble Beach, Calif.

Oct. 20-22—41st birthday celebration of WSM's Grand Ole Opry. Nashville.

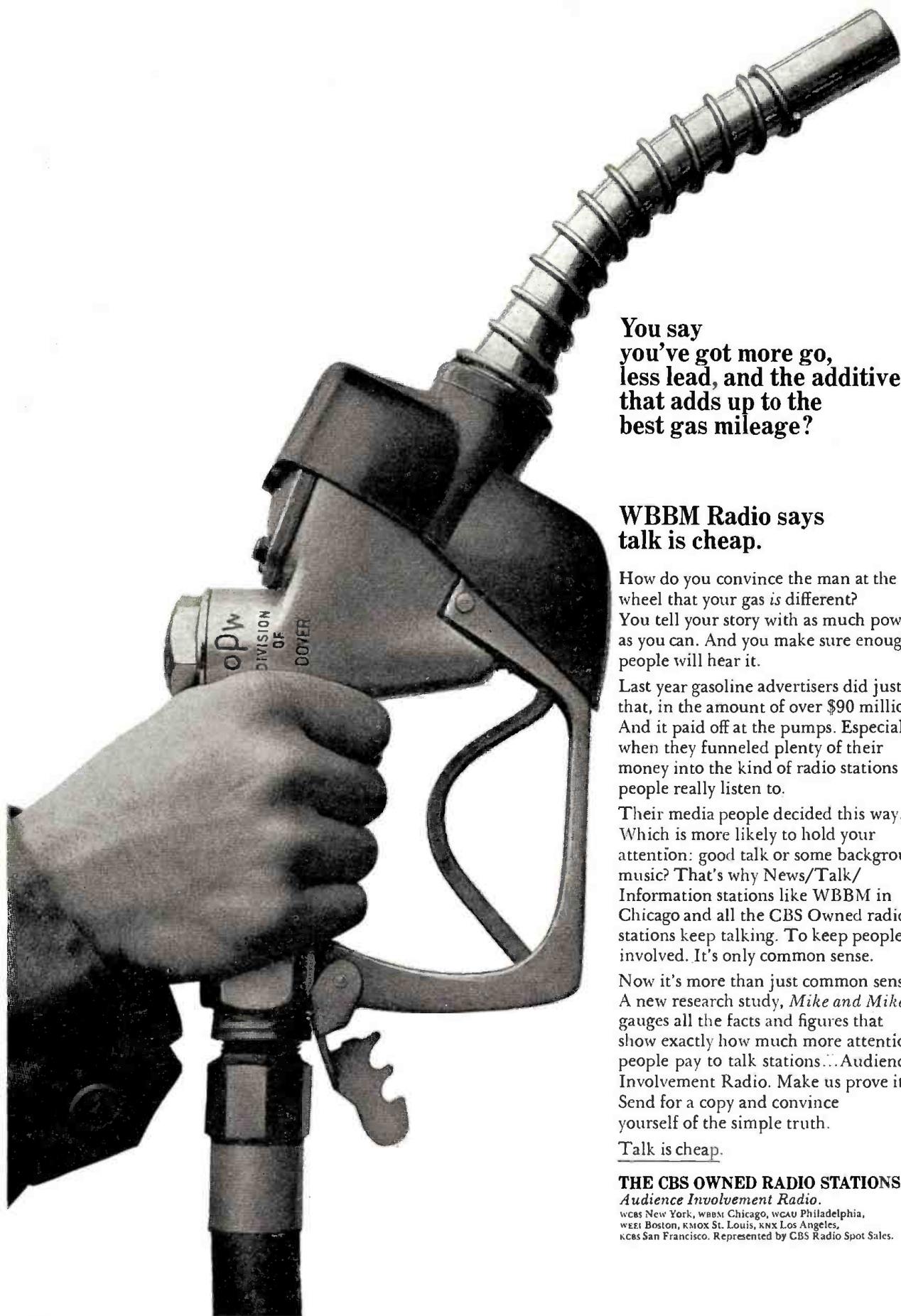
■Indicates first or revised listing.

lowed us to have it driven to Washington. They also provided their production manager to direct the show and their engineering supervisor to come along and help. It's cooperation like that that makes a lot of us in ETV happy to be where we are.

Finally, John F. White, the president of National Educational Television, made us a grant which would help take care of some of the out-of-pocket costs in exchange for having the option to edit the tapes for use on the NET network. Two 90-minute specials are due for release in a few weeks.—David M. Davis, assistant general manager, TV, WGBH Boston noncommercial.

Schools need ETV, too

EDITOR: As a long-time school-board member, long involved in trying to find workable educational television systems for in-school applications, I was interested in BROADCASTING's articles on satellite television and the Ford Founda-



**You say
you've got more go,
less lead, and the additive
that adds up to the
best gas mileage?**

**WBBM Radio says
talk is cheap.**

How do you convince the man at the wheel that your gas is different? You tell your story with as much power as you can. And you make sure enough people will hear it.

Last year gasoline advertisers did just that, in the amount of over \$90 million. And it paid off at the pumps. Especially when they funneled plenty of their money into the kind of radio stations people really listen to.

Their media people decided this way. Which is more likely to hold your attention: good talk or some background music? That's why News/Talk/Information stations like WBBM in Chicago and all the CBS Owned radio stations keep talking. To keep people involved. It's only common sense.

Now it's more than just common sense. A new research study, *Mike and Mike*, gauges all the facts and figures that show exactly how much more attention people pay to talk stations... Audience Involvement Radio. Make us prove it. Send for a copy and convince yourself of the simple truth.

Talk is cheap.

**THE CBS OWNED RADIO STATIONS
*Audience Involvement Radio.***

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

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Now No. 1
Mid-Michigan
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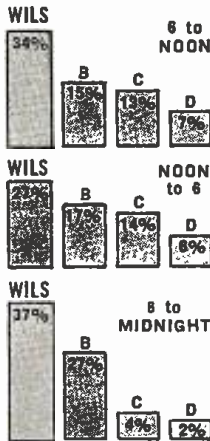


WILS has more
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RADIO 1320
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5,000 WATTS / 24 HOURS A DAY



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THE ALL NEW
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In the heart
of America's Northern
Sacramento valley,
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of well over
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Detroit, Los Angeles, St. Louis, San Francisco

tion's ETV plan

The multi-millions of federal and foundation aid to ETV in the last 10 years seem to be working against a much-needed in-school ETV operation in this country. Because by restricting this aid to out-of-school, community cultural, open-circuit ETV broadcasting on a matching basis it serves to draw funds and resources from the in-school sector Talk of satellite ETV now further confuses the picture because so many in-school people will not understand that it cannot provide the multi-channel, in-school, inter-intra-district exchange function so much needed.—*Lloyd P. Morris, Elmwood Park, Ill.*

Study proceeds softly

EDITOR: Your item (CLOSED CIRCUIT, Sept. 5) concerning subjective loudness perhaps needs brief clarification. The German paper you mentioned was only one of several submitted to CCIR (International Consultative Committee on Radio of the International Telecommunication Union) Study Group X on the subject. Doubtless their work is valuable to the eventual resolution of the matter. Canada also submitted a very extensive document, and other countries over the years have contributed to our knowledge of the subject.

Lest the incorrect impression be gained, it should be stated that the CCIR considered at the Oslo Plenary Assembly that insufficient information is now available to prepare either a report or recommendation on the control of loudness in broadcasting. The goal should be an automatic device, generally acceptable, which I am sure will eventually result from work being conducted in many countries, the U.S. included. Perhaps during the next three years the answer will be sufficiently clarified to enable its acceptance by broadcasters and government administrations.—*A. Prose Walker, Collins Radio Co., Washington, and international chairman, CCIR Study Group X.*

Oct. 19, not Oct. 9

EDITOR: In view of BROADCASTING's enviable track record for accuracy, we're afraid many who receive invitations to Pulse's Oct. 19 "Man of the Year" luncheon may show up Oct. 9 [as reported in BROADCASTING Sept. 12].

For the record, the correct date is Oct. 19. For those who plan more than a year ahead, we have a standing reservation at the Plaza hotel's main ballroom in New York on the third Wednesday of every October.—*Irene Lambie, The Pulse Inc., New York.*

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BROADCASTING, September 19, 1966

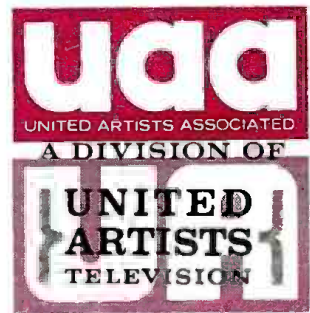
“Bogart...a stardom that became legendary. ‘The Treasure of Sierra Madre’, ‘Casablanca’ and ‘Key Largo’ remain ...best examples of...solid commercial story-telling...sophisticated...artistic...”

Chicago Daily News, April 30, 1966



65 HOURS "BOGIE" FROM

58 MINUTES OF



The endless demand for Warner features starring Humphrey Bogart is the most significant phenomenon of this era in entertainment history. Obviously, this is *exactly* the kind of movie *most* people like *best*. UAA now lists 45 "Bogies," all packed with popular tough-guy action in tight, high-tension stories bolstered by the unique Bogart approach to the Woman Problem. Some stations strip our "Bogie" films—others use them to beef up their regular feature time. *All* profit from "Bogie".

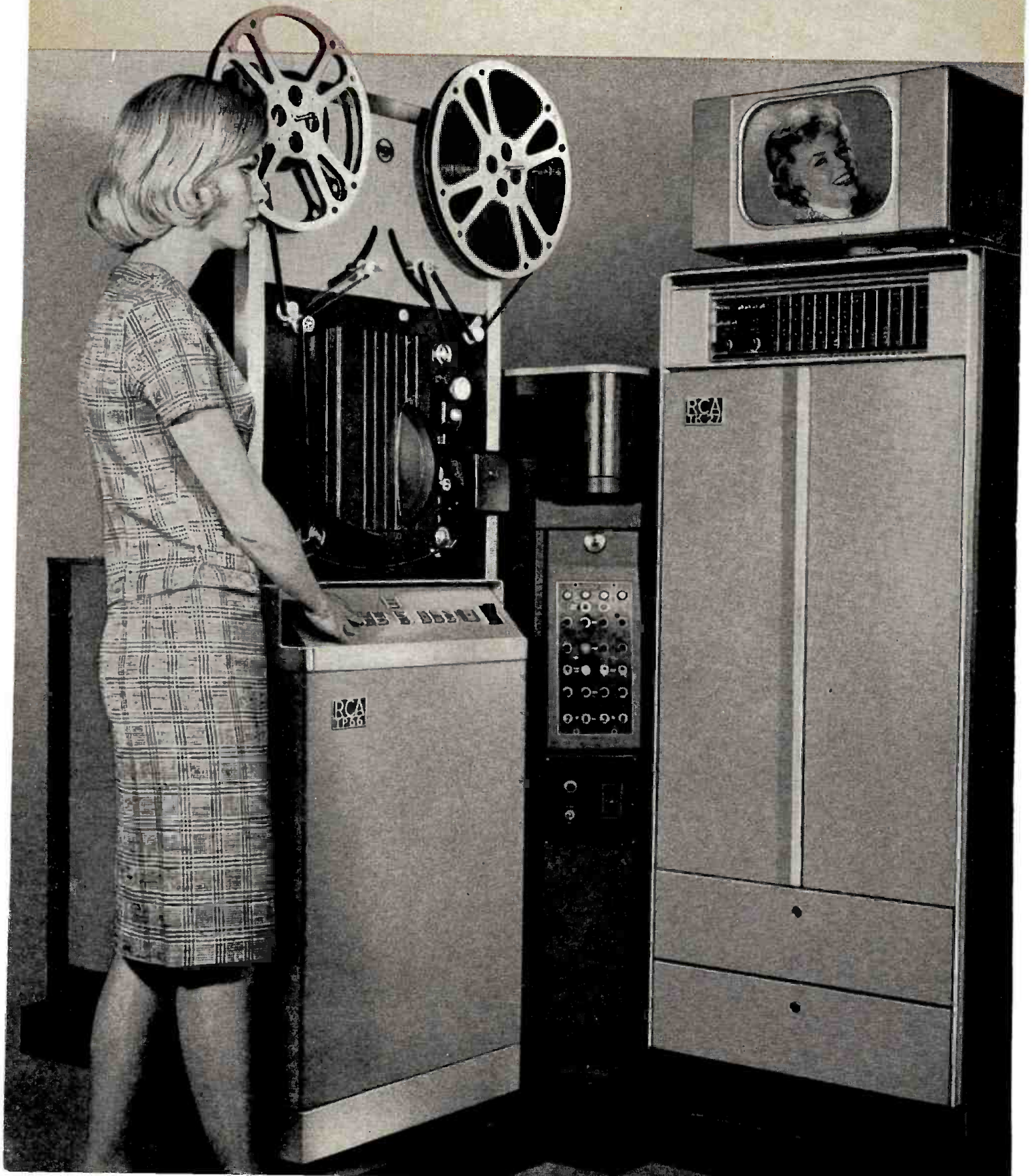
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LOOK

"BIG TUBE" COLOR TV FILM SYSTEM



Get “Big picture” performance from your color films



The 1½-inch vidicon in the luminance channel of RCA's color film camera provides a 50% larger image—50% larger than any used in other cameras. This gives improved signal-to-noise ratio, high resolution capability. Result: Unusually sharp reproduction of color films and slides.

All four of the vidicon pickup tubes are electrostatic-focus, magnetic deflection type. They require no focus coils — eliminating heat problems — and are independent of high voltage variations.

Completely transistorized, the TK-27 employs compact, plug-in circuit modules. They provide top performance and easier maintenance. Circuits are highly stabilized, assuring unvarying picture quality — over extended periods.

The entire “Big Tube” system is made by RCA, including camera, film projectors, slide projector and multiplexer. These are “matched” equipments — all designed to work together in an integrated system to best advantage. It's ideal for turning out top quality color film programs and commercials.

Your RCA Broadcast Representative has the complete story on this “Big Tube” color film system. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

To sell the advertiser, sell yourself

Broadcasters are considered professionals in the art of persuasive communication with listeners and viewers.

Yet too often many fail to sell themselves effectively in their presentations to the local sponsor on Main Street, or in their trade advertising and promotion to the national account.

The client communication in either case—by its sufficiency and quality or lack of it—clearly tells the station's prospect how well he can expect you to perform when advertising to consumers in his behalf. A station that does not promote itself professionally will surely shoot a bogey in the sponsor's game. And its profit curve won't ride as high as it could.

Consider Main Street first. Just counting heads, most stations in the country are not to be found in the top 100 markets let alone the top 25. So the Main Street dollar is important.

Bread and Butter ■ For the majority of the local station operators, broadcasting is the individual process of meeting the day-to-day challenge of satisfying the needs of his community. Of facing up to the local citizen's thirst for news and service. Of creating an image and reputation for service so that both the listener and the merchant on Main Street know they cannot get by without him.

For these stations the key word is "local" and it is the eyeball-to-eyeball sale on Main Street that provides the wherewithal for continuing growth and service. This is the sale by which the station makes the grade. The sale that is made because the station is known and respected by the buyer. And it's the business that is repeated because of a continuing confidence and consistent performance.

For most of these smaller stations, national business is a nonscheduled stop. Such local stations seldom make a "sale" to national business. Rather, they are "bought" because of circumstances beyond the control of local stations. The personal touch is seldom present.

Lost Dollars ■ The national agency buyers usually know very little about the selling potency of these smaller stations.

For these stations Main Street then is both heart and blood. Our hat goes off to those local-station men who make the eye-to-eye sales and keep their clients on the air through a combination of personality, creative selling and hard-won confidence.

But show me a broadcaster who truly believes he is getting all of the business that is possible on Main Street. From my own years as a station sales manager, manager and owner, I know how easy it is to slip into the trap of setting mental images of the local potential and then operating the station within those self-imposed limits.

If a broadcaster isn't getting all of the business that is possible along Main Street, then why not? Is it because the competition from other stations or other media is so overwhelming that it's impossible to neutralize it?

Or is it because the sleeping dollars along Main Street simply haven't been awakened yet? From experience, this second point is often the correct one.

Salesmanship on Trial ■ If local stations were to thumb through the sales and promotion materials some of them use in their contacts with prospects, they would quickly recognize a weak spot in their armor. Even on Main Street the prospective client knows a broadcaster is supposed to be an expert in the communication of persuasion and he will judge you (even though your best friend won't ever tell you) by the way you sell yourself.

A hastily prepared presentation will hardly inspire the confidence of the prospect in the station's ability to deliver his sales message in a careful, considered and appealing purse-opening manner.

How many of your station's salesmen's calls include an organized setting-forth of the things your station is doing to maintain its leadership in the community? How many of your prospects or current accounts really know where the station is heard—what your potential is for them in distant areas of your market and how your station is

influencing these areas?

How many of the presentations made by your local sales staff are tied together with a precreated sales brochure or other types of factual, helpful and organized sales aids? How many doors did your best salesmen pass by today because they did not have a good, valid reason to make a call there?

One sure sign you are missing dollars on Main Street is when your men pitch with "anything for me today, Charlie?"

During my years as a radio salesman I have never made one call without the help of a thoughtfully written proposal. Especially for accounts already on the air and doing fine. Even if it was for a spot adjacency to a one-shot sports event. Why? Because I sold more business that way, that's why.

Pay Off Two Ways ■ One station we know of worked hard on a good brochure. It was picked by the Radio Advertising Bureau for use as a good example in the RAB clinics. The manager tells us it was directly responsible for several thousand dollars of national and regional business right off the bat. But, he said, the real payoff was right at home on Main Street. The station is one of two in a Midwest market of under 40,000.

So what about national business? Do Madison Avenue and Michigan Avenue react like Main Street? You bet they do, as your national representative will tell you. How well are you backing him up with adequate trade advertising, market data and sales promotion material, prepared in the professional manner that you perform on the air for agency and advertiser?

We agencies and sponsors know more than you'll ever realize about how good a job you can do for us by the way you sell yourself to us, locally or nationally.



Stan Noyes, who has sold over \$1 million in local radio station time, now is president of a young new Chicago-area agency, Noyes, Moran & Co. Firm's vice president is Bob Moran, general manager of WBEL Beloit, Wis. Mr. Noyes's radio career began in Chicago in 1947 as announcer, then sales manager for WOPA Oak Park, Ill. He also did freelance commercial work in the area as well as developing sales materials for radio. From 1960-63 he was part owner-manager of KCLN Clinton, Iowa.



When you turn your sights to the total Memphis TV market, you discover something that's strange but true. Here's a market *three times bigger* than the Memphis metro. That's because Memphis TV delivers the metro PLUS a choice piece of Arkansas, PLUS all of west Tennessee, PLUS the rich Mississippi Delta. And look what's happening in this fast-growing market:

- Effective Buying Income, up 13% over 1964
- Total Retail Sales, up 18%
- Food Sales, up 12%
- Furniture-Household Appliances Sales, up 23%
- Automotive Sales, up 34%

If you'd like to investigate the wonders of the total Memphis TV market, just call your Blair, Katz, or RKO representative.

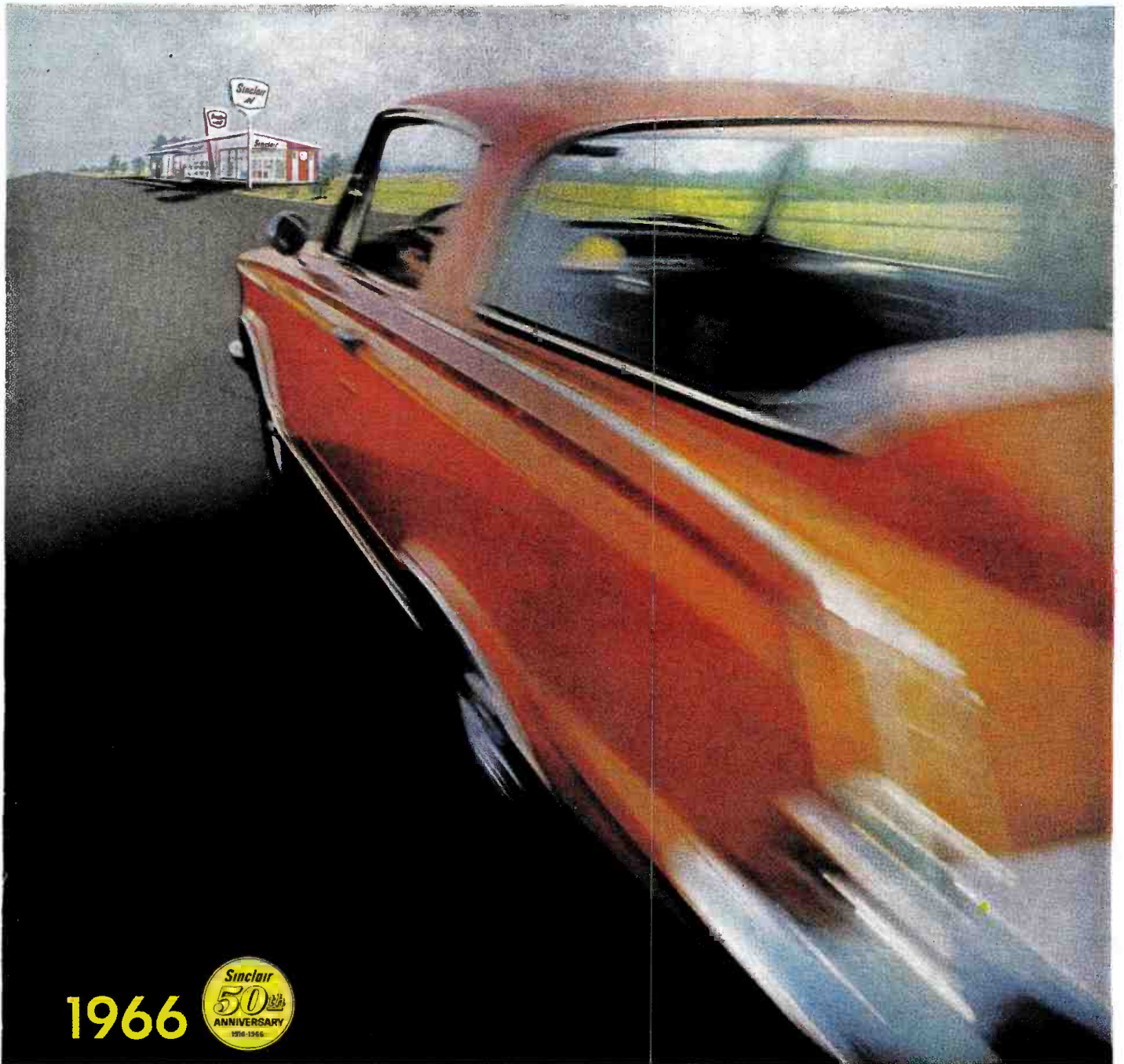
Buy the market, not just the metro
WMCT / WHBQ-TV / WREC-TV
 MEMPHIS TELEVISION

SOURCES:
 *ARB, November, 1965, Television Audience Estimates
 **Copyright Sales Management 1966 Survey of Television Markets



THE YEARS OF
ACCELERATION **1916**

The years of acceleration rolled in on skinny wheels,



but they brought a new freedom to come and go.

More good new things came to more people in the past 50 years than in all previous history. These are America's Years of Acceleration.

In this time of opportunity Sinclair was born, grew to corporate virility and earned success and respect all around the world.

We happen to believe that it isn't enough just to take opportunities. You have to make them, too. And so Sinclair is determined to do all it can to continue America's Years of Acceleration.

This is why we are not satisfied with creating the finest gasolines, diesel fuels, lubricants and other

products most people know us for. We have gone beyond, putting the chemistry of petroleum to work in incredible new ways. New plastics, fabrics, detergents, rubber, fertilizers, furniture, insecticides, and thousands of products have materialized as a result, making life a little better for a lot of people.

Now...we emphatically are *not* sitting back on our corporate dignity and wishing ourselves a happy 50th Anniversary. We're really too busy with *your* future.

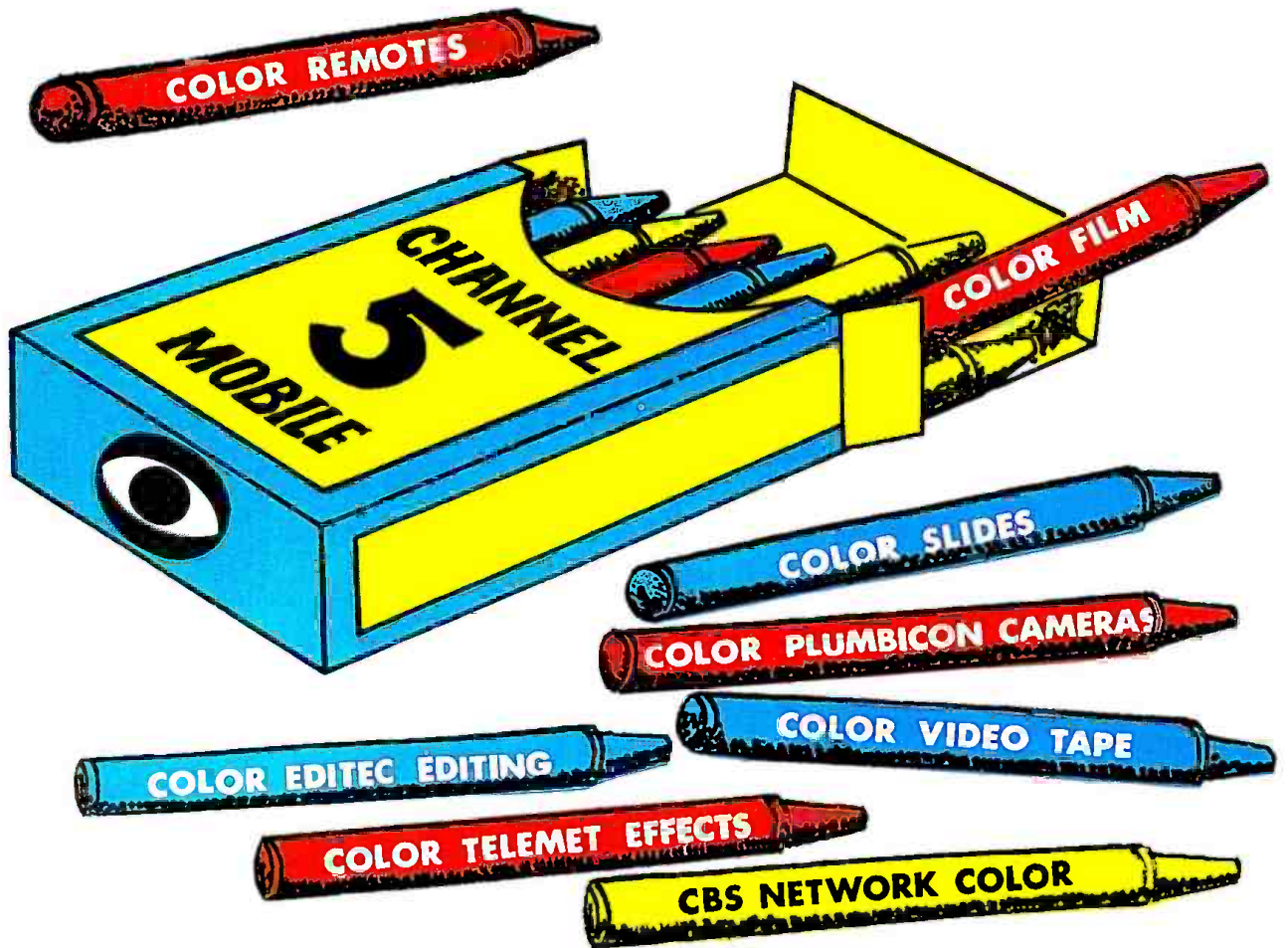
DRIVE WITH CARE AND BUY SINCLAIR



WKRG-TV

MOBILE, ALABAMA

FULL COLOR



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



Bigger quotas for the groups?

After deep study, independent researchers say
FCC multiple-ownership rules do more to dampen
than encourage competition in TV broadcasting

A defense against an FCC proposal to tighten its multiple-ownership rules has been turned into a frontal attack on the commission's present quotas of television-station holdings.

The attack was mounted last week in a two-volume, 443-page report submitted to the FCC by United Research Inc., of Cambridge, Mass., which for the past year has been studying the economic and social effects of group-station ownership in television. URI was hired for the job by the Council for Television Development, comprising 38 TV licensees, mostly group owners. In its report last week URI emphasized that the study had been conducted independently and that URI "takes full responsibility" for its opinions.

The principal conclusion reached by URI is that the FCC's present rule limiting television-station ownership to seven stations, of which no more than five may be VHF's, is a meaningless measurement of economic concentration and that the commission's proposal to restrain group expansion in the 50 biggest markets would mean no more. The FCC has proposed to limit acquisitions to three television stations, no more than two of them V's, in the top-50 television markets.

"The number of stations under one ownership is not a valid measure of economic strength," the URI report said, "and certainly not the best way to limit size, even assuming such limits are necessary." Not only that, URI said, the existing rule, in practical application, defeats the FCC's own announced objectives of maximizing competition and diversity of programming sources and viewpoints. The proposed rule would have the same effect, URI said.

Alternatives ■ URI endorsed no substitute rule for FCC consideration, but it did advance several "possible" alternatives that it said ought to be explored "if administrative policies are to be intelligently promulgated to real-

istically accomplish FCC goals."

Here are the alternatives that URI suggested:

- "Use of various measures of total audience (net weekly circulation, average daily circulation, prime-time quarter-hour viewing, etc.) as an indication of the economic importance of a group."

- "Development of a more comprehensive formula to measure relative economic importance, which might include as variables some or all of the following: audience, profits, age of station, frequency, [network] affiliation,

As critics saw premieres

In the seven days from Thursday, Sept. 8 to last Wednesday (Sept. 14), 25 new programs had their advance premieres, sneak previews and premieres. What did the newspaper critics think after viewing the new shows? And what were the viewers watching? Excerpts from a coast-to-coast sampling of critic reaction and a listing of the available overnight Trendex and Arbitron ratings can be found on page 58.

program origination, etc. The variables would be given different weights in the formula which could be changed by the FCC or the industry."

- Stimulation of UHF development by inducements to group owners to enter UHF operation. URI specifically mentioned "possible trade offs between building of U's and acquisition of V's."

- Development of "public policies designated to regulate the industry by monitoring the introduction of those aspects of technological change which serve the public interest; e.g., by diversifying sources of programming and maintaining a state of flux in the in-

dustry structure which checks any tendency toward anticompetitive practices."

- And—in a clear invitation to the FCC to tie commercial broadcasters to a system of tithing to educational television—"incentive trade offs between expansion of television-station owners and continuing support of ETV from the gains of the expanded operations."

Comments Due ■ The Council for Television Development will submit its own comments on the FCC's proposed 50-market rule on or before Oct. 3. Whether it will make specific proposals for changes in the existing multiple-ownership rules could not be learned, but it is not apt to disavow the recommendations of the Cambridge research company. When all the bills are in, the URI study may cost the group of groups as much as \$300,000. The National Association of Broadcasters has agreed to kick in \$25,000 toward the cost of the study.

A large part of the URI report was presented to FCC members during an informal conference last June 23 (BROADCASTING, June 27). At that time, extensive economic findings were submitted to support URI's preliminary conclusion that the growth of group operation posed no threat of concentration of economic control in television.

The complete report, including a detailed treatment of the groups' effects on the formation of public opinion, was sent to the FCC last week as a curtain raiser to the official comments that will be filed by the Council for Television Development. The URI study found "nothing in the nature or form of group ownership which distinguishes group-owned stations from those single-owned insofar as capacity, desires or effort to influence public opinion are concerned."

Other Forces ■ URI pointed out that all of the mass media, including television, are but one of five forces that

BIGGER QUOTAS FOR THE GROUPS continued

social scientists recognize as key influences in the shaping of public attitudes. The others are: internal psychological forces in the personality and mental capacity of the individual; primary group influences including family, church, school, place of employment and leaders in each of these institutions; reference-group influences including political, labor, business, farm or civic organizations and their leadership; and the overall socio-economic and cultural environment. The effects of the media in shaping opinion are difficult to isolate from the effects of other forces, URI said. But the other forces certainly serve as deterrents to any attempt by any of the mass media to manipulate opinion.

URI conducted extensive surveys, by questionnaire and personal interview, to determine how group-owned and singly owned stations operated in the selection, supervision and presentation of news, editorials and information programming.

The research firm concluded that the competition within television and between television and other media effectively prevents television stations from attempting to manipulate opinion. URI defined manipulation as "the use of or effort to use information to influence a public to accept the propagandist's point of view or objective." URI said editorializing was not manipulation as long as editorials were labeled as such and did not misuse factual data.

Propaganda Perils ■ In the top-50 markets, URI said, economic competition is a barrier to opinion manipulation. Any station that set out to distort facts in a propaganda campaign would risk the loss of credibility and audience. Rival stations would be alert to take advantage of its plight.

Another barrier is the reliance of stations upon outside sources, including networks, for information programs. "Successful opinion manipulation," URI said, "generally requires a monopoly or near-monopoly of both informational sources and target audience attention. Group stations in the major markets have neither."

URI pointed out that a network affiliate that broadcast, say, the Huntley-Brinkley or Walter Cronkite network news shows, would lose audience if, in its own programs, it presented slanted versions of information that respected network newsmen had delivered.

In its survey of stations, URI found that group headquarters leave individual stations the choice and processing of news. Editorializing is also a local function, URI said, and among the stations in a given group there are

frequent instances of editorial disagreement on the same subjects.

No Concentration ■ URI's own summary of its findings, as presented in the complete report furnished the FCC last week, added up to a sweeping rebuttal of the FCC's expressions of concern over concentrations of control. Here's how URI put it:

"1. Groups are a procompetitive and not an anticompetitive force in the television broadcasting industry.

"2. Single-owned stations are not being 'driven to the wall' by groups.

"3. In the absence of restrictive multiple-ownership rules, groups would be the most likely developers of UHF channels. Present FCC policies, discriminatory comparative hearing procedures and multiple-ownership rules retard the industry's growth.

"4. Groups are more stable licensees than single owners [URI, in an analysis of station trading, found that on the average groups held properties longer

Cartoons sweep ratings

CBS-TV put an almost total overhaul of its Saturday-morning schedule into effect 10 days ago, installing cartoons in color in practically every half-hour from 9:30 a.m. to 1:30 p.m., and the first ratings—taken that day (Sept. 10)—indicated the changes had paid off.

Running third among the three networks in that period a year ago, CBS showed up number one in the Sept. 10 national Arbitrons with a 9.5 average rating across the four hours as compared with 5.9 for ABC and 5.5 for NBC.

before selling them than single owners did.]

"5. The program activities of group-owned stations are closer to the FCC's goals of program diversity than are the similar activities of single owners [URI found that group stations broadcast longer daily schedules and more local programming than single owners did].

"6. Barriers to public-opinion manipulation are so many and diverse that it is virtually impossible for the group owner to significantly manipulate public opinion.

"7. There are no significant differences in the local origination and background of the personnel of group- and single-owned stations.

"8. 'Number of stations owned' is not a valid measure of a group's economic importance [URI compiled extensive analyses to show that size of market, size of audience and amount of revenue were the significant factors in evaluating station worth].

"9. The proposed multiple-ownership rule will have an adverse effect on the FCC goals of maximum competition and program diversity.

"10. Other methods of achieving FCC goals should be explored."

These 10 points were also made in the URI presentation to the FCC last June, and afterward a number of commissioners, including Messrs. Loevinger and Cox, said they were impressed or interested but would reserve decision until the full report was in.

Interim Policy ■ The FCC issued its notice of proposed rulemaking, to limit acquisitions to three in the top-50 markets, more than a year ago (BROADCASTING, June 25, 1965). At the same time it adopted an interim policy, which is still in effect, requiring that all transfer applications that violated the proposed rule would be designated for hearing "absent a compelling affirmative showing to the contrary."

Group owners that now hold more than three stations in the 50 biggest markets could keep what they have, under the proposal. The rule would apply only to new acquisitions.

The proposed rulemaking was adopted by a 4-to-3 vote. Chairman E. William Henry and Commissioners Lee Loevinger, Kenneth A. Cox and Robert T. Bartley were the majority. Commissioners Rosel H. Hyde, Robert E. Lee and James J. Wadsworth dissented. Since then Mr. Henry has left the commission, to be succeeded by Mr. Hyde as chairman and Nicholas Johnson as commissioner.

The Council for Television Development was formed to resist the commission's proposal. Its 38 corporate licensees own a total of 109 television stations. The members are:

Avco Broadcasting, Capital Cities, Chris-Craft, Corinthian, Cox Broadcasting, Evening News Association, Gerity Broadcasting, General Electric Broadcasting, Hearst Radio, Houston Post Co., Jefferson Standard, Kaiser Broadcasting, KDAL Inc., KSL Inc., Metromedia, Metropolitan Television, Newhouse Broadcasting, Northwest Publications, Outlet Co., RKO General, Royal Street Corp., Roywood Corp., Scripps-Howard Broadcasting, Storer Broadcasting, Taft Broadcasting, Sarkes Tarzian, Time-Life Broadcast, Triangle Publications, Washington Post Co., WAVE Inc., WGN Continental Broadcasting, WGN of Colorado, WJRT Inc., WKY Television System, Wometco Enterprises, WPIX Inc., WTAR Radio-TV Corp. and WTRF-TV Inc.

Upsurge in national radio

RAB predicts \$355 million in national billing

this year, a 10% rise over the 1965 record,

but says let-down in selling could be harmful

National advertisers are buying radio at the fastest rate in years, with all signs indicating their expenditures for the full year 1966 will eclipse 1965's by at least 10%.

The mood of optimism appears to be so widespread that Miles David, president of the Radio Advertising Bureau, felt impelled in opening the RAB's 1966 round of management conferences last week to warn that the "biggest danger" in the months ahead

are still in compilation, an RAB official said indications are that they will equal if not exceed the 11% gain registered in the first quarter.

In opening the 1966 series of RAB management conferences last Tuesday in Atlanta, Mr. David voiced concern that "some radio broadcasters may be letting their selling pace slow down.

"This would be a tremendous and damaging mistake for our industry," he asserted. "This year of all years we must

reported on specialized-market operations, FM sales opportunities and suburban radio and explored ideas for pushing the totals higher. Highlights of their speeches include:

Supermarket of Future ■ The commercial growth of radio in the future is tied strongly to the supermarket, according to Walter A. Schwartz, vice president and general manager of WABC New York. And radio's success will be based on its ability to become



Walter A. Schwartz
WABC New York

Marriage of radio and supermarket products sensible, practical.



Reggie Martin
WSPD Toledo, Ohio

Combining old and tested radio ideas with modern techniques.



Wallace Dunlap
KDKA Pittsburgh

Report between salesman and prospect more likely to close sale.

is "complacency."

Figures compiled by RAB, plus spot checks made by the bureau with networks and station representatives, indicate that radio's national sales this year will aggregate around \$355 million, compared with \$323 million in 1965.

The momentum evident in the first six months of 1966 is clearly carrying over into the second half, according to authorities—and may be increasing.

Network radio business in the first half was put by RAB at \$37.5 million, while national-spot billings for the first quarter were estimated at \$68.8 million. Although second-quarter spot estimates

continue to intensify our selling both in terms of quantity and quality."

At a time when sales are high for many stations and more new advertisers are being developed for the medium than in years, Mr. David continued, radio has "a great opportunity to correct the selling flaws which were more understandable under past business pressures."

Other speakers at the Atlanta meeting—in both the large-market and small-market groups — offered sales, programing and other case-history examples of techniques and concepts that have contributed to the rise in sales,

acquainted intimately with the marketing problems of supermarket products and advertisers, he explained to the large-market meeting of the conference.

He said there are "important reasons why the marriage of radio and supermarket products is a sensible and practical union," and offered this explanation:

"Radio is the young homemaker's most familiar advertising medium. Radio can accommodate saturation commercial schedules to develop familiarity to new products. And radio's mobility accompanies the young homemaker in

UPSURGE IN NATIONAL RADIO continued

her shopping trips to the supermarket."

But he emphasized that if radio is to flourish in this area, the medium must be prepared to assist agencies and advertisers with needed marketing information and support. He advocated regional seminars and individual station idea exchanges so that the industry can chart a course in "supermarket proficiency."

Mr. Schwartz discussed the mechanics of WABC's "audited marketing plan," which seeks to obtain in-store display for advertisers and checks the effectiveness of each display through an independent research organization as proof of performance. The station also runs a monthly section in a magazine for food brokers and manufacturers that

He reported that the "tell-me" process produces rapport between the salesman and the prospect, and is more likely to result in the closing of a sale.

Reggie Martin, vice president and general manager of WSPD Toledo, Ohio, described the formula for success at his station as a "blending of new lamps and old," which combines old tested radio ideas with modern programming and sales techniques.

The station runs an updated version of the man-in-the-street broadcast originating from a department store cafeteria; 15-minute news programs on the hour; weather reports delivered in non-professional tones. These are standbys of radio of 20 or 30 years ago, Mr. Martin noted, but he said they con-

tributed to the station's large audience and "imposing list of sponsors."

He reported that the "tell-me" process produces rapport between the salesman and the prospect, and is more likely to result in the closing of a sale. Among the features of the changes at KEYZ, according to Mr. Kester, were an intensive market research program, including a 105-page study of fast-growing Orange county that was distributed to agencies and advertisers; the addition of a creative copy director, providing "an agency in microcosm for local clients"; an increase in power from 1 kw to 5 kw, that he said expanded the station's coverage area from 325,000 to 3.5 million homes, and a simplified rate card with "more realistic rates and easily comprehended package plans."

Mr. Kester said he credited a substantial portion of the station's growth to "a group of attractive, healthy, ag-



Milton Maltz
WBRB Mt. Clemens, Mich.
Suburban stations must become important in the community.



Ron Kempff
WCOG Greensboro, N.C.
Programming appeal to young consumer audience is necessary.



Warren Koerbel
WNBF-FM Binghamton, N.Y.
Salesmen must be alert to educating advertisers and agencies.

contains facts about WABC food advertisers and an in-depth profile of a local food broker.

Creative Approach ■ Wallace Dunlap, general manager of KDKA Pittsburgh, urged broadcasters to aim for "creative management" of their stations and suggested this goal could be obtained if executives had complete knowledge of their operations and an intelligent understanding of their advertising prospect's problems and goals.

Mr. Dunlap's talk focused on KDKA's concept for "creative selling," which he said involved a "tell-me" interviewing technique. He explained that KDKA salesmen are trained to interrogate prospects about their production, distribution, advertising, competition, plans for the future, specific problems and other considerations that will help the station to understand the prospect's business.

tributed to the station's large audience and "imposing list of sponsors."

Mr. Martin pointed out that WSPD also maintains a popular women's show every afternoon, conducted in 1966 by a man, and broadcasts grain market reports during morning and evening meal periods.

Editorials ■ Among the modern innovations, he continued, are daily editorializing and a steady stream of contests. One of the more successful contests he described was one in which the station played themes from old radio shows and called people at random to identify them. The station also has contests for various holidays, according to Mr. Martin, who said "all of this adds up to listener involvement."

The expansion at KEYZ Anaheim, Calif., was outlined by Howard A. Kester, executive vice president of the station, who cited the growth of the station

gressive, egocentric and intelligent young men, who came to KEYZ from such diverse sources as the U. S. Navy, a jingle service and the Wharton Business School."

George Dubinetz, vice president and general manager, WJJD Chicago, contended that the future of good and successful radio operation lies in finding a format that appeals to an important or desirable segment of the market and working toward dominating this segment.

Although ratings are still important to agencies, Mr. Dubinetz continued, they are losing that stamp of guarantee of business as more broadcasters can talk about the exclusive audience they can offer. WJJD Chicago switched to a country-and-western format from top-40 in early 1965 to escape the intense competition generated by the movement to top 40 in the late 50's

NBC STOP

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

R. W. MCFALL
PRESIDENT

W. P. MARSHALL
CHAIRMAN OF THE BOARD

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1203P EST SEP 1 66 AC145

A LSA098 PD ATLANTA GA 1 1139A EST=

NBC NEWS

30 ROCKEFELLER PLAZA NYK=

DEAR NBC: WE ARE PROUD OF OUR AFFILIATION WITH NBC SINCE 1927 AND PLEASED THAT THE FOLLOWING WSB IDEAS AND PERSONNEL HAVE BEEN WORTHY OF ADOPTION BY NBC **STOP** THE CHIMES THAT YOU HAVE MADE WORLD FAMOUS **STOP** JOHN PALMER, WSB-TV NEWS EDITOR, NOW NBC NEWS, CHICAGO **STOP** GEORGE PAGE, WSB RADIO AND TV NEWSMAN, NOW NBC NEWS, SAIGON **STOP** RICHARD COWDEN, WSB RADIO, NOW NBC NEWS, SAN FRANCISCO **STOP** BOB MCFARLAND, WSB RADIO NEWS, NOW NBC NEWS, CLEVELAND **STOP** TOM BROKAW, WSB-TV NEWS, NOW NBC NEWS, LOS ANGELES **STOP** FRED BRIGGS, WSB-TV NEWS, NOW NBC NEWS, CLEVELAND **STOP** PLEASE. **STOP STOP STOP STOP STOP STOP** =

WSB RADIO NEWS
WSB TELEVISION NEWS
ATLANTA, GEORGIA.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



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

and early 60's, Mr. Dubinetz stated.

To sell a selective format of any kind to audiences and to advertisers and agencies, Mr. Dubinetz suggested that a massive educational-promotional campaign be instituted to describe precisely what it is. Along with this, the station needs to accumulate an arsenal of demographic information to pinpoint the nature of its audiences. WJJD, he said, achieved the latter goal by having listeners attending its live shows fill out questionnaires of various kinds.

To communicate the station's story effectively, according to Mr. Dubinetz, it is necessary to educate the national representative through calls to his office and a steady barrage of information.

"How do you succeed in specialized radio?" Mr. Dubinetz asked, then replied: "By applying all your specialized skills and know-how to capture a large segment of the market and then convince everyone that you don't run a specialized station."

Warren Koerbel, general manager of WBNF-FM Binghamton, N. Y., indicated that FM salesmen must be alert to educating advertisers and agencies on the values of FM. At present, the Triangle stations, of which WBNF-FM is one, are concentrating on smaller accounts that "cannot afford a TV splash or AM saturation," but Mr. Koerbel said that the target of FM is any account that needs what he described as the "mass class audience."

Ways to Promote - He outlined some of the ways Triangle attempts to promote FM service and programing generally: displays at home shows with dealers selling FM sets and FM stereo equipment; the distribution of "success letters" from advertisers who are "out-

spoken advocates" of FM; working with schools and colleges toward undertaking FM surveys as marketing, research or advertising class projects; direct-mail campaigns to advertisers and agencies, and station program guides distributed through leading restaurants in the stations' coverage areas.

Operating successfully in suburban radio was explored by Milton Maltz, president of WBRB Mount Clemens, Mich., who stressed that a prerequisite was to create a market within a market and weld the suburban area into a cohesive, independent community.

He contended that the suburban station must become important in the community it serves through participating in local causes, editorializing on local issues and presenting local news that goes below the surface.

Mr. Maltz said the large share of the billing will come from the independent retailer, but with a large and loyal audience within the suburbs, the chain stores will become "fair game."

George Chatfield, president of WFGM Fitchburg, Mass., provided details of a local sales presentation that related the growth of suburbia to radio's outer-city coverage and proved to be an effective selling tool.

Mr. Chatfield said the presentation documents the 15 years of progress of all banks in the Fitchburg and Leominster area and attributes their growth to a number of factors, including the mass migration to the suburbs, starting with the end of World War II. He added that the presentation proved to be impressive to all local clients.

The presentation emphasizes that radio's suburban coverage is geared to meet the changing need of banks and

other local advertisers.

James Heavner, assistant manager of WCHL Chapel Hill, N. C., said the approach used to sell radio successfully in a small, higher-income, college community hinged on two elements: local orientation and creativity.

WCHL's programing and interests, he said, are keyed to Chapel Hill, the home of the University of North Carolina. Newscasts are local in outlook and coverage, and local public-service announcements are reported carefully and "endorsed when endorsing is needed" he added. Even some of the station's commercials are localized, Mr. Heavner reported, citing a Coca-Cola campaign that used voices of students and a local car dealer who stressed his years in the community in spots when a nearby Durham, N. C., competitor was making inroads into his business.

Charles H. Adams, president and commercial manager of WAZE Clearwater, Fla., reported on a radio promotion that sold 38 sponsors more than \$5,500 in radio advertising in about five hours. The event was called "Project Mercury" and involved a station personality dressed as an astronaut, who sat in a new Mercury suspended over the car dealer's headquarters.

The "astronaut" remained in his elevated location more than nine days, and as the dealer sold cars, a cross-section of local advertisers participated in the promotion, Mr. Adams pointed out. He said that WAZE is "pretty straight-laced as stations go," but "we have found that a platform of dignity is a terrific platform for an occasional gimmick."

Ron Kempff, general manager of WCOG Greensboro, N. C., gave a sales presentation the station has used to help push up WCOG's local billing 35% in the first six months of 1966 and national business by about 90%. The presentation accentuated WCOG's coverage, its programing appeal to the young consumer audience and its vigorous promotional and sales efforts.

The Atlanta meeting was the first in a series of six management conferences scheduled by RAB in 1966.

ARF to see demonstration

Advertising professionals will act as respondents in a 45-minute demonstration of measuring the attention-holding power of TV commercials on Oct. 6. At that time, the Schwerin Research Corp. will show its new "Channel Choice" system of audience pretesting before delegates to the Advertising Research Foundation convention in New York. Under the system, participants watch commercials or programs on each of two screens and are able to select the channel they prefer to tune in or switch out.

Torrid affair: Hixson & Jorgensen and radio

Hixson & Jorgensen, a Los Angeles-based advertising agency, loves radio. That's what Tyler Macdonald, agency senior vice president, creative services, told members of the Southern California Broadcasters Association at a luncheon meeting last week. "We are putting our payroll money where our mouth is," Mr. Macdonald affirmed. "We love radio more every day."

How much does Hixson & Jorgensen love radio? Mr. Macdonald pointed out that on Los Angeles radio alone this year the agency will place some 60,000 spots. In

all, it will invest about \$2.5 million in the medium, possibly radio's biggest customer in Southern California.

Hixson & Jorgensen, SCBA members were told, "loves, specializes and succeeds in radio" and has been doing so for the last 32 years. Mr. Macdonald played transcriptions of some 50 all-time popular radio voices and programs of the past as a way of emphasizing "the magic of broadcasting" and "the radio that was." He also played tapes of "the radio that is" and concluded that Hixson & Jorgensen's love affair with the medium will go on and on.



Situation Comedy
Audience Participation
18.0%



Sports 4.5%



Music/Variety
12.3%



Drama
Adventure
11.5%



Women's 7.8%



News
Information
26.6%

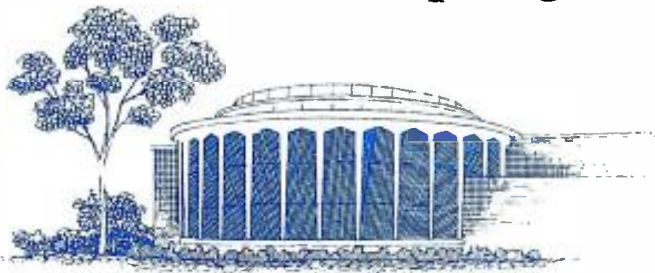


Children's 4.5%



Feature Film
14.8%

Our well-rounded programming



...fits nicely in our new round, color studio!

We planned it that way. Ever since WTMJ-TV introduced color television to Milwaukee . . . over thirteen years ago . . . we've tried to give our viewers up-to-date and well-rounded programming. Our plan is to provide viewing pleasure for the whole family, with lots of emphasis on state and local features. To continue bringing the best of color television to Milwaukee we recently built a round color studio . . . and equipped it with the most modern color cameras and transmitting equipment available. This unique, extremely functional structure can easily handle the work of several conventional color studios. It's the only round one in Milwaukee . . . and the first in the nation. Being first, though, is nothing new to us. We were the first station in town. First with network programming. First with color. But most important, our ratings are consistently first!* Try us . . . and see for yourself. (P.S. When you're in the area, drop in and see our new color studio. We'll be happy to show you around.)

*9 a.m. — 12 Mid., Mon.-Sun.: A. C. Nielsen Co., Oct., Nov., 1965. Jan., Feb. & June, 1966. American Research Bureau, June, Oct., Nov., 1965. Jan. & Mar., 1966.

MILWAUKEE RESPONDS TO COLORFUL

WTMJ-TV

CHANNEL **4**

THE MILWAUKEE JOURNAL STATION
NBC in Milwaukee

MILWAUKEE ALSO RESPONDS TO WTMJ RADIO

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

Marketing I.Q. at Westinghouse

'Bank', a computerized research facility,
of use to advertisers in 8 WBC-station cities;
new media-agency-client relationships forseen

After two years of development at a cost estimated conservatively to be in excess of \$500,000, a broad new "marketing program" at Westinghouse Broadcasting Co. is now in business (CLOSED CIRCUIT, Sept. 12).

WBC is disclosing today (Sept. 19) details of the project that's expected to bring a closer rapport between its management, sales and research people and advertising companies by studying client marketing problems and opportunities.

The program's principal feature is a "Marketing Information Bank" (MIB), described as a computerized research facility that contains demographics and other information of use to advertisers that have target audiences in eight WBC station cities.

Other main features include eight permanent consumer panels of 500 families in each of the eight cities where Westinghouse owns stations from which data is compiled for the MIB; a company-wide educational program in marketing; a program that's intended to make "sales specialists" of all station salesmen; a marketing library at each WBC station and at the two station representation firms Westinghouse owns and

operates; a marketing reading program for internal use and the functioning of a research director at each of the WBC cities.

As explained by A. W. Dannenbaum Jr., WBC's senior vice president, marketing, the new project represents "an allout effort to study our customer's customer and to gain the ability to know and understand our customer's problems and opportunities from his viewpoint."

Mr. Dannenbaum, who directed the program's development, said that by initiating the effort, Westinghouse was providing "top decision makers with marketing intelligence that should assist them in more precise use of advertising budgets."

Broadcasters, he said, historically don't "know" their clients, and their business, for the most part, is conducted with advertising agencies. But, he noted, by "learning to think in client's terms" the broadcaster can be encouraged to interrelate his business with that of the client company. By this means, he said, he can become more useful to both the client and the advertising agency—"we think that we are building a new kind

of media-agency-client relationship."

He said that in many instances, WBC would like to think that broadcasters can avoid "coming in at a time when the [advertising] money is already committed and the decisions made."

Auto Study ■ To dramatize how some MIB information can be useful to specific industries and to advertising in general, WBC simultaneously released a study reporting the demographic profile of a foreign car buyer. This study was supervised by WBC's director of research in New York, James Yergin, who also was credited with helping to devise a basic data book that's being distributed to research managers of WBC stations and to WBC's Television Advertising Representatives Inc. and Radio Advertising Representatives Inc.

The automobile study found that while a foreign car is owned by a large majority of those families owning more than one auto, in most of these instances the foreign car is considered to be a "second" car.

But surprisingly, the study pointed up that families in the lower social and economic scale are inclined to buy their foreign cars new because of their economy while the more affluent and sophisticated purchaser generally buys his foreign import used. The higher-scaled and more sophisticated family found the most appeal in the used foreign auto because of its "prestige" and use as a secondary family car.

WBC noted that this finding was of unusual interest in that the demographic profile in effect shows the best potential purchaser of a specific new product has less purchasing power.

The automobile study covered 108 foreign cars owned by 104 families in two of the eight MIB test markets—New York City and San Francisco. The researchers considered these to be the "most mature" of the eight markets from the viewpoint of foreign-car ownership.

There were various findings of general interest, among them:

The lower socio-economic segment may account for most new foreign car purchasers but it does not have the majority of foreign cars owned.

Though those who use the foreign car as the primary automobile account for only 39.8% of the total foreign

There may be an imposter in the teller's cage

The bank teller in Boston who looks like WBZ-TV's top time salesman and the auto dealer assistant in Fort Wayne who has a marked resemblance to a wowo crack sales executive may be playing out their roles in a plot hatched by Westinghouse Broadcasting Co.

WBC-station salesmen for months now have been given the assignment to "specialize" in two product or industry categories. To do this, they must go out into the field and work in those industries. They may even join trade organizations (it may be the bottling industry local in San Francisco) and read trade journals to get the most out of the on-the-job association.

According to WBC's plan—a key part of Westinghouse's new "Mar-

keting Program"—station salesmen must engage in this "getting-to-know-you" process with local industries and companies within an 18-month period that ends in December.

The WBC plan is similar to what Cunningham & Walsh practiced for years. The advertising agency assigned its account people and others to work in one of the client company outlets on a level where they would meet customers (gas attendant at a Texaco gasoline station was a C & W favorite). This was done to better acquaint the agency executive with client problems and advertising needs.

Westinghouse requires all salesmen at every one of its stations to choose two industries and work with each a minimum of one week.

cars owned, they account for 58% of foreign cars purchased new.

When a foreign car was named as the family's "first" car, two out of three times it had been bought new compared to one out of three when the import was named as the "second" car. An imported car named first was twice as likely to have been purchased new as one named second. But those who bought the foreign car as a second family car generally said they purchased the primary car new.

The study found that 14.7% of the households own a foreign car and account for 10.8% of all automobiles owned. (The household figure is higher because very few of the many multi-car households own two foreign cars).

In addition, three out of four foreign-car households have two or more automobiles, compared to only seven out of every 20 domestic-car families. More than four out of five households with both a foreign and a domestic car consider the latter as the first auto in the family and the foreign car as the second vehicle.

In summation, Westinghouse concluded that the profile of a foreign car owner shows him "higher" than the average car owner in car ownership, miles traveled, professional occupation and education level, and also in the number of children in the family.

The Marketing Information Bank was developed in association with Motivational Programers Inc., National Family Opinion Inc. and the College of Business Administration at Fairleigh Dickinson University. The bank has nearly 2 million units of information on 60 different product categories.

Mr. Dannenbaum said the bank provides accurate profiles of the product user—in 60 different product categories—in description of sex, age, education and family composition while marking differences as to heavy and light users of a product in each category.

MIB is designed to be used extensively at all WBC cities for national, regional and local advertisers. The capabilities of MIB, it was noted, appear almost endless, covering brand and private label preferences, loyalty measurement, local market locations where (and when) people shop, what they shop for and actually buy, consumer attitudes, etc.

MIB's computer programing is conducted at Fairleigh Dickinson.

As part of the MIB, local offices have individual volumes that contain a printing of 35,000 raw facts taken from the computer. These are designed to be used as reference material to answer specific marketing questions of advertisers or clients.

Developed along with MIB was an educational program that WBC intends as an almost "instant" course in mar-



Checking out the facts and figures in the Westinghouse Broadcasting Co.'s Marketing Information Bank compilation for New York are (l to r) time-buyer Joe Larsen and Media Director Dan Borg of Ketchum, MacLeod and

Grove, New York; looking on is Frank Rocco, research director of WINS, the Westinghouse all-news station in New York, and helping manipulate the out-sized volume is Bob Lewis, WINS account executive.

keting. Resident market research specialists were set up in each of the WBC markets and, at the same time, nearly 300 Westinghouse executives were enrolled in marketing seminars at universities.

Westinghouse said that professors from the Harvard School of Business Administration, Stanford University and Northwestern University conducted the meetings especially tailored for the broadcast company and its needs, and at the same time, WBC executives were enrolled in "intensive courses of study in marketing techniques" while key staff members attended still other courses covering the field.

At the management level, WBC station management is scheduling meetings on a regular basis with top business and industrial leaders in each community for discussions on marketing.

Station sales forces have been assigned "on-the-job" training (see page 38) as part of a general orientation in two chosen industries or product categories in an attempt to create "sales specialists" out of the entire sales staff.

Agency appointments . . .

■ Pfizer Laboratories, division of Chas. Pfizer & Co., New York, has assigned four products to Sudler & Hennessey from MacManus, John & Adams, both New York. Products are Bonine, an

anti-nauseant; Daricon and Daricon-PB, anti-cholinergics; and Tyzine, a nasal decongestant. S&H also handles Pfizer's Vistaril.

■ Tawn Ltd., Fairfield, Conn., has appointed Kane, Light, Gladney, New York, to handle its line of men's toiletries, '76, distributed nationally in drug and department stores.

■ Chesebrough-Pond's Inc. has assigned two new products to the New York office of the J. Walter Thompson Co. JWT currently handles all product of the company's Prince Matchabelli Division as well as Pond's Creams, Fresh-Start Medicated Gel and Lotion and Dreamflower Talc.

■ Economics Laboratory, St. Paul, Minn., has named Hicks & Greist, New York, to handle Finish dishwasher detergent, Jet Dry, Soilax and Dip-It, beginning Jan. 1. The four products, now at Al Herr Adv., Milwaukee, will bill \$2 million with radio-TV plans still to be worked out. Economics' other products, Electrasol, Dif, Soil-off and Matey bubble bath, are handled by Warwick & Legler, and its commercial and industrial products by Needham & Grohmann, both in New York.

■ Koraton Co., San Francisco, has appointed Campbell-Ewald Co., also San Francisco, as its advertising agency in

the U. S. Koratron, holder of the patent for a permanent press process with licensees in the garment industry, has been using national print and broadcast media. Company's advertising manager is Barbara West. Supervisor of the account at C-E will be Rod Farrow and creative direction for the agency will be under Bob Pritikin.

▪ The Pennsylvania Republican State Committee has named Lewis & Gilman, Philadelphia, to participate in the 1966 campaign ticket headed by Lieutenant Governor Raymond P. Shafer, running for governor.

Programing hit at ad seminar

Season is 'more of same', Pinkham tells admen; Pauley advises upgrading image

Television was exhorted to improve its programing and the advertising world was advised to improve its image at the fifth advanced advertising management seminar of the Association of National Advertisers last week in Princeton, N.J.

And a host of speakers at the week-long closed sessions offered counsel on subjects from advertiser-agency relationships to imaginative use of media.

"It looks like more of the same old mixture." That's the way Richard A. R. Pinkham, senior vice president in charge of media and programing at Ted Bates & Co., saw the new network television season through last Tuesday. He noted later that his remarks did not refer to such efforts as ABC-TV's new *ABC Stage 67* series.

In comments to the ANA seminar Mr. Pinkham said he doubted television would ever break out of its accustomed programing mold of its own accord. "They've got it too good," he said. Change, if it comes, he believes will come in one of two ways, either through a technological advance such as satellite broadcasting or through ideas imposed from outside the industry, for example the Ford Foundation plan to finance educational TV service through savings achieved by satellite transmission of signals.

The Bates official urged national advertisers to get behind innovative programing with sponsorship support and at the same time advised networks to price their cultural program wares at realistic levels.

Up the Image ■ ABC Radio President Robert R. Pauley expressed concern

about the poor image of advertising messages and the media that convey them and suggested an education job ought to be done on the public, especially the young, to explain advertising's importance in the national economic structure.

Noting the extent of media influence, Mr. Pauley advised that the broadcaster's job is to inform as well as entertain and that perhaps some government criticism of business is indeed due to a failure to serve the public interest with integrity.

He said "our free enterprise system has never had more critics who argue vociferously that advertising as well as business should be subjected to tighter government control . . . where business and advertising are concerned, they seem to crave the kind of censorship that they would deplore in other fields."

Starting with the common criticism that advertising "sells people things they don't need," Mr. Pauley described the economic catastrophe that would result if advertising were legislated out of existence. He went on to suggest that much of the edification of the public on the importance of advertising "must be done through advertising, sponsored in large part by business and employing all our media."

An unusual advertising plan that included network TV exposure followed by spot television, rather than the normal reverse procedure, was described at the seminar by George Huntington, executive vice president of the Television Bureau of Advertising.

Selling Kodol ■ Eastman Chemical Products, distributor of Kodol polyester, Mr. Huntington explained, had a special advertising problem: the need to reach fabric mills, manufacturers, re-



Mr. Pinkham

Mr. Pauley

tailers and consuming public, in order to promote its product successfully.

Eastman went after the whole chain by starting with a network TV splash—90-minute sponsorship of the U.S. Open golf championship in 1959—reaching consumers but informing retailers about its TV plan in advance to allow tie-in promotion. At the same time the first Kodol television commercials sought to influence manufacturers by illustrating the uses being made of the polyester product.

Next, retailers were the target of day-

time television commercials, although the medium used was primarily consumer oriented. As the Kodol ad budget grew, the company moved into spot television, going directly after the consuming public. Their market list is now up to 45, according to Mr. Huntington a record high for the company.

Radio's Reach ■ Miles David, president of the Radio Advertising Bureau, told the seminar that radio advertising today is at its highest and most productive level and said the medium's broad potential to fit all selling needs is at the root of the success.

"Virtually every emotion, every experience and every selling message can be conveyed with sound," he said. Creative people, he went on, have come to realize that radio messages can overcome barriers presented by visual media and can "accomplish virtually every selling job."

GM lines plan big promotions

Chevrolet, Buick announce radio-TV support for new model introductions

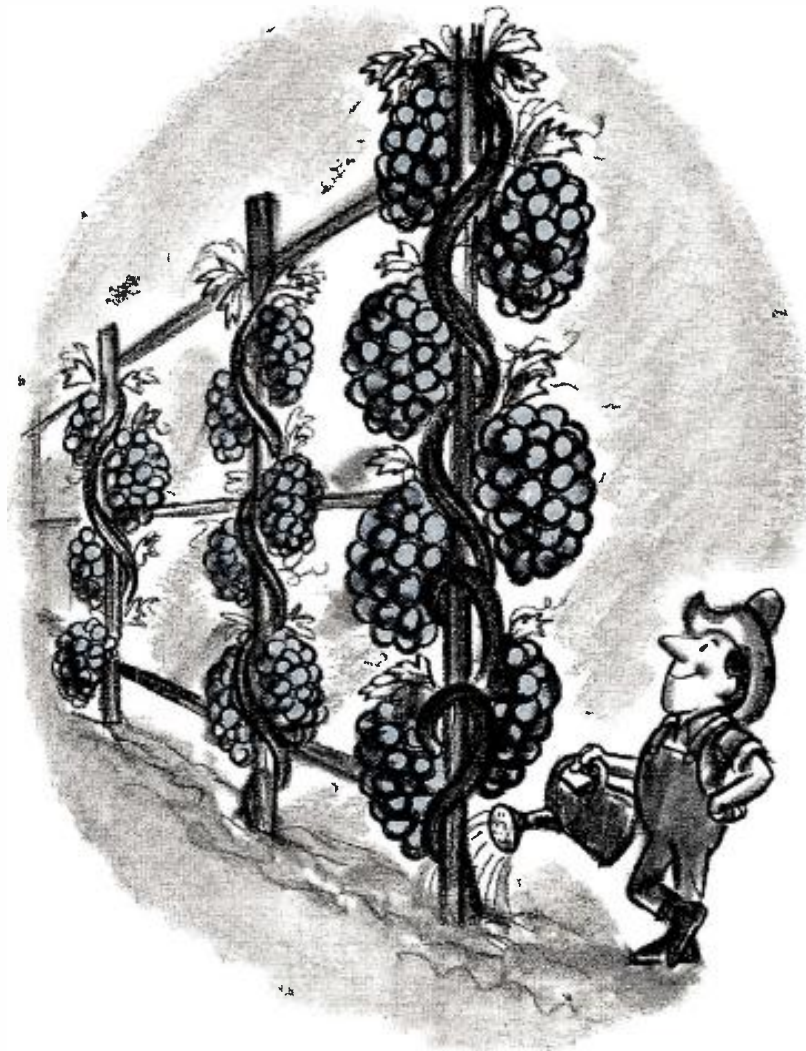
"One of the biggest and most comprehensive campaigns ever launched by Chevrolet" will help promote the Sept. 29 debut of the 1967 model line. It is being announced today (Sept. 19) by Norman J. Johnson, Chevrolet's assistant sales manager in charge of marketing and advertising. Radio-TV again will carry a major share.

Placed through Campbell-Ewald Co., Detroit, Chevrolet's broadcast vehicles include heavy investments in network television. The company's full hour *Bonanza* on NBC-TV as well as NBC's Huntley-Brinkley news program and the *Garry Moore Show* on CBS-TV will carry part of the load. Extensive participations on a number of other network programs also are planned.

Chevrolet will have full sponsorship of *Garry Moore* on two Sunday nights, Sept. 25 and Oct. 2. The company will be competing with itself since Mr. Moore's show runs the same hour as *Bonanza*. It also will have full sponsorship of *Bewitched* Sept. 29.

Chevrolet will continue as sponsor of local radio newscasts in a number of market areas during prime time. Campbell-Ewald has been slowly establishing quarter-hour news franchises for the auto in various cities over the past year. Commercials also will be carried on

BEELINE[®] COUNTRY... AWFULLY BIG IN AGRICULTURE



...and **BEELINE RADIO KBEE** is a proven way to meet this important market

Just about everything grows fast in Beeline Country . . . including sales. Find out for yourself. Put your sales message on Beeline Radio KBEE and take full advantage

of the \$403,891,000 2-county Modesto market. KBEE is just one of four Beeline stations and a key to California's rich Inland Valley.

*Data Source: Sales Management's 1966
Copyrighted Survey (Effective Buying Income)*



McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KBEE • Modesto
BROADCASTING, September 19, 1966

KMJ • Fresno

KFBK • Sacramento

KOH • Reno

COMMERCIAL PREVIEW: Mercury ready to roll

To provide a preview of the principal Mercury automobiles in 1967, the Lincoln-Mercury Division of the Ford Motor Co., Detroit, will carry a special two-and-one-half-minute color commercial Sunday (Sept. 25) on ABC-TV's presentation of the three-hour-and-ten-minute showing of the feature film, "The Bridge on the River Kwai."

The commercial focuses on the principal Mercury products—Cougar, Marquis, Brougham, and, to some extent, Cyclone—to give viewers full exposure to these new cars and to establish the theme, "Mercury, The Man's Car." The new line goes on sale on Sept. 29.

The music for the commercial is by composer-conductor James Fagas. An unusual facet of the scoring was the blending of nine singers, whose voices are used as instruments, with



a 19-piece orchestra.

The commercial was created by the Lincoln-Mercury agency, Kenyon & Eckhardt, New York. The agency producer and art director was Burns Patterson. William Suchmann and Bob Reagan of K & E were writer and director, respectively. The commercial was produced by MPO-Videotronics, New York.

more than 400 radio stations this month and next via CBS's *Weekend News* and NBC's *News on the Hour*. Some local spot radio also is planned.

Another major General Motors auto division, Buick, will be introducing its new line Sept. 29 amid heavy broadcast promotion too, according to Roland S. Withers, Buick's general sales manager. Using the theme of the "in crowd," Buick is aiming hard at the youth market through the *Andy Williams Show* on NBC-TV and a large schedule of participations on that network's other shows as well as on ABC-TV and CBS-TV.

Buick is concentrating more than 8,500 radio spots on 214 stations in 90 major markets during the weeks of Sept. 25 and Oct. 2. Heavy radio schedules also are running on ABC, Mutual and NBC. Buick's agency is McCann-Erickson.

Radio-TV in Los Angeles gets heavy Rambler push

The Rambler Dealers of Southern California, through Anderson-McConnell Advertising Agency, Los Angeles, is kicking off a fall campaign Sept. 24 to introduce American Motors' new-model line with heavy radio and TV program and spot schedules.

Saturdays over KABC-TV Los Angeles, Rambler has purchased sponsorship of the Los Angeles Rams *Game of the Week*. On Wednesdays, via KTLA(TV) Los Angeles, a half-hour color-film program, *Modern Golf, You Can Break*

80, will be presented. The program buys are supported with heavy spot schedules.

On radio, continuing sponsorship of the *Sports at Six* show over KMPC Los Angeles is backed with buys on the KNX Los Angeles *News Kaleidoscope* and KFI Los Angeles *Dave Shaw News* programs. As on TV, heavy spot schedules on key stations will augment program buys.

The agency also is working on merchandising plans to coincide with the radio-TV schedules.

Suburban stations pitch to ad-men-in-residence

A group of 17 suburban radio stations in the New York metropolitan area formed an association last week to battle for a more substantial share of the national-advertising dollar.

The organizational meeting was held Wednesday (Sept. 14) at the Wykagyl Country Club in Westchester county with the avowed purpose of forming a promotional association to convince agency media and timebuying personnel to allocate budgets to stations in Westchester, New Jersey, Southern Connecticut and Long Island. Herald Tribune Radio, which operates wvox in New Rochelle, N. Y., was host to the broadcasters and to four national representatives who attended and joined the group.

Martin Beck, president of WGLI Babylon, L. I., was chosen chairman of the board of directors. The six other

directors selected were William F. O'Shaughnessy, vice president and general manager of wvox, who was instrumental in arranging the meeting; Joseph Lenn, national sales manager, WHLI Hempstead, N. Y.; Robert Rice, commercial manager, WGCH Greenwich, Conn.; Herbert Hobler, president WHWV Princeton, Robert Kerr, president, WKER Pompton Lakes, both New Jersey, and Irving Cottrell, president, WLNA Peekskill, N. Y.

Other station members of the association are WDHA-FM Dover, WERA Plainfield, WMTR Morristown, all New Jersey; wvip Mount Kisco, N. Y.; WRRG Spring Valley, and WALL Middletown, both New York, and WNLK Norwalk, Conn. The station representatives who attended and voted to join the organization are Jack Masla Inc., Dore-Allen Associates, Mort Bassett & Co. and Gill-Perna.

The association has agreed to finance an extensive campaign to promote the theme: "Mr. Ad Man . . . put your money where your hearth is . . . where you hang your hat . . . buy suburban radio." Wvox has produced promotional spots for each of the member stations centering around this theme.

Guild contract expiring, commercial makers told

Some 1,300 television commercial producers and advertising agencies were put on notice last week that their work contract with the Screen Actors Guild will end Nov. 15. The guild and the commercial production industry are operating under a three-year collective bargaining contract that took effect Nov. 16, 1963. In a letter sent out last week to all signatories of this contract, John L. Dales, SAG's national executive secretary, wrote, in part, that new negotiations will be conducted in New York early next month in conjunction with the American Federation of Television and Radio Artists. He indicated that SAG is not yet ready to announce its proposals for changes in the commercials contract.

Harry Saz of Ted Bates & Co. is chairman of the employer negotiating committee.

Business briefly . . .

Weinbrenner Shoe Corp., Milwaukee, through the Marschalk Co., New York, will begin television test-marketing in late January 1967. The account, currently handled by Geer-Murray, Inc., of Oshkosh, Wis., has advertised almost exclusively in newspapers and magazines in past.

Canandaigua Industries Co., Canandai-



Dog bites man...that's news?

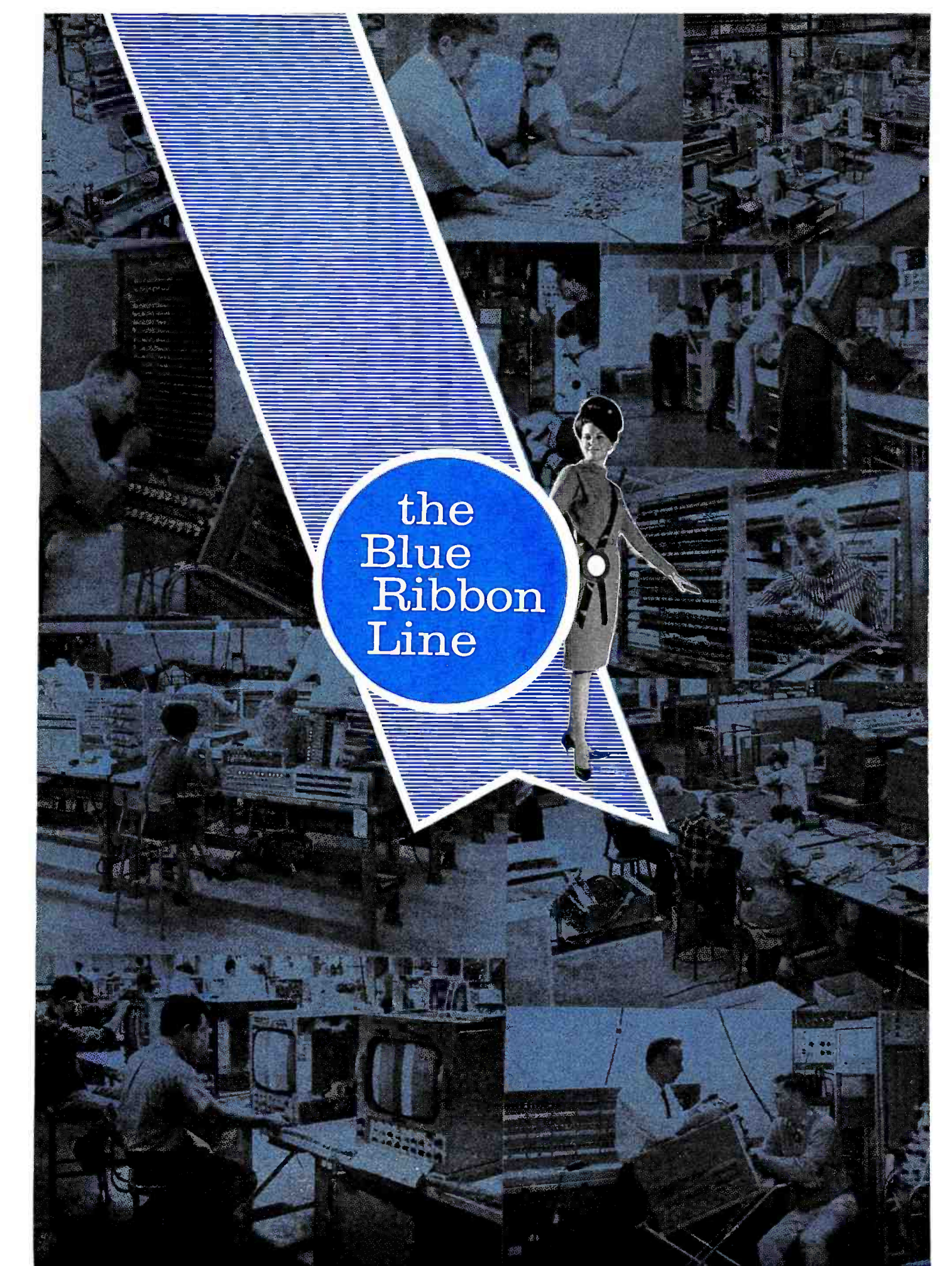
Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the

country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.



the
Blue
Ribbon
Line

If two is company, Visual's a crowd!

If manufacturing capability and technological know-how are part of the criterion by which a major broadcast equipment supplier is judged, then Visual Electronics Corporation has to come out right at the top of the list.

Because, directly and indirectly, Visual has far and away the largest and finest engineering and production services in the broadcast industry.

The key is Visual's unique relationship with the most progressive "blue-ribbon" organizations throughout the world, as well as its own extensive manufacturing, sales and field-service facilities.

And the result is that you can place your confidence in the world-wide Blue Ribbon Line . . . assured of the quality and product superiority of North American Philips and Conrac . . . English Electric Valve and Favag . . . McCurdy Radio Industries and Jampro . . . Allen Electronic and CSF . . . Fernseh and Visual Electronics Laboratories . . . to name just a few.

These are the results that count — from the companies that count!



VISUAL ELECTRONICS CORPORATION

356 west 40th street • new york, n.y. 10018 • (212) 736-5840

FIRST BY ANY STANDARD

gua, N. Y., through Hutchins Advertising, Rochester, N. Y., begins its first network radio promotion of its Wild Irish Rose and Richards' wines today (Sept. 19) on Howard Cosell's Saturday sports shows (5:25 and 7:25 p.m. EDT) and the Wednesday, Thursday and Friday 4:55 p.m. news, both on ABC Radio.

Revlon Inc., through Grey Advertising, both New York, has bought participations in four NBC Radio shows: *Emphasis*, *Monitor*, *Joe Garagiola Sports Show* and *Chet Huntley's Perspective on the News*.

P. Lorillard Co., through Foote, Cone & Belding, both New York, has purchased sponsorship in NBC Radio's *Monitor*.

Pearl Brewing Co., San Antonio, Tex., will sponsor the *Kern Tips Sports Show*, a five-minute taped broadcast, on 14 Texas radio stations.

Rep appointments . . .

- **WQXR-AM-FM New York:** Broadcast Communications Group, New York.
- **WSMB New Orleans:** Metro Radio Sales, New York.

Grocers told of TV's impact

TVB cites company studies that show TV can reach

'other guy's customers'

TV advertising for the independent and chain food retailer can deliver the most effective impact on consumers, primarily because of its reach to the "other guy's customers." In comparison, newspapers fail on that point.

This observation, based on independent supermarket research, was presented last week by Richard A. Noll, an executive of the Television Bureau of Advertising, to some 200 key retail food executives who were guests of the Grocery Manufacturers' Representatives of New York and of six New York City stations—WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV and WPIX(TV).

Mr. Noll proposed that the food operators introduce a "new media mix,"

with their budgets split 55% for TV and 45% for newspapers.

Mr. Noll's talk updated an earlier TVB presentation made in April before a Supermarket Institute meeting in Chicago. At the GMR gathering, he cited research by one major food chain that showed its 75% advertising investment in newspapers was in fact reaching less than 50% of its noncustomers. In the same market, he said, a competitor reported the following research: The average woman spends five to six times more time watching TV than reading newspapers. An outcome of both company studies, he indicated, is illustrated by a Broadcast Advertisers Reports survey showing the first company using 51 TV minutes a week and the competitor 60.

Other Studies ■ Mr. Noll made note of other company studies, one in which the agency for a company (holding a 24.4% market share) found that:

- "About 50% of nonregular customers do not read a chain's newspaper advertisements regularly.
- "Store newspaper advertisements are mainly read by people who are already customers."

Mr. Noll outlined a case history of one food division that has 58 stores, showing how, with cooperation of its agency, the company was able to buy five times as many consumer advertising messages on TV as it could in newspapers, and without increasing the budget. Such a plan, he suggested, would not "de-emphasize" newspapers, but increase the TV emphasis "with the overall effect of improving . . . consumer impact."

Turning his attention to the smaller retail operator, Mr. Noll said the independent Pagnataro's Supermarket in New Haven and Hamden, both Connecticut, conducted an eight-month test with The Pulse Inc. to research customer awareness. Before the test, the food market did not use TV. Results showed newspaper with a 43% awareness effect and TV with a 62% effect. Continuing its use of TV, Pagnataro's has found customer awareness increased from 46% to 84% for its two markets. He added, Pagnataro's now budgets 62% of its advertising dollars in TV and 43% in newspapers.

Negro models in Chicago win equal casting calls

An agreement reached in Chicago last week between talent agencies and Negro models may help establish a precedent for casting calls for TV commercials and other related work elsewhere in the country. The agents have agreed to supply models without racial distinction.

Negro models in Chicago earlier this

It was indeed a hot July at the TV networks

Net time and program sales by the three television networks in July reached an estimated \$86,938,000, a record July figure and 10% above the total for the same month a year ago, according to estimates being released today (Sept. 19) by the Television Bureau of Advertising.

July billings pushed the network total for the first seven months of

1966 to \$750,230,700, up 12.2% from the comparable 1965 period. Biggest percentage gains were in weekend daytime sales: up 42.3% in July and 27% for the seven-month period. Nighttime sales increased 4.5% in July.

The estimates were compiled for TVB by Leading National Advertisers/Broadcast Advertisers Reports.

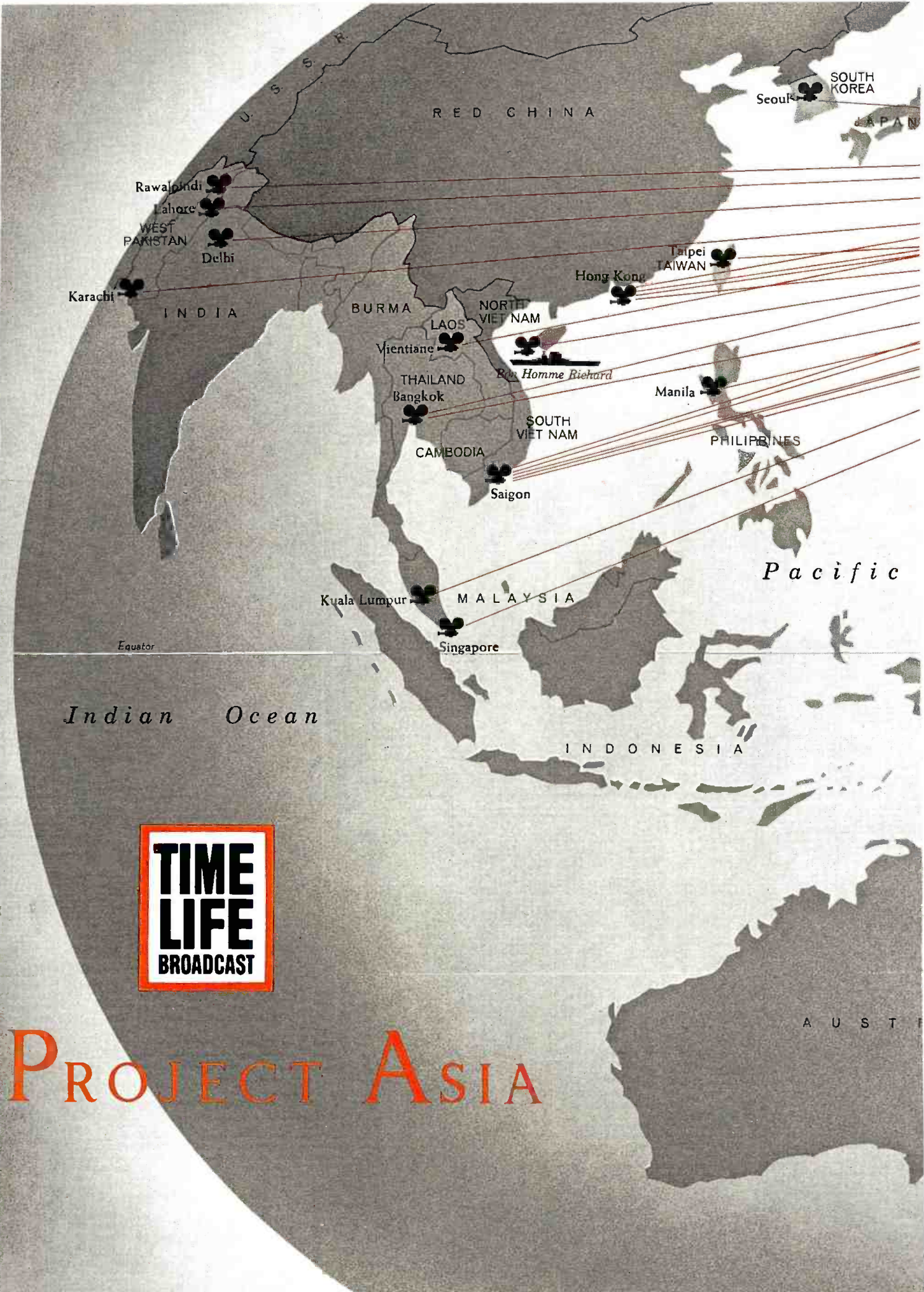
Network TV net time and program billings by day parts and by network
(Source: TVB/LNA-BAR)
(add 000)

	July			January-July		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$25,295.2	\$30,738.8	+21.5	\$194,620.6	\$241,103.1	+23.9
Mon.-Fri.	20,079.4	23,317.0	+16.1	147,127.3	180,762.9	+22.9
Sat.-Sun.	5,215.8	7,421.8	+42.3	47,493.3	60,340.2	+27.0
Nighttime	53,760.6	56,200.0	+ 4.5	474,090.2	509,127.6	+ 7.4
Total	\$79,055.8	\$86,938.8	+10.0	\$668,710.8	\$750,230.7	+12.2

	ABC	CBS	NBC	Total
*January	\$34,097.8	\$45,317.2	\$43,132.5	\$122,547.5
February	32,090.8	39,737.7	37,216.4	109,044.9
March	35,165.5	45,911.3	41,835.4	122,912.2
April	32,974.5	41,023.8	39,317.3	113,315.6
May	27,484.6	39,571.8	35,505.1	102,561.5
*June	25,014.8	35,603.5	32,291.9	92,910.2
July	24,320.0	32,108.9	30,509.9	86,938.8

*January and June figures adjusted as of Sept. 8, 1966.

Who else but a group broadcaster?



Rawalpindi
Lahore
WEST PAKISTAN
Delhi

Karachi

INDIA

BURMA

LAOS

Vientiane

THAILAND

Bangkok

CAMBODIA

SOUTH VIET NAM

Saigon

Kuala Lumpur

MALAYSIA

Singapore

Hong Kong

Taipei
TAIWAN

Manila

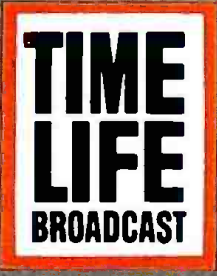
PHILIPPINES

Pacific

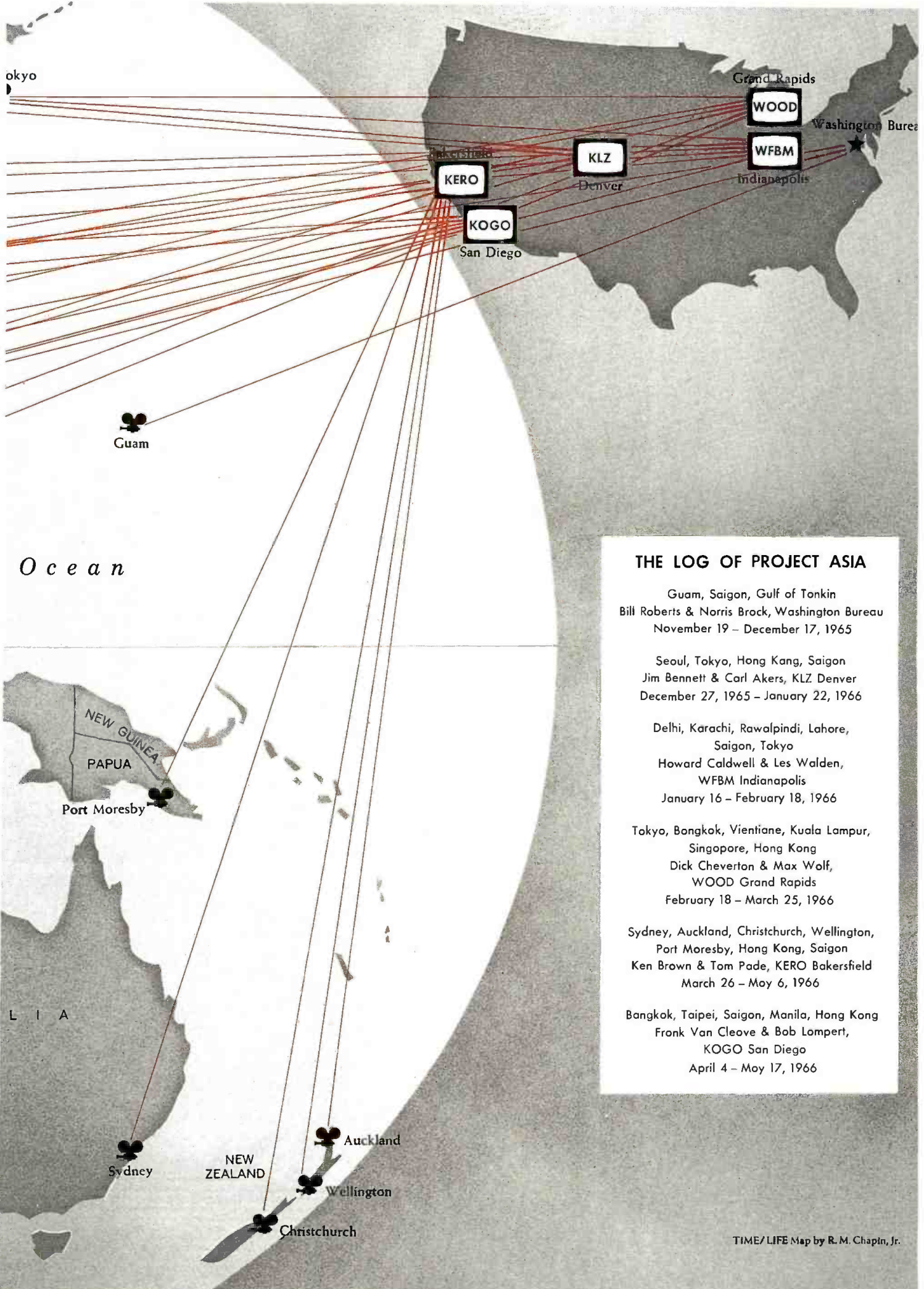
Indian Ocean

INDONESIA

A U S T R A L I A



PROJECT ASIA



Tokyo

Grand Rapids

Washington Bureau

WOOD

WFBM
Indianapolis

KLZ
Denver

KERO
Bakersfield

KOGO
San Diego

Guam

Ocean

NEW GUINEA
PAPUA

Port Moresby

L I A

Sydney

NEW ZEALAND

Christchurch

Auckland

Wellington

THE LOG OF PROJECT ASIA

Guam, Saigon, Gulf of Tonkin
Bill Roberts & Norris Brock, Washington Bureau
November 19 - December 17, 1965

Seoul, Tokyo, Hong Kong, Saigon
Jim Bennett & Carl Akers, KLZ Denver
December 27, 1965 - January 22, 1966

Delhi, Karachi, Rawalpindi, Lahore,
Saigon, Tokyo
Howard Caldwell & Les Walden,
WFBM Indianapolis
January 16 - February 18, 1966

Tokyo, Bangkok, Vientiane, Kuala Lumpur,
Singapore, Hong Kong
Dick Cheverton & Max Wolf,
WOOD Grand Rapids
February 18 - March 25, 1966

Sydney, Auckland, Christchurch, Wellington,
Port Moresby, Hong Kong, Saigon
Ken Brown & Tom Pade, KERO Bakersfield
March 26 - May 6, 1966

Bangkok, Taipei, Saigon, Manila, Hong Kong
Frank Van Cleave & Bob Lampert,
KOGO San Diego
April 4 - May 17, 1966

The length of tomorrow's Main Street

Our guess: 150,000 miles. That's how far we sent six Time-Life Broadcast reporter-camera-man teams to probe the future of Asia. A future that will surely affect every one of us.

Teams went out from each of our stations and from our Broadcast News Bureau in Washington. They filmed more than 250 color reports for the high-rated news programs of all our television stations, produced seven documentaries for prime-time showing, filed direct-line and taped features for radio.

Our local broadcast newsmen and our audiences need to know more of the world. Someone must provide the opportunity for them to acquire and share that knowledge.

Who else but a group broadcaster?



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

year filed complaints against a number of talent firms there and last week an informal closed conference was held before the Illinois State Fair Employment Practices Commission. It was reported the agents have agreed to include Negroes "equally" when supplying talent for auditions.

Although by law the commission may not disclose terms of such agreements, it was learned from other participants that the Negro models won their case in seeking equal consideration. Still to be tested, however, is the situation where an advertising agency or sponsor specifically orders a white person for a commercial. Such circumstances will require further complaint and proceeding, it was explained.

Rollins denies agency charges

Rollins Broadcasting Co. last week denied allegations that its WEAR-TV in Pensacola, Fla., refused to pay commissions to an advertising agency in order to drive the agency out of business.

The charges were originally made by the agency, 629 Productions of Pensacola, in a suit filed earlier and dismissed by a district court. Earlier this month a New Orleans federal appeals court overruled the district court and ordered a trial to determine if the charges were true.

The agency had charged that the station had refused to recognize the agency which at that time was handling the account of one of the station's advertisers. The firm also charged that a representative of the station had tried to influence the advertiser to switch to another agency, which it subsequently did. The firm said the station had informed it that 629 Productions did not meet the billing and financial standards it had established for its dealings with advertising agencies.

Judge Sarah Hughes in her ruling said that if the charges were proved they would represent violations of the Sherman Antitrust Act by the station. She noted that the station is the only one in Pensacola and that it competed with the plaintiff in the production of TV commercials.

Last week Rollins spokesmen denied that they competed with the agency. In fact they said the company in the past has waged a national advertising campaign urging the use of advertising agencies. They also denied they were the only station servicing the Pensacola area.

They said the operator of the 629 Productions agency was a former employe of WEAR-TV who had left to form the agency and had convinced the advertiser, who formerly had dealt direct-

It really happened—reps praise networks

Members of the Station Representatives Association went out of their way last week to praise what many reps ordinarily regard as their enemy—the networks.



Mr. Shurick

The issue on which they found common ground was the rising tide of commercials in which unrelated products from unrelated companies share the same sales message (BROADCASTING, Aug. 15, et seq.).

In a statement released for publication today (Sept. 19) SRA singled out NBC for special praise. NBC has been particularly active in rejecting the controversial "doubled up" commercials.

The SRA statement said:

"The members of SRA congratulate the networks and NBC in particular on their intelligent stand against unrelated products from dif-

ferent companies on the same commercial.

"A poll of the representatives indicates unanimous praise of the networks and their handling of a difficult situation."

The tribute was virtually without precedent in the memory of observers, but it was not unexpected. Reports had circulated for some time that the reps planned to compliment the networks on this issue (CLOSED CIRCUIT, Aug. 29).

Issuance of the statement was delayed temporarily in final drafting (CLOSED CIRCUIT, Sept. 5), but SRA officials made plain that this did not reflect any difference of opinion on either the question of praising the networks or opposing the questionable commercials.

This latter point was stressed in the statement with this assertion by Edward P. Shurick of H-R Television, new president of SRA: "Unrelated products from different companies placed back to back is just another step in the wrong direction started by the piggies [piggyback commercials]."

ly with the station, to have 629 handle its advertising.

No date has yet been set for the trial on the charges, which grew out of events that occurred in 1964.

AFA-AAW start post-marriage plans

Steps looking toward a Jan. 1 merger of the Advertising Federation of America and the Advertising Association of the West are proceeding "on schedule," Lee Fondren, chairman of the AFA-AAW joint commission and station manager of K1Z Denver, reported Thursday (Sept. 15).

The commission met in Chicago two days last week to continue ironing out the details of the merger such as staff and organization and the combining of projects. About 40 members of the group were present. Another meeting will be held in about one month, Mr. Fondren said.

The commission last week approved a new theme of "Truth in Advertising" for next year's advertising recognition program. This is a year-long project that begins in February and involves area programs by nearly 200 local affiliated advertising clubs. Tracy-Locke Co., Dallas, is the volunteer agency and will

supply basic media and project materials for the 1967 program.

Kenneth Laird, chairman of Tatham-Laird & Kudner, Chicago, and first vice chairman of the AFA, also reported on the merger progress to a regional meeting of the AFA in Champaign, Ill., Sept. 10. He said one of the first post-merger projects will probably concern new government attempts to regulate advertising and marketing.

Ad Council sets largest bond drive since WW II

The biggest U.S. savings bonds campaign since World War II will be conducted through the Advertising Council to urge Americans to back their fighting men in Vietnam by buying more savings bonds, the council announced last week.

It said "vast amounts" of advertising time and space will be contributed by advertisers, radio and TV stations and networks, the business press, newspapers, magazines and other media. The campaign is being created on a voluntary basis by seven agencies long active as volunteers in Advertising Council projects.

Rex M. Budd, advertising vice president of Campbell Soup Co., will be volunteer coordinator of the campaign.

Q&A face ABC and ITT

FCC staff composes
a list of questions
it wants answered

Leading off the activities at today's (Sept. 19) FCC hearing on the proposed merger of ABC and International Telephone & Telegraph Corp. will be the commission's own Common Carrier and Broadcast Bureaus whose experts will analyze in detail the pros and cons of the potential transfer.

The staffs of the two bureaus last week released advance summaries of the principal policy considerations that they will discuss at the hearing to be held before the commission en banc on the proposed transfer of ABC's 17 AM, FM and TV stations. Leaving to the Justice Department the legal matter of whether the proposed transfer conforms to antitrust law, the FCC's experts will

confine their questions to those policy areas that might adversely or beneficially affect the public interest.

Sectors containing potential detriment to the public interest, the staffs imply, include the fusion of separate communications roles, the concentration of control issue and the effects on competition.

Regarding the merger of separate roles, the staff will ask if it would not adversely affect the public interest to "fuse the identities of major companies hitherto performing the separate roles of common carrier and broadcaster."

On the concentration-of-control issue the bureau experts will ask such questions as: "Would the union of major national television and radio networks with a very large multifaceted international corporation which includes carrier-communications components, manufacturing components and diversified service components run counter to the basic objective of promoting diversification of control over mass media? Should ITT not be asked to state its plans and intentions with respect to future acquisitions of any additional mass media?"

The possible effects on competition will prompt the staff to ask: "Would the

merger of ABC with ITT create competitive conditions that would impel CBS toward a similar merger with further intensification of the resultant concentration of control over mass media? Would the competitive strengthening that it is claimed the merger would afford ABC heighten the difficulties of establishing another competitive national television network? In view of ITT's declared intention of expanding domestic manufacturing and service activities, would its ownership and 17 major-market broadcast stations adversely affect freedom of competition in the solicitation and placement of broadcast advertising?"

Exploring the potential benefits of the merger the staff will raise such questions as: "What improvements, extensions, or enhancement of ABC's programing services to the public may be reliably expected to result from its merger with ITT? Is ITT prepared to assure the commission that during some specified period of years (as reasonable for such a forecast) annual financial provision will be made at some stated, approximate, minimum level for the defrayal of programing costs beyond levels already reached by ABC? Will ITT provide to the commission more

\$3-million broadcast center opened by KRLD-AM-FM-TV

With ceremonies highlighted by an address by Governor of Texas John Connally, KRLD-AM-FM-TV Dallas-Fort Worth dedicated a \$3-million broadcasting center Wed. (Sept. 14).

John W. Runyon, publisher and board chairman of the Times Herald Printing Co.; James F. Chambers Jr., president of the *Times Herald*; Clyde W. Rembert, president of KRLD sta-

tions Erik Jossen, mayor of Dallas, and Willard Barr, mayor of Fort Worth, also presented remarks during the program.

Governor Connally reminisced about the late Edwin J. Keist and his role in the organization of KRLD in 1926. He commended the station's contributions to the industry and to television in particular. "Television has not only changed our news reporting," he added, "but our whole mode of living."

The new plant includes three television studios and consolidates with new equipment all technical facilities of the station. The ceremonies were colorcast live. A filmed tour, also in color, was included in the program.

Dedicating KRLD-AM-FM-TV's new broadcasting center (l to r): John W. Runyon, publisher and board chairman of the Times Herald Printing Co.; John Connally, governor of Texas and principal speaker at the event, and Clyde W. Rembert, president of the stations.





Our aerial attack is unbeatable

Once again, count on WJR to reach the most receivers. Especially during the NFL Detroit Lions games and those of Michigan State (the Big Ten champs). Likewise, with our play-by-play of the Detroit Tigers.

In the nation's 5th richest market, no other station covers sports like WJR. Two complete 15-minute sportscasts each day. Plus the CBS reports of Frank

Gifford and Phil Rizzuto. Plus ski reports, yachting reports and year-round broadcasts of major sports events, amateur and professional. We're one of a kind.

In fact, we have a color movie called just that ("One of a Kind") with Lowell Thomas leading off. Ask your Henry I. Christal Co. representative to screen it for you. He'll bring popcorn, too, if you like.

WJR
CBS 50000 WATTS
DETROIT

DIVISION OF CAPITAL CITIES BROADCASTING COMPANY

concrete indications than have been furnished so far, of the programing enhancements it is prepared to assure in the event of commission consent to the pertinent license assignments and transfers?"

Besides the Broadcast and Common Carrier Bureaus, those parties scheduled to participate in the oral hearing in order of appearance are: KOB Albuquerque, N.M., which is engaged in a 25-year-old dispute with ABC involving WABC New York, represented by its counsel, Frank Fletcher; ABC, represented by James A. McKenna Jr., attorney, Paul Sonkin, ABC-TV network director of research, and Leonard H. Goldenson, president and director; and ITT, represented by Marcus Cohn and Taggart Whipple, attorneys, John A. McCone, director, and Harold S. Geenen, president and chairman of the board.

ASCAP tally details CATV group owners

The top-25 CATV group owners own or have an interest in over 670 franchises and have applications pending on almost 400 more, according to a recent survey.

The study, made by the American

Society of Composers, Authors and Publishers, was submitted to the Senate Judiciary Subcommittee that is studying revisions in the copyright laws affecting CATV systems. Highlights of the study were reported earlier (BROADCASTING, Sept. 12) but the entire ASCAP tabulation was not made available until later. The study was submitted to support ASCAP's contention that CATV's are large enterprises that need no exemption from copyright application.

The largest group owner of CATV's, according to the survey, is General Tire & Rubber Co. Through its ownership of Vumore of Oklahoma City, and a 30% interest in H&B Communications of Beverly Hills, Calif., General Tire has an interest in 72 CATV operations and has applications pending for six more. Vumore operates 35 systems and H&B 37.

Jerrold Corp., headquartered in Lehigh, Pa., has 41 systems in operation and has applied for another 51. Running a close third is Cox Cablevision Corp. of Dayton, Ohio. Through interests ranging from 17% to 80%, Cox has a stake in 41 franchises with another 51 applications. American Cable TV Inc. of Phoenix, has 37 franchises and nine applications.

The survey indicates Telesystem

Corp., of Glenside, Pa., has 36 franchises and another 55 under consideration.

The other 20 largest CATV operations represent interests ranging from 35 to 12, according to the ASCAP survey.

Changing hands

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

■ **WKRG-AM-FM-TV** Mobile, Ala.: Fifty percent sold by Mobile Press Register Inc. to Kenneth R. Giddens for \$2,250,000. See page 56.

■ **WBBF-AM-FM** Rochester, N. Y.: Sold by Maurice Forman and associates to wholly owned subsidiary of LIN Broadcasting Corp. for \$2 million. LIN Broadcasting is licensee of KAAV Little Rock, Ark.; KEEL and unassigned FM Shreveport, La.; WAKY Louisville, Ky.; WMAK Nashville, and WAND(TV) Decatur, Ill. LIN Broadcasting is also 100% owner of Gregg Cablevision Inc., Nashville, group CATV owner that operates CATV systems in 10 states. LIN Broadcasting is also in process of acquiring majority of stock of Medallion Pictures Corp. WBBF, founded in 1947, operates daytime only on 950 kc with 1 kw. WBBF-FM, founded in 1961, is on 92.5 mc with 37 kw. Broker: Chapman Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 106).*

■ **KAVE-TV** Carlsbad, N. M.: Sold by Voice of the Caverns Inc. to John B. Walton Jr. for \$326,425. Mr. Walton is licensee of KVKM-AM-TV Monahans, KVII-FM-TV Amarillo, KERP-AM-TV El Paso, all Texas; KVOD Albuquerque, N. M., and KFIF Tucson, Ariz. KAVE-TV, founded in 1959, is on channel 6 with 11.7 kw visual and 5.89 kw aural.

■ **WSNY** Schenectady, N. Y.: Sold by Western Gateway Broadcasting Corp. to Gene F. Seehafer, Skitch Henderson. Dr. John T. Parente and Francis Stratman for \$280,000 and consulting agreement. Mr. Seehafer is former college professor and author of several college text books on radio-TV advertising. Mr. Henderson is musical director of NBC-TV's *Tonight Show with Johnny Carson*, which he will leave in fall. Dr. Parente is gynecologist and cancer specialist, and owner, with Mr. Henderson, of Vermont ski resort. Mr. Stratman is president of WMWM Wilmington, Ohio. WSNY operates on 1240 kc with 1 kw daytime and 250 w nights.

■ **WGGG** Gainesville, Fla.: Sold by Radio Gainesville Inc. to R. B. Brown, J. N. Rowland, J. F. McAlister and Billy H.

in-depth reporting is a Blackburn specialty

Blackburn gives the would-be TV or radio property buyer or seller the big picture. Present earnings vs. potential. Financing. Responsible contacts. This complete in-depth service has won us high praise from satisfied clients.

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ATLANTA

Clifford B. Marshall
John C. Williams
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Mull for \$225,000. Radio Gainesville is owned by Charles W. Mackey and Richard L. Marsh, who own WILZ St. Petersburg Beach, Fla. Mr. Brown has interest in WORD Spartanburg, S. C. WGGG operates with 1 kw day and 250 w night on 1230 kc.

▪ **KSID** Sioux Falls, S. D.: Sold by Veri Thomson and associates to William F. Buckley Jr. and Peter H. Starr for \$200,000. Mr. Buckley is editor and publisher of *National Review*. Starr Broadcasting Group Inc. (owned by Mr. Buckley 66⅔% and Mr. Starr 33⅓%) is licensee of KOWH-AM-FM Omaha. Mr. Starr is general manager of KOWH. KISD, founded in 1948, operates on 1230 kc with 1 kw day and 250 w night.

Community Television

▪ **Auburn and Selma**, both Alabama: Sold by New England Industries Inc. to Telecable Corp., Norfolk, Va., for more than \$500,000. Acquisition of Auburn Cable TV Corp., Auburn, and King-Talton Cablevision Co., Selma, will add approximately 2,000 subscribers to the Telecable holdings, making a total of almost 5,000 subscribers. Telecable Corp. presently owns CATV systems in Beckley and Princeton, both West Virginia, and Roanoke Rapids, N. C. Norfolk-Portsmouth Newspaper Inc., Norfolk, Va., owns Telecable and also owns Greensboro Newspapers Inc., and WFMV-TV, both Greensboro, N. C., and WTAR-AM-FM-TV Norfolk. Frank Batten is president of Telecable Corp.

'Trojan horse' seen in Ford plan

In what was perhaps the strongest indictment to date of the Ford Foundation's proposal to support educational television through the profits of communications satellites, a Washington communications attorney has branded part of the plan as a "Trojan horse."

The charge was made by W. Theodore Pierson in a speech prepared for delivery before the southwestern area conference of the American Women in Radio and Television in Oklahoma City. He was referring to part of the foundation plan that proposed the establishment of a Broadcaster's Nonprofit Satellite System (BNS) to distribute programs. He further observed that in this Trojan horse might lurk a "monster that could drastically and adversely affect our institutions and democracy."

Mr. Pierson said perhaps the foundation had really hoped only to foster discussion and intended that its plan would be aborted. He urged that if major surgery does not save it, this plan should be allowed to die. This

would be desirable, he said, because the harm it would do would outweigh any benefit derived from it.

Not Common Carrier ■ Mr. Pierson noted that although the Ford system would handle services similar to those performed by the networks, syndicated services and suppliers of educational material, it would not be obliged to carry all programs offered for carriage. To grant such a monopoly power as the Ford Foundation proposed and at the same time give it the power of selection "would be a social and political catastrophe of great magnitude," he said. He added it would tend to concentrate control over vital mass and educational communications in one foundation-type organization that would inevitably be either the master or the servant of political government.

Control of content in the past, he continued, has been granted only when a competitive situation existed. The foundation plan would, however, not only conflict with these basic policies but would also tend to make them fruitless, meaningless and quixotic.

He said that while the foundation only proposes such service for television programs, with the advent of satellite-to-home communications, the monopoly could be expanded to achieve control over much more distribution. "Is this a ludicrous parade of horrors?" he

asked. "I sincerely hope so. But my hope is clouded by Ford's failure to even discuss—let alone deal—with these vital matters."

Over 200 to attend CBS Radio meeting

More than 200 representatives of CBS Radio affiliates are expected to meet in New York this week for the 13th annual convention of the CBS Radio Affiliates Association, to be held Tuesday and Wednesday (Sept. 20-21) at the New York Hilton hotel.

Vice President Hubert Humphrey will address the opening-day luncheon, and John A. Schneider, president of the CBS/Broadcast Group, will be the Wednesday luncheon speaker (BROADCASTING, Sept. 5).

Reports from CBS Inc., CBS Radio and CBS News officials, roundtable discussions and a question-and-answer session with CBS Radio executives will be other highlights of the two days. The annual banquet is scheduled Tuesday night with entertainment by singer Trude Adams, monologist Charlie Manna, music hall star Tessie O'Shea and the Ray Bloch orchestra.

Lee Fondren of KLZ Denver, chair-

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis & Associates, Inc., have appraised many millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance reasons. And many because the owners wanted to establish sale prices.

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America's Most Experienced Media Brokers

man of the convention committee, and Michael R. Hanna of WVCU Ithaca, N.Y., chairman of the affiliates association, are slated to call the first session to order at 10 a.m. Tuesday

After an address by Arthur Hull Hayes, president of CBS Radio, the affiliates will hear reports by George Arkedis, vice president for network sales and affiliate relations; W. Thomas Dawson, vice president for information services; Harper Carraine, research director; David Blank, director of the office of economic analysis for CBS Inc., and William D. Greene, director of CBS/FM Broadcasting, CBS Radio's new FM program syndication operation.

Tuesday afternoon there will be departmental roundtable discussions followed by a closed session of the affiliates association.

The Wednesday session will open at 9:30 a.m. and hear a Washington report by Leon Brooks, vice president and general counsel of CBS Inc., and a report from CBS News by Richard S. Salant, president of the news division; Joseph T. Dembo, director of radio news, and a group of CBS News correspondents. A question-and-answer period will precede the closing luncheon.

More than 80 CBS Radio executives are slated to attend the convention, bringing total registration to about 285 as of last Thursday.

Newspaper selling 50% of Mobile stations

In a preliminary to the closing of the sale of 53% of the Mobile (Ala.) Register and Press to S. I. Newhouse (BROADCASTING, July 4), Mobile Press Register Inc. is selling its 50% share of WKRG-AM-FM-TV Mobile, Ala., to Kenneth R. Giddens, who presently owns the other 50%. Purchase price is \$2,250,000.

Mr. Newhouse, who is publisher of one of the largest newspaper chains in the U. S., is also a group broadcast owner. Included among the Newhouse broadcast properties: WSyr-AM-FM-TV Syracuse, WSyr-TV Elmira-Corning, both New York; WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM-TV Harrisburg, Pa.; KTVI-TV St. Louis, and 50% of KOIN-AM-FM-TV Portland Ore. Newhouse newspapers are also published in those cities as well as others.

Mobile Press Register Inc. publishes the Mobile (Ala.) Register and Press and recently acquired the Pascagoula (Miss.) Press and Chronicle. The purchase price for the 53% of Press Register was somewhere in the neighborhood of \$16 million to \$18 million. The McGowin family, from whom the

bulk of the Press Register stock was purchased, have a minority interest in WGYV Greenville, Ala.

The broadcast properties owned by Newhouse are less than the full complement allowed by the FCC. Mobile is also not in the top-50 markets, and thus the TV would not be subject to the proposed FCC rulemaking limiting TV ownership in the top-50 markets to two VHF's and one UHF.

WKRG, founded in 1946, operates fulltime on 710 kc with 1 kw day and 500 w night. WKRG-FM, founded in 1947, operates on 99.9 mc with 100 kw. WKRG-TV, founded in 1955, is on channel 5 with 100 kw visual and 50 kw aural.

NAB small-market group hears personnel report

Technical requirements, personnel and public relations were among the topics discussed at a meeting of the Small Market Radio Committee of the National Association of Broadcasters last week.

Under the chairmanship of Raymond A. Plank, WKLA Ludington, Mich., and a member of NAB's radio board, the committee heard a staff report on establishment of a course in broadcasting on the junior-college level. A five-semester course is now being readied at Wabash Valley Junior College, Mount Carmel, Ill. (BROADCASTING, Aug. 29). It is hoped that this type of course will help broadcasters, especially those in small markets, to get qualified broadcasting personnel.

Another staff report was given on a special course being taught at Casper College, Casper, Wyo., in broadcast electronics. Other topics on which reports were heard were on NAB efforts to modify FCC requirements for technical personnel, on the current project of using on-air promotion to assist small stations in building radio's image and also on ways to conduct research on small-market radio.

Other members of the committee are Julian F. Haas, KAGH Crossett, Ark.; John F. Hurlbut, WVMC Mount Carmel, Ill., who was a participant in the Mount Carmel project; John W. Jacobs, WDUN Gainesville, Ga.; Ted A. Smith, KUMA Pendleton, Ore.; Robert E. Thomas, Beef Empire Stations, Norfolk, Neb., and Frank Balch, WJOY Burlington, Vt.

RKO General in TVB

RKO General Broadcasting Co. will become a group member of the Television Bureau of Advertising effective Oct. 1, 1966. The signing, announced last

week, will bring four major market television stations into the TVB: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles and WHBQ-TV Memphis. Jerome Bess, RKO broadcasting vice president for operations, will coordinate the activities of the individual station managers with the bureau.

G. Bennett Larson has media brokerage firm

G. Bennett Larson has opened a brokerage office in Hollywood to specialize in the sale of radio, television, community antenna systems, newspapers and magazine properties. Mr. Larson resigned after four years with the Beverly Hills, Calif., office of Blackburn and Co. Aug. 1.



Mr. Larson

Before joining Blackburn in 1962, Mr. Larson was a consultant in broadcasting and an independent producer. In the 1950's he was vice president and general manager of WPIX-TV New York, and later was part owner and general manager of KDYL and KTVT-TV Salt Lake City.

The new company, G. Bennett Larson Inc., is in the RCA building, 6363 Sunset Boulevard, Hollywood.

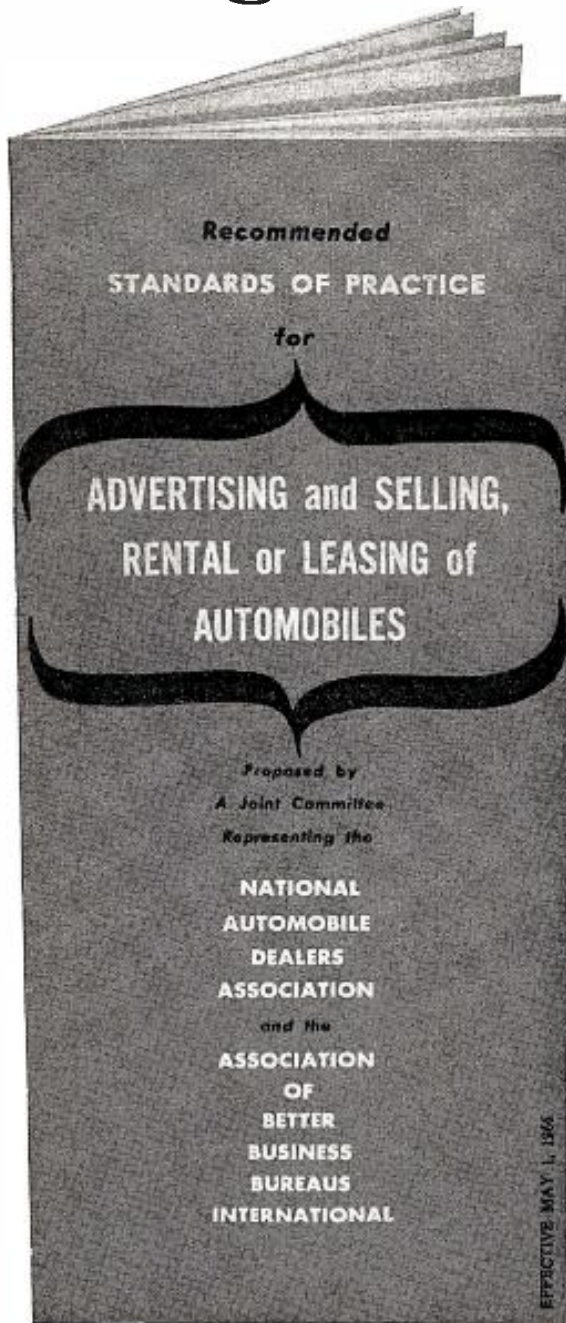
Buckeye CATV gets waiver

A request by Buckeye Cablevision Inc., Toledo, Ohio, for a permanent waiver of an FCC rule was granted last week. The rule requires CATV's to obtain commission permission before transmitting TV signals beyond their grade B contour into the grade A coverage area of top-100 market TV stations. The waiver will permit Buckeye to carry the signals of noncommercial educational wTVS-TV Detroit or any other ETV station on its system during periods when Toledo's ETV station, WGTE-TV, is not on the air.

Wadsworth in for Lee

FCC Commissioner James J. Wadsworth will represent the commission at the National Association of Broadcasters' regional conference in New York, Nov. 14-15, instead of Commissioner Robert E. Lee as originally announced (BROADCASTING, Sept. 5). The commissioner who will participate in the Denver meeting, Oct. 20-21, for which Commissioner Wadsworth had been scheduled, has not been announced.

Will it ever go out of print?



We hope so.

We hope someday we won't have to publish standards of automobile advertising. We hope someday there won't be any deceptive or dishonest advertising in newspapers, radio and television.

It may be many somedays before

that happens. But we believe it will happen.

How can you help the responsible dealers of N.A.D.A. in their fight against irresponsible advertising? Send for this free "Recommended Standards" booklet. Then refuse to

write or produce any advertising that does not live up to these standards.

To get this important booklet, write to N.A.D.A. Standards, 2000 "K" Street, N.W., Washington, D.C. 20006.

National Automobile Dealers Association
Official organization of America's franchised new car and truck dealers



The numbers game, part one

The new shows are off and running and the networks are following every decimal point of the overnight ratings

The three television networks squared off in full new-season-program battle last week and early reports—overnight Arbitrons and Trendexes—were forming the basis for claims, counterclaims, or discreet silence.

The surge of interest in "the numbers" that attended last year's TV premieres had slackened slightly but the information pipelines, along with the "private" overnight rating data flows, were clearly still open to the ad agency community. And some networks were releasing some rating information as they saw fit.

By last Thursday (Sept. 15) NBC-TV was claiming an average national Arbitron rating of 16.5 for its prime-time schedule over the previous seven nights against a 15.1 for ABC and 13.6 for CBS, but it was obviously an irregular period of tasting and sipping in which ABC had introduced a number of its new shows and CBS and NBC only a smattering, and in which NBC-TV had presented the high-rated Miss

America telecast.

By Sunday night (Sept. 11) all networks had jumped into their regular new-season schedules and measurements from that time forward were felt to be a more realistic indication of real program strengths or weaknesses for 1966-67.

Fast Start ■ It was noted, however, that ABC-TV, by jumping ahead with its premieres, may have gathered some initial strength, relative to the other networks, that could diminish in the weeks ahead.

For the four-night period, Sunday-Wednesday, Arbitrons showed CBS leading on two evenings, Sunday and Wednesday, with averages of 20.0 and 16.7 respectively; ABC ahead on Monday at 18.9 and NBC in the lead Tuesday with 18.6.

In terms of half-hour periods, NBC led the Arbitrons over the same four-night span with 13 wins and one tie. CBS-TV registered nine wins and ABC-TV had five half-hour victories—all on

Monday night—and one tie.

Last Thursday night (Sept. 15) CBS led the Arbitrons with an 18.6 average rating and five half-hours to 14.6 average rating and one half-hour each for NBC and ABC.

ABC-TV's *Stage 67* series (Wednesday 10-11 p.m.), whose concept had won wide preseason critical acclaim, returned a disappointing rating in its premiere episode: 10.6 according to Arbitron.

ABC-TV could claim a much stronger showing in the 26-city overnight Trendex data to which it subscribes. In Trendex reports for three nights, Monday through Wednesday (none was ordered for Sunday according to the network), ABC-TV captured 11 half-hour periods, CBS-TV two such periods and NBC-TV eight.

ABC-TV feels the Trendex reports offer a fairer index of program popularity because they are taken only in cities where all three networks have affiliates in competition.

Critics' views of hits, misses

A sampling of opinion on 25 programs of the new TV season

A total of 25 new television programs had their sneak previews, advance premieres and just plain-old premieres in the seven-day period from Thursday (Sept. 8) to Wednesday, Sept. 14. A nationwide sample of opinion from newspaper critics follows. The reviews are listed in the time sequence of their regularly scheduled appearance for the fall season.

The Tammy Grimes Show (ABC-TV, Thursday 8:30 p.m. EDT).

"... may not be the most inane and the most insipid half hour in television, but off-hand we can't think of one that would better qualify." Bill Irvin, *Chicago's American*.



"... talented comedienne is absolutely wasted..." Don Page, *Los Angeles Times*.

"... the worst yet..." Ann Hodges, *Houston Chronicle*.

"... unhappy ordeal..." Jack Gould, *New York Times*.

"... unbelievable and unfunny junk..." Ben Gross, *New York Daily News*.

"... inert clinker..." Percy Shain, *Boston Globe*.

"... ennui-inducing..." Harry Harris, *Philadelphia Inquirer*.

Star Trek (NBC-TV, Thursday 8:30-9:30 p.m. EDT).

"Here we go again kiddies, into the

wild blue yonder..." Hal Humphrey, *Los Angeles Times*.



"... too clumsily conceived and poorly developed to rate as an A-1 effort." Percy Shain, *Boston Globe*.

"One may need something of a pointed head to get involved." Bob Williams, *New York Post*.

"... suspenseful, puzzling and ultra-imaginative yarn..." Harry Harris, *Philadelphia Inquirer*.

"I LIKE THIS ONE." Bill Irvin, *Chicago's American*.

"The plots may be space opera but the show has been produced with care and lots of money." Lawrence Laurent, *Washington Post*.

"... disappointingly bizarre hour... Things better improve or this won't be

Information in parenthesis in ratings listings indicates: (N) a new program series; (NP) new programming in a series continuing from last season; (NT) a continuing series in a new time period; (R) a rerun; (*) a summer-only series.]

Thursday, Sept. 8

7:30-8

ABC Batman (N)	16.0	36.5
CBS World of Wheels (Special)	10.1	23.4
NBC Tarzan (N)	14.6	33.3

8-8:30

ABC F Troop (NP, NT)	13.4	32.0
CBS World of Wheels (Special)	12.4	30.2
NBC Tarzan (N)	15.3	36.4

8:30-9

ABC Tammy Grimes (N)	14.7	31.1
CBS My 3 Sons (R)	10.1	21.4
NBC Star Trek (N)	19.2	40.6

9-9:30

ABC Bewitched (R)	16.5	33.3
CBS Movie (R)	10.9	21.6
NBC Star Trek (N)	20.4	40.6

9:30-10

ABC That Girl (N)	23.8	47.5
CBS Movie (R)	11.4	22.9
NBC The Hero (N)	10.0	20.1

10-10:30

ABC Hawk (N)	18.9	40.2
CBS Movie (R)	14.7	31.3
NBC Rowan & Martin (*)	8.3	17.9

10:30-11

ABC Hawk (N)	21.9	49.2
CBS Movie (R)	10.8	24.3
NBC Rowan & Martin (*)	9.0	20.6

Friday, Sept. 9

7:30-8

ABC Green Hornet (N)	21.5	54.8
CBS Wild West (R)	8.0	20.5
NBC AFL Football (Special)	7.3	20.5

8-8:30

ABC Time Tunnel (N)	25.7	57.6
CBS Wild West (R)	6.8	15.0
NBC Football (Special)	8.3	20.2

8:30-9

ABC Time Tunnel (N)	26.0	58.6
CBS Hogan's Heroes (R)	8.2	18.6
NBC Football (Special)	6.8	16.7

9-9:30

ABC Milton Berle (N)	25.9	51.3
CBS Gomer Pyle (R)	14.0	27.8
NBC Football (Special)	7.3	15.6

9:30-10

ABC Milton Berle (N)	24.3	47.0
CBS Smothers (R)	12.1	25.2
NBC Football (Special)	10.4	21.3

10-10:30

ABC 12 O'Clock High (R)	15.8	36.0
CBS News special	8.0	18.0
NBC AFL/U.N.C.L.E. (Special/R)	13.6	30.5

10:30-11

ABC 12 O'Clock High (R)	15.8	38.0
CBS News special	6.3	15.1
NBC U.N.C.L.E. (R)	12.8	30.6

Saturday, Sept. 10

7:30-8

ABC Shane (N)	12.5	35.4
CBS Cont'l Showcase (*)	8.7	24.9
NBC Flipper (R)	10.1	28.7

Trendex
Rating Share

8-8:30

ABC Shane (N)	16.1	39.9
CBS Cont'l Showcase (*)	7.4	18.3
NBC Jeannie (R)	12.7	32.2

Sunday, Sept. 11

7:30-8

ABC Voyage to Bottom of Sea (R)	9.3	21
CBS It's About Time (N)	20.9	47
NBC Walt Disney (R)	11.1	25

8-8:30

ABC Preview Tonight (Special)	8.8	17
CBS Ed Sullivan (NP)	23.5	47
NBC Walt Disney (R)	15.8	31

8:30-9

ABC Preview Tonight (Special)	10.4	18
CBS Ed Sullivan (NP)	27.0	47
NBC Hey, Landlord (N)	16.8	29

9-9:30

ABC Movie (R)	13.0	24
CBS Garry Moore (N)	16.6	30
NBC Bonanza (NP)	25.4	46

9:30-10

ABC Movie (R)	10.5	18
CBS Garry Moore (N)	18.7	32
NBC Bonanza (NP)	29.3	50

10-10:30

ABC Movie (R)	12.7	23
CBS Candid Camera (NP)	17.2	31
NBC Andy Williams (NP, NT)	21.6	39

10:30-11

ABC Movie (R)	12.1	25
CBS Whats My Line? (NP)	15.8	33
NBC Andy Williams (NP, NT)	17.5	36

Monday, Sept. 12

7:30-8

ABC Iron Horse (N)	17.2	34
CBS Gilligan's Island (NP, NT)	11.8	23
NBC Monkees (N)	11.3	22

8-8:30

ABC Iron Horse (N)	18.5	35
CBS Run, Buddy, Run (N)	14.7	28
NBC I Dream of Jeannie (NP, NT)	14.5	27

Arbitron
Rating Share

Trendex
Rating Share

8:30-9

ABC Rat Patrol (N)	19.8	34
CBS Lucille Ball (NP)	21.4	37
NBC Roger Miller (N)	13.7	24

9-9:30

ABC Felony Squad (N)	19.2	34
CBS Andy Griffith (NP)	20.3	36
NBC Road West (N)	16.2	28

Arbitron
Rating Share

Trendex
Rating Share

a lengthy mission." Ann Hodges, *Houston Chronicle*.

"... opening yarn was a breath-catcher..." Terrence O'Flaherty, *San Francisco Chronicle*.

That Girl (ABC-TV, Thursday 9:30-10 p.m. EDT).

"If bounce, energy and an abundance of lighthearted naivete can provide the spark of success, Marlo Thomas, Danny's daughter, is on the right track." Bill Irvin, *Chicago's American*.

"Everybody take a bow." Don Page, *Los Angeles Times*.

"... a tasteful blend of the usual elements of situation comedy." Lawrence Laurent, *Washington Post*.

"... a delight..." Ben Gross, *New York Daily News*.

"... consistently entertaining and risible." Percy Shain, *Boston Globe*.

"... noticeable scarcity of even mildly amusing quips..." Harry Harris,

Philadelphia Inquirer.

The Hero (NBC-TV, Thursday 9:30-10 p.m. EDT).

"... has plenty of potential..." Harry Harris, *Philadelphia Inquirer*.



"... strikes me as believable..." Percy Shain, *Boston Globe*.

"... an idea that might be amusing [but the first program] was too patent to be fun." Jack Gould, *New York Times*.

"... enough sight gags to stock a silent movie." Lawrence Laurent, *Washington Post*.

"Another winner." Aleene MacMinn, *Los Angeles Times*.

"NBC may have a 'sleeper' in this one." Paul Molloy, *Chicago Sun-Times*.

"The premise is funny and so is the star, Richard Mulligan." Bill Irvin, *Chicago's American*.

The Hawk (ABC-TV, Thursday 10-11 p.m. EDT).

"... taut, suspenseful..." Harry Harris, *Philadelphia Inquirer*.



"... enough virtues to suggest the series may find a niche for itself..." Jack Gould, *New York Times*.

"... the best mix and action flow of any show unveiled to date..." Percy Shain, *Boston Globe*.

"... large on violence and bad dialogue." Ann Hodges, *Houston Chronicle*.

"... for viewers who like tales of criminal action in New York after sundown, *Hawk* has to be a hit." Peggy Constantine, *Chicago Sun-Times*.

"One of the best crafted of the new television programs..." Terrence

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
9:30-10					8:30-9				
ABC Peyton Place (NP, NT)	22.8	39	22.4	39.0	ABC Monroes (N)	13.6	24	15.3	28.4
CBS Family Affair (N)	17.0	29	21.2	36.9	CBS Beverly Hillbillies (NP)	17.7	32	18.0	33.7
NBC Road West (N)	15.0	26	9.9	17.2	NBC Virginian (NP)	18.9	34	19.2	36.2
10:10:30					9-9:30				
ABC Big Valley (NP,NT)	17.2	34	16.0	33.2	ABC Man who never Was (N)	15.4	27	16.1	30.4
CBS Jean Arthur Show (N)	14.4	28	14.3	30.3	CBS Green Acres (NP)	21.5	38	17.4	32.9
NBC Run for Your Life (NP)	13.8	27	14.5	30.1	NBC Chrysler Theater (NP)	14.1	25	16.2	30.5
10:30-11					9:30-10				
ABC Big Valley (NP, NT)	17.8	38	14.2	30.9	ABC Peyton Place (NP)	17.5	32	21.5	36.9
CBS I've Got a Secret (NP, NT)	11.5	24	12.4	27.7	CBS Gomer Pyle (NP, NT)	18.5	33	17.6	30.0
NBC Run for Your Life (NP)	13.5	29	15.7	34.6	NBC Chrysler Theater (NP)	14.1	25	16.0	27.5
Tuesday, Sept. 13					10:10:30				
7:30-8					ABC Stage 67 (N)	11.3	22	10.1	19.7
ABC Combat (NP)	12.2	25	10.3	22.2	CBS Danny Kaye (NP)	15.6	31	14.3	27.8
CBS Dakari (NP)	12.5	26	12.0	25.9	NBC I Spy (NP)	17.1	34	22.2	43.1
NBC Girl from U.N.C.L.E. (N)	18.9	39	22.3	47.4	10:30-11				
8-8:30					ABC Stage 67 (N)	9.9	22	7.9	17.8
ABC Combat (NP)	13.0	24	13.9	26.0	CBS Danny Kaye (NP)	13.1	29	13.2	29.5
CBS Dakari (NP)	14.1	27	15.1	28.3	NBC I Spy (NP)	17.8	39	21.2	47.5
NBC Girl from U.N.C.L.E. (N)	20.5	39	22.2	41.7	Thursday, Sept. 15				
8:30-9					7:30-8				
ABC The Rounders (N)	15.8	27	12.6	22.6	ABC Batman (NP)	17.6	35	18.7	41.1
CBS Red Skelton (NP)	19.9	35	17.6	31.5	CBS Jericho (N)	13.1	26	12.9	28.5
NBC Occasional Wife (N)	18.0	31	22.6	40.5	NBC Daniel Boone (NP)	14.2	28	10.1	22.2
9-9:30					8-8:30				
ABC Pruitts of Southhampton (N)	18.8	31	21.1	37.7	ABC F Troop (NP, NT)	14.4	28	16.0	33.1
CBS Red Skelton (NP)	19.2	32	14.1	25.3	CBS Jericho (N)	15.6	31	15.3	31.7
NBC Movie (NP)	18.2	30	18.1	32.2	NBC Daniel Boone (NP)	15.8	31	11.7	24.3
9:30-10					8:30-9				
ABC Love on a Rooftop (N)	17.9	33	19.4	37.1	ABC Tammy Grimes (N)	11.4	21	11.9	22.4
CBS Petticoat Junction (NP)	12.6	23	9.0	17.5	CBS My Three Sons (NP)	18.1	34	19.2	36.0
NBC Movie (NP)	18.6	35	21.1	40.2	NBC Star Trek (N)	16.9	32	19.1	35.9
10-10:30					9-9:30				
ABC Fugitive (NP)	16.6	34	18.4	37.9	ABC Bewitched (NP)	16.6	29	15.6	39.0
CBS CBS News (NP)	7.6	16	8.4	17.4	CBS Movies (NP)	20.7	36	24.0	44.6
NBC Movie (NP)	19.1	40	17.5	36.4	NBC Star Trek (N)	16.1	28	12.3	22.8
10:30-11					9:30-10				
ABC Fugitive (NP)	17.1	39	16.7	37.8	ABC That Girl (N)	17.9	32	18.4	33.8
CBS CBS News (NP)	7.0	16	8.6	20.0	CBS Movie (NP)	23.2	41	24.7	45.4
NBC Movie (NP)	17.1	39	16.6	37.6	NBC Hero (N)	11.8	21	9.8	18.0
Wednesday, Sept. 14					10-10:30				
7:30-8					ABC Hawk (N)	13.8	29	16.5	31.2
ABC Batman I (NP)	14.2	29	19.6	40.0	CBS Movie (NP)	20.5	42	20.0	38.1
CBS Lost in Space (NP)	13.8	28	11.1	23.0	NBC Dean Martin (NP)	12.0	25	15.3	29.0
NBC Virginian (NP)	15.4	31	14.3	29.7	10:30-11				
8-8:30					ABC Hawk (N)	10.7	23	11.7	22.7
ABC The Monroes (N)	12.8	24	15.4	28.7	CBS Movie (NP)	19.3	42	19.1	37.0
CBS Lost in Space (NP)	16.4	31	17.6	33.3	NBC Dean Martin (NP)	15.1	33	18.7	36.3
NBC Virginian (NP)	17.1	32	15.7	29.7					

O'Flaherty, *San Francisco Chronicle*.

"... tension built nicely..." Aleene MacMinn, *Los Angeles Times*.

"... may be pretty exciting..."

Joseph T. Sullivan, *Boston Herald*.

"... unique flavor of harsh and brittle realism." Bill Barrett, *Cleveland Press*.

The Green Hornet (ABC-TV, Friday 7:30-8 p.m. EDT).

"... just sluggishly old hat rather than divertingly awful..." Jack Gould, *New York Times*.



Lawrence Laurent, *Washington Post*.

"... it isn't funny and it isn't much fun." Ann Hodges, *Houston Chronicle*.

"... what that handsome young publisher needs is psychiatric help."

"... humorless, unimaginative, unimportant and unnecessary." Dwight Newton, *San Francisco Examiner*.

"... generates nothing but boredom..." Walt Dutton, *Los Angeles Times*.

"... an excuse for tasteless violence..." John Voorhees, *Seattle Post-Intelligencer*.

"... so bad it almost defies description." C. J. Skreen, *Seattle Times*.

"Let's face it, Mr. Dozier, your hornet has no sting." Bob Tweedell, *Denver Post*.

"Noisy and deadly dull." Paul Molloy, *Chicago Sun-Times*.

Tarzan (NBC, Friday 7:30-8:30 EDT. Advance premiere shown Thursday Sept. 8, 7:30-8:30 p.m. EDT).

"... crude and corny..." Bob Tweedell, *Denver Post*.

"... active scene bogged down in sterile dialogue and badly paced direction..." Hal Humphrey, *Los Angeles Times*.



"... No situation comedy of the new TV season thus far has been so daring, or funny..." Bob Williams, *New York Post*.

"... incredibly naive and corny..." Percy Shain, *Boston Globe*.

"... looks exactly like those tired old, infinitely inept Hollywood jungle epics TV keeps re-rerunning." Harry Harris, *Philadelphia Inquirer*.

The Time Tunnel (ABC-TV, Friday 8-9 p.m. EDT).

"... fine acting and a highly professional production gave it all a gloss of wonder." Harriet Van Horne, *New York World Journal Tribune*.

"... an ingenious scene-changer for a dramatic-history series." Terrence

Sparkling TV entertainment for the young in heart



PRINCE PLANET

A brand new thrill-packed adventure cartoon series. 52 one-half hour rousing episodes in black and white.

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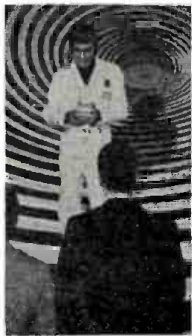
130 brand new five-minute swashbuckling action-packed, seafaring cartoons in glorious color with full animation.



HOLIDAY STORY BOOK OF FABLES

The screen awakens to a big, wide, wonderful world of enchantment. 13 live action films in color including Sleeping Beauty, Snow White, Cinderella, Hansel and Gretel, The Bremen Town Musicians, etc.

O'Flaherty, *San Francisco Chronicle*.
 "... rates as a superior effort in the science-fiction realm." C. J. Skreen, *Seattle Times*.



"... provocative possibilities." Dwight Newton, *San Francisco Examiner*.

"... a good deal more promising than many..." John Voorhees, *Seattle Post-Intelligencer*.

"... something for the preteen crowd." Bob Hull, *Los Angeles Herald-Examiner*.

"... may have better luck when it looks into the future..." Jack Gould, *New York Times*.

The Milton Berle Show (ABC-TV, Friday 9-10 p.m. EDT).

"Fast-paced hour of brash nonsense." Hal Humphrey, *Los Angeles Times*.

"... a triumphant homecoming." Ann Hodges, *Houston Chronicle*.

"Happiest event of the weekend..." C. J. Skreen, *Seattle Times*.

"... a little bit of Berle goes a long way [but he] is one of the hardest-working clowns in the business." Paul

Molley, *Chicago Sun-Times*.

"... a fine show." Jack E. Anderson, *Miami Herald*.



"... emergency call should be sent out immediately for writers who can write funny." Harriet Van Horne, *New York World Journal Tribune*.

"... always a pleasure to watch a craftsman at

work." Terrence O'Flaherty, *San Francisco Chronicle*.

Shane (ABC-TV, Saturday 7:30-8:30 p.m. EDT).

"... any resemblance to the movie was without intent, one can hope." Bob Hull, *Los Angeles Herald-Examiner*.



"Instead of suspense, they built tedium." Lawrence Laurent, *Washington Post*.

"... the knowledgeability brought to its preparation could win a regular audience." Jack Gould, *New York*

Times.

"... awfully long hour..." Paul Henniger, *Los Angeles Times*.

"... stacks up as a serviceable western..." C. J. Skreen, *Seattle Times*.

"It's a shame... I had great expectations." Dean Gysel, *Chicago Daily News*.

"The cast is excellent and it depends on how much heavy realism with no lightness a viewer can take." Fairfax Nisbet, *Dallas Morning News*.

It's About Time (CBS-TV, Sunday 7:30-8 p.m. EDT).

"One of the silliest shows of the season..." Bob Hull, *Los Angeles Herald-Examiner*.



"Gilligan's Island looks good now..." Jack Gould, *New York Times*.

"I kept waiting for [it]... to start... but the show never came." Bernie Harrison, *Washington Evening Star*.

"... an arrogant insult to everyone over age 5." Hal Humphrey, *Los Angeles Times*.

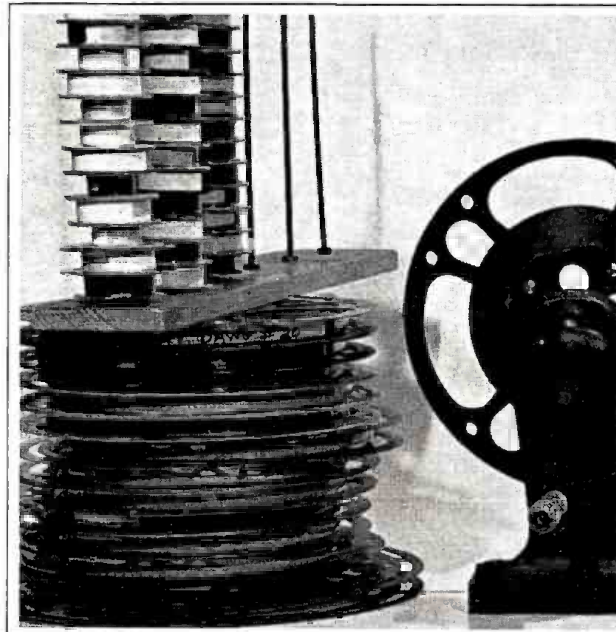
"... momentarily funny..." Bob Williams, *New York Post*.

"... a wild comedy... the jokes are terrible..." Harriet Van Horne, *New York World Journal Tribune*.

"... I suspect that [it] heads the



There are washings....



Then, there are washings!

Like the washing and lubrication our film department gives every frame of film before it is aired... kid glove treatment that assures programs, commercials, public service or promo films quality performance always. Call your Petryman for your washing day.

first annual casualty list . . ." Ann Hodges, *Houston Chronicle*.

"Corny . . . but if *Gilligan's Island* can make it big, this one should also." Fairfax Nisbet, *Dallas Morning News*.

Hey, Landlord! (NBC-TV, Sunday 8:30-9 p.m. EDT).

" . . . a light-weight comedy . . ." Bob Hull, *Los Angeles Herald-Examiner*.



" . . . better than the title suggests." Harriet Van Horne, *New York World Journal Tribune*.

" . . . can't last long." Bob Williams, *New York Post*.

" . . . meager half hour." Hal Humphrey, *Los Angeles Times*.

" . . . a kind of 'Sugarfoot Goes to the City' . . ." Ann Hodges, *Houston Chronicle*.

" . . . a gentle situation comedy." Lawrence Laurent, *Washington Post*.

" . . . I wasn't overcome with laughter . . ." Millie Budd, *Houston Post*.

Garry Moore Show (CBS-TV, Sunday 9-10 p.m. EDT).

" . . . the biggest disappointment of the season . . ." Walt Dutton, *Los Angeles Times*.

"There's work ahead . . ." Lawrence

Laurent, *Washington Post*.

"Unless steps are taken promptly, he is likely to become the latest sacrifice to the Great White Spirit of the West, name of Ben Cartwright . . ." Donald Kirkley, *Baltimore Sun*.

" . . . nothing really happened of the smallest humorous consequence . . ." Bob Williams, *New York Post*.



" . . . is the worst full hour in prime time to be presented within memory . . ." Terrence O'Flaherty, *San Francisco Chronicle*.

" . . . an exceptionally anemic hour." Jack Gould, *New York Times*.

" . . . failed to meet the big-time requirements of evening viewing." Jack E. Anderson, *Miami Herald*.

" . . . a bore . . ." Millie Budd, *Houston Post*.

" . . . a lackluster affair . . ." C. J. Skreen, *Seattle Times*.

"The show opened with applause and Moore predicting, 'It ain't gonna be that good.' He was right." Dean Gysel, *Chicago Daily News*.

"They spoofed everything, and amus-

ingly." Fairfax Nisbet, *Dallas Morning News*.

Iron Horse (ABC-TV, Monday 7:30-8:30 p.m. EDT)

" . . . has every prospect of being an enduring lusty western." Jack E. Anderson, *Miami Herald*.



" . . . strictly conventional movie stuff." Kay Gardella, *New York Daily News*.

" . . . another winning series . . ." Paul Henniger, *Los Angeles Times*.

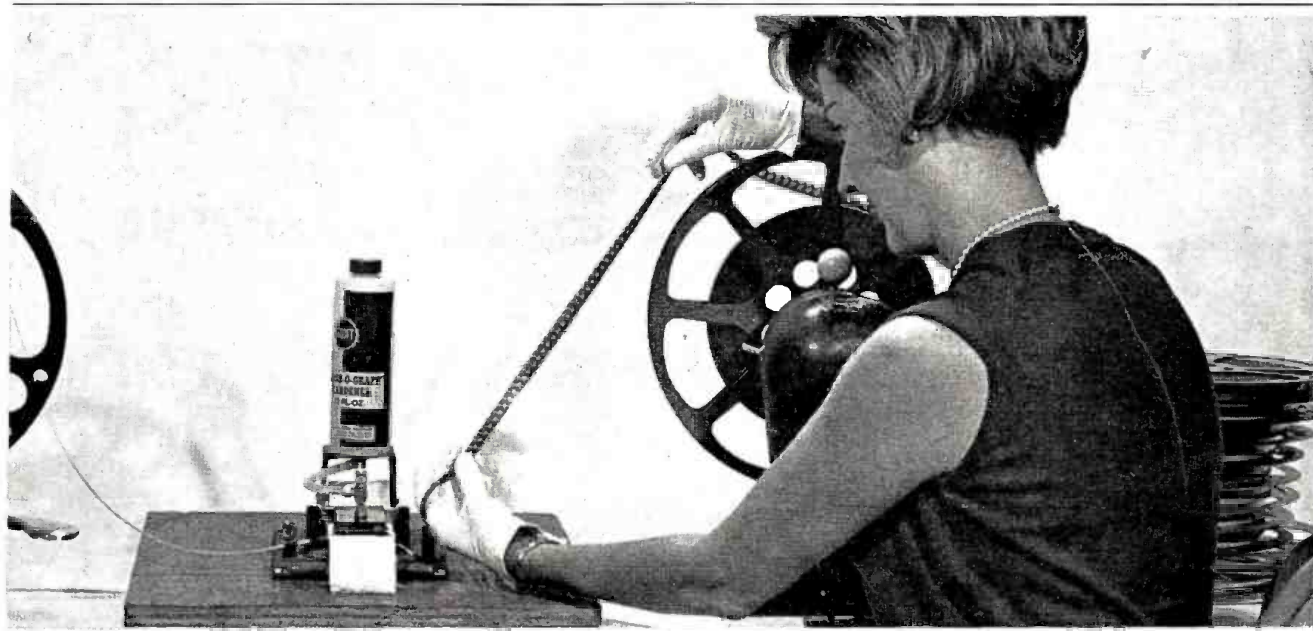
"Dale Robertson . . . comes off as the most engaging rogue since James Garner quit playing *Maverick*." Lawrence Laurent, *Washington Post*.

" . . . featured more action and more chest hair than other oaters . . ." Bob Hull, *Los Angeles Herald Examiner*.

"There's no mistaking this horse opera. Its played strictly for the kids." Dean Gysel, *Chicago Daily News*.

The Monkees (NBC-TV, Monday 7:30-8 p.m. EDT)

" . . . could be the first comedy hit of the season." Jack Gould *New York*



WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

the *Quality touch*

Times.

"... moments of wonderful, wild humor..." Harriet Van Horne, *New York World Journal Tribune*.



"... a show fighting itself..." Percy Shain, *Boston Globe*.

Globe.

"... extraordinary laugh-maker..." Bob Hull, *Los Angeles Herald-Examiner*.

"Adults will scream in outrage... will delight the young..." Lawrence Laurent, *Washington Post*.

"... a delectable treat..." Bob Williams, *New York Post*.

Run, Buddy, Run (CBS-TV, Monday 8:30 p.m. EDT)

"... has possibilities..." Jack E. Anderson, *Miami Herald*.



"... dialogue is painfully shallow..." Don Page, *Los Angeles Times*.

"... a deadpan lampoon of *The Fugitive*..." Harriet Van Horne, *New York World Journal Tribune*.

"... runs out of steam..." Joseph T. Sullivan, *Boston Herald*.

"... doesn't seem to have the staying power to click as a weekly entry..." Percy Shain, *Boston Globe*.

"... out of Hollywood's bottomless bin of trivia..." Jack Gould *New York Times*.

"Personally, I shall run from Buddy..." Lawrence Laurent, *Washington Post*.

"Smartly done..." Bernie Harrison, *Washington Evening Star*.

Rat Patrol (ABC-TV, Monday 8:30-9 p.m. EDT)

"... a gritty, suspenseful action show..." Jack E. Anderson, *Miami Herald*.



"... the same tired old cliches abound..." Percy Shain, *Boston Globe*.

"... exciting..." Kay Gardella, *New York Daily News*.

"... had moments of excitement..." Bob Hull, *Los Angeles Herald-Examiner*.

"... the opening plot came out of someone's mimeograph file..." Lawrence Laurent, *Washington Post*.

The Roger Miller Show (NBC-TV, Monday 8:30-9 p.m. EDT)

"... seemed just a little too casual and off-hand, even a bit cluttered..." Aleene MacMinn, *Los Angeles Times*.



"... a mediocre effort at best..." Kay Gardella, *New York Daily News*.

York Daily News.

"Can't lose... except to the competing *Lucy*..." Bob Williams, *New York Post*.

"... failed to make much of an impression..." Bob Hull, *Los Angeles Herald-Examiner*.

"A solid, impressive opening..." Lawrence Laurent, *Washington Post*.

Felony Squad (ABC-TV, Monday 9:30 p.m. EDT)

"... a vicious and stupid show..." Dwight Newton, *San Francisco Examiner*.



"... nothing slightly distinctive..." Bob Williams, *New York Post*.

"... seems concerned with supporting the police viewpoint, which may put it in the social-protest class in some circles..." Bob Hull, *Los Angeles Herald Examiner*.

"... a tough, almost brutal show with unbelievably bad writing..." Lawrence Laurent, *Washington Post*.

"Another tired extension of the detective theme..." Dean Gysel, *Chicago Daily News*.

The Road West (NBC-TV, Monday 9-10 p.m. EDT)

"... all the western charm of an old William S. Hart boot..." Joseph T. Sullivan, *Boston Herald*.



"... looks like it will build up a steady audience..." Percy Shain, *Boston Globe*.

"We think [it] will be taken to the hearts of viewers..." Kay Gardella, *New York Daily News*.

"... beamed with a surprising degree of effectiveness..." Bob Hull, *Los Angeles Herald-Examiner*.

"... had many moments which were rewarding..." Terrence O'Flaherty, *San Francisco Chronicle*.

"... excellently cast and acted..." Jack E. Anderson, *Miami Herald*.

A Family Affair (CBS-TV, Monday 9:30-10 p.m. EDT)

"... should have it made for at least a season or two..." Hal Humphrey, *Los Angeles Times*.



"It's all as cute as a puppy's behind and if [you] dig this blarney, be my guest..." Jack E. Anderson, *Miami Herald*.

"It's easy to take..." Joseph T. Sullivan, *Boston Herald*.

"I may tune in each week just to watch [Anissa Jones] pout..." Harriet Van Horne, *New York World Journal Tribune*.

"The lilt is deflated by the noise..." Percy Shain, *Boston Globe*.

"... has wonderous warmth, subtle

humor and flashes of slapstick cemented in realism." Dwight Newton, *San Francisco Examiner*.

The Jean Arthur Show (CBS-TV, Monday 10-10:30 p.m. EDT)

"... promises very little in the way of sound comedy..." Joseph T. Sullivan, *Boston Herald*.



"What this series needs is a good defense..." Kay Gardella, *New York Daily News*.

"... among the disappointments..." Bob Hull, *Los Angeles Herald-Examiner*.

"... a class production in scenery, costumes and talent..." Aleene MacMinn, *Los Angeles Times*.

"... put the blame on one of the most frightful, triteful scripts..." Dwight Newton, *San Francisco Examiner*.

"... a triumph..." Jack E. Anderson, *Miami Herald*.

The Girl from U.N.C.L.E. (NBC-TV, Tuesday 7:30-7:30 p.m. EDT)

"... moves along nicely, thanks to some clever dialogue..." Walt Dutton, *Los Angeles Times*.



"... next season... we'll be ready for a new series about *The Jackass from U.N.C.L.E.*" Lawrence Laurent, *Washington Post*.

"... violent sadistic and altogether repellent..." Harriet Van Horne, *New York World Journal Tribune*.

"... *The Man from U.N.C.L.E.* in high heels..." Paul Molloy, *Chicago Sun-Times*.

"Television programming these past few years has achieved a fine state of uniformity with hardly a Brand X in the bundle, but the trouble has been the imitators never went far enough..." Bill Barrett, *Cleveland Press*.

Occasional Wife (NBC-TV, Tuesday 8:30-9 p.m. EDT)

"... may amuse your dotty old Aunt Susie but its ineptitude will be painful for the rest of the family..." Harriet Van Horne, *New York World Journal Tribune*.



"... light-hearted, potentially sophisticated comedy..." Bob Hull, *Los Angeles Herald-Examiner*.

"... a sure cure for insomnia. It beats sleeping pills and is guaranteed

Programming continues on page 91

Who watches TV around the clock to keep electric service so dependable?

The electric company people

—the folks at your investor-owned electric light and power companies,* who use all kinds of bright ideas to make sure your electric service is always on the job—ideas like closed-circuit TV that lets operators look inside power plant furnaces.

*Names of sponsoring companies available through this magazine.



We put the "English" into Spanish

and in the process

stature

growth

and a lot of sophisticated advertisers

SPANISH INTERNATIONAL NETWORK



SPANISH INTERNATIONAL NETWORK

250 Park Avenue, New York 17, N. Y.
OXford 7-0585

721 North Bronson, Hollywood 38, Cal.
HOLLYwood 6-8131



For identification of pictures see page 68

Spanish market: undersold, undervalued

BUT ADVERTISERS ARE BECOMING MORE AND MORE AWARE OF ITS POTENTIAL

More than 450 years after the explorer, De Soto, advertising agencies in growing numbers are beginning to discover Spanish U.S.A.

The quest has been long, tedious and skeptical. But in the past few years Madison Avenue and the other advertising alleys in major U. S. cities have been discovering that the approximately 8.5 million Spanish-speaking Yanquis can be a loyal and responsive audience for a host of mass-consumed goods and services.

And advertisers have been discovering too that the spoken word, particularly on radio, can be a prime catalyst in helping to move more than \$8 billion of goods and services each year to households of Spanish Americans stretching from New York to Miami, San Antonio, Tex., Los Angeles and numerous other communities in the nation.

Now Emerging ■ With discovery, admittedly, has come no bonanza. But this market, which had been virtually and figuratively an "invisible America" to many advertisers and agencies a few years ago, is emerging from the shadows. And it is edging into the marketplace as a target for an expanding list of advertisers.

In 1966, for example, national, regional and local advertisers are expected

to invest an estimated \$11 million in Spanish radio and television here. This sounds, in the vernacular, poquito ("a little bit"), and it is. But it is approximately twice the amount that was funneled into these specialized broadcast media five short years ago. And the horizon appears brighter.

In the Hispanic media mix, radio is, of course, the leader by nature of the large number of stations programming to this audience. There are only a few TV stations in the U. S. with a dominant Spanish appeal. The most authoritative estimates are that \$8 million will be allocated to Spanish radio this year and in the neighborhood of \$3 million to TV.

New York is the number-one market, earmarked for approximately \$5 million in advertising expenditures, with radio garnering about \$4 million and TV, \$1 million. The runner-up, Los Angeles, is touted as a \$3 million broadcast sector, with \$1.5 million each allotted to TV and radio. San Antonio is tabbed a \$1.2 million market with television gaining \$500,000 and radio \$700,000. Spanish radio billing in Miami is placed in the neighborhood of \$300,000 and the remainder of the country is gauged at \$1.5 million. (These estimates were provided in talks with agencies, stations

and representatives involved with the Spanish media.)

It is obvious there are no easy shortcuts or get-rich-quick schemes to sell Spanish radio and television. It is a long and hard sell. But it is moving ahead.

Undersold ■ It is the conviction of many station operators and representatives that despite the advances made, the Spanish market is undersold, underbought and undervalued.

They recognize that they have been remiss in providing agencies and advertisers with desired qualitative and quantitative research information. But some station officials contend they are moving in as quickly as finances can permit to fill the "figures gap." They realize, too, that a reinforced sales, advertising and promotion effort is required to tell and retell their story.

But on the other side of the coin, media officials believe that many agencies, despite the heightened interest, still underbuy and undervalue the medium. They contend that except in isolated instances, advertisers regard Spanish TV and radio as media to be

Broadcasting
THE BUSINESS OF TELEVISION AND RADIO
SPECIAL REPORT

SPANISH MARKET: UNDERSOLD, UNDERVALUED continued

used for special promotions and for campaigns geared only to specific mass-consumed products with special appeal to this audience. They acknowledge that some agencies give the impression that an investment in the Spanish market, though it may be worthwhile, is scarcely worth the effort in terms of the comparatively meager advertising money involved.

But prejudices are being broken down. Advertisers new to the Spanish market are testing it and are returning on an expanded scale. Station operators attribute the accelerated interest to a combination of factors: the cumulative effect of selling the Spanish market

Pictures shown on page 67 include: Top left, KOXR Oxnard, Calif., gives winners on its 'KOXR Aficionados,' an amateur talent show, cash prizes. Shown (l to r) Henry Palomino and Jose Castellanos, KOXR; Fidencio Macias, winner of \$250 prize and KOXR program director Carlos Palomares. Center left, WNJU-TV Linden, N.J., stars Myrta Silver on 'La Gorda de Oro,' (the fat golden one), each day for Goya Foods and Sello Rojo Rice. Lower left, WHOM New York holds a picnic for teen-agers under auspices of the New York City Youth Board and Lever Brothers, sponsor of 'El Show de los Teen-agers.' Center, second from left, Don Mintz (r) district sales manager for Pet Milk Co. in Phoenix picks up 35,000 labels redeemed by KIFN Phoenix, from Luis Duarte, station news reporter. Top, second from left, a win-your-weight contest, 'Paga Su Peso,' held semi-monthly at Palisade Park, N.J. and broadcast over WADO New York; Libby, McNeill & Libby was sponsor. Top, second from right, opening day of the Dodger broadcasts in Spanish over KWKW Hollywood shows Jaime Jarrin sports director; Jose Garcia play-by-play commentator; Preston Gomex, Dodger third-base coach; Dave Van De Walker, of Smock, Debnam & Waddell, Union Oil agency and Everett Kunin, KWKW public relations director. Center, second from right, at the Spanish market exhibit the space occupied by WBNX New York attracted thousands last year. Upper right, La Consentida, famed Mexican singing star of movies and television, attracted thousands to an open-air broadcast from XED Mexicali, Mexico. Lower right, store openings draw thousands when Spanish music is broadcast. Here is a view of the parking lot of the Azteca Furniture Store after a conjunto band broadcast over KVOZ Laredo, Tex.

over a period of years, a sharper awareness of ethnic groups in general because of the civil-rights struggle, a keener realization by advertisers that they must broaden the base of their distribution to remain competitive and a growing appreciation of the values of reaching segmented audiences in this era of rising media costs.

Blue Chips ■ Among the leading users of Spanish radio and television are such blue-chip advertisers as R. J. Reynolds Tobacco Co., Ford Dealers Association, Quaker Oats, Falstaff beer, Coca-Cola, Pepsi-Cola, Pet milk, Borden Co., Lever Brothers, Carnation Co., Jax beer, SSS Tonic and Burgermeister beer.

Marketers of products realize that although their status is rising, Spanish Americans still tend to be in the lower-income brackets. But they spend a sizeable amount of money on the necessities of life. The median family income in New York is \$4,600 annually and in Los Angeles about \$5,000. Not nearly enough for big-ticket items (appliances, automobiles) but sufficient for food, drugs and other mass-consumed items.

Spanish Americans, according to various surveys, are loyal, dedicated listeners to radio. And even when bilingual, they respond more favorably to commercials in Spanish than in English.

As with general-market stations, there is a tendency among Spanish outlets to specialize in programing formats. A BROADCASTING survey with returns from 87 radio outlets shows that the most popular programs on 65 stations are music-news-sports formats: eight, talk: seven, live variety and seven, soap operas.

There are 30-odd station representatives in the Spanish field. The leaders in radio are National Time Sales, Savalli-Gates, Harland G. Oakes and UBC Sales Inc. Spanish International Network Sales is the national rep for TV stations in the U. S. and several border stations beaming from Mexico.

Representatives Comment ■ A summary of observation and comment from a sampling of national representatives in the Spanish market follows:

The Spanish market, according to Joseph Savalli, president of Savalli-Gates, is a growing one. More and more advertisers are using Spanish radio with a greater variety of products to reach a loyal audience at a cost that is comparatively low, he emphasized.

Savalli-Gates represents 10 stations in the Southwest and California. It began in this area with a few stations in late 1962 and gradually has expanded in this sector, though Mr. Savalli noted that the company is active in general market and Negro radio as well. He believes this "total representation" ap-

proach is beneficial to each element through exchange of marketing information.

The main roadblock to Spanish radio growth, he said, is the insistence of many advertisers on standing off from this medium unless a product or service is bought or used by at least 50% of the Spanish audience. Mr. Savalli feels there is an opportunity for both the media and the advertisers to capitalize on the values inherent in Spanish radio even when the consumer ratio falls short of the share arbitrarily set up by some marketers of goods and services.

"Spanish radio is stepping out," Mr. Savalli observed. "With a renewed selling effort, we know that advertisers will turn more and more to this market because it is a useful and valuable one."

Bigger Investment ■ In the view of National Time Sales, New York, the investment by advertisers in Spanish radio has doubled over the past five years and the representative organization attributes this thrust to the cumulative effect of the selling efforts of national sales reps and stations.

Bob Mugnai, eastern sales manager, indicated that Spanish radio has had to battle to persuade accounts to use the medium and, once in, to keep them on the schedules. He noted that in the past some advertisers tend to come in and go out, but today there are likely to be fewer "defectors."

In the past advertisers often have rationalized their absence from the Spanish broadcast media by claiming this audience is reached satisfactorily by general radio and TV. Mr. Mugnai continued. But evidence is piling up that the impact of commercials on Spanish audiences is considerably higher when the Spanish language is used, he reported.

Though inroads have been made on all levels of advertising for mass products and services, Mr. Mugnai said, the advances have been most substantial among products of which Spanish-speaking people have a high incidence of consumption. National Time Sales represents 30 Spanish-language stations in all parts of the U. S.

Robert Wittig, sales manager of UBC Sales Inc., which represents 10 Spanish-language radio stations in Texas, California, New York and Miami, pointed out that the sales picture has become "increasingly bright" over the past few years. He conceded that this is "no easy sell inasmuch as we have to convince advertisers to aim for the Spanish market and then convince them to use our stations."

The market that holds out immediate prospects for growth, according to Mr. Wittig, is the Miami area, where UBC Sales represents WFAB. He noted that in 1961 the Miami region had a Spanish-speaking population of less than 100,-

(continued on page 70)

SPANISH MARKET: UNDERSOLD, UNDERVALUED continued

000 but refugees from Cuba have raised the total to 275,000. He stressed that a large proportion of the immigration from Cuba represents professional and business people, who tend to be well educated, well financed and able to become integrated into the community without much hardship.

More Research Needed ■ Mr. Wittig believes that additional research information is needed to persuade advertisers of the value of the Spanish media, particularly in the Southwest. He noted that New York and Los Angeles have made strides in this area in the past few years and the time is appropriate for a concerted effort in behalf of the Southwest.

Harlan G. Oakes, president of Harlan G. Oakes & Associates, which represents 21 Spanish-language radio stations in the West, reported that Spanish radio has an attractive future in the U. S. But he chided some station operators for not promoting their outlets, not providing agencies with necessary rating information and not selling their medium vigorously and forcefully.

Despite these shortcomings, Mr. Oakes continued, he has confidence in Spanish radio for these reasons:

■ Full-time station operations are springing up in markets that previously were not considered sufficiently important for fulltime Spanish-language programming.

■ The upgrading of the Spanish community through the public-service efforts of some radio stations, which could "make far more money by fudging on

public service program structures."

■ The increased attention being paid to commercial announcements appealing to the Spanish community and to the announcers making them.

■ The screening and rejection by stations of questionable commercials and the reduction in the number of commercials carried by some stations, conforming to the basic limitations set forth by the National Association of Broadcasters' codes.

Rene Anselmo, executive vice president of Spanish International Network, which represents two UHF Spanish-language stations in the U. S. and four Mexican stations on the border, noted that he is cognizant of the obstacles facing Spanish TV, but said he was pleased with gains achieved to date. He pointed out that KMEX-TV Los Angeles, which went on the air in 1962, made it "into the black" in 1965 and is reaching for billing of \$1.5 million this year. KWEX-TV San Antonio, Tex., has been moving "in and out of the black" on a monthly basis, he said, but the outlook is promising.

"We know we have a tough selling job." Mr. Anselmo acknowledged. "We're Spanish and we're UHF. But as UHF expands, as it is sure to do, and we step up our efforts to advertisers, we must grow. We have been making special studies to show advertisers that we have viewers who are responsive and are part of the general market in Los Angeles and San Antonio. We feel we are making considerable headway."

As an indication of the confidence in

Spanish TV, Mr. Anselmo said, Spanish International Broadcasting, which owns and operates KMEX-TV and KWEX-TV, intends to operate seven such stations ultimately in the U. S. He added that an application already has been made for Corpus Christi, Tex., by KWEX-TV.

Chicago Latin market growing

City's industry attracts more and more Mexicans and Puerto Ricans

Chicago's diversified manufacturing economy is the lure that has held a large Mexican-American market and is wooing a mushrooming Puerto Rican market, both from Puerto Rico itself and from New York. With other Latins they now total nearly 260,000 in the city and suburban communities.

Since the womenfolk are especially adept at factory tasks such as electronic assembly, many families are able to have two wage earners instead of one, helping swell average family incomes considerably. Many of the newcomers, however, are unskilled rural people and like other minority groups suffer the usual problems of adjustment to urban living.

Social workers, note though, that Spanish-language radio and now television are powerful forces helping to bridge the communication gap, to encourage and educate them and ultimately to sell them the products and services that their improving economic positions enable them to buy. Chicago's vast industrial base appears to be contributing in this direction by offering good pay and innumerable job opportunities.

Except for the Mexican-American community, largely concentrated on the city's west side, the Latin population of Chicago is scattered. For this reason the broadcast media are most suited to reach them. The four small Spanish-language weekly papers fill their niche but can't match the round-the-clock service of stations.

Local Advertising ■ Radio advertising to the Spanish market for the most part is local and is handled on the basis of a modern version of brokerage for time sales. The stations today, however, maintain close control of all elements of programming and their contracts usually call for the freelance program personality to insert frequent public-service material and news. There is some national business placed through agencies but it is still quite modest, the stations report.

Since 1950 the Puerto Rican influx



At KCOR San Antonio one of the most successful programs is the weekly amateur show from the stage of San Antonio's Alameda Theatre.

Staged each Friday night, the program draws capacity crowds in the theatre as well as notable results for its sponsors.

The seventh largest metro market in the United States is completely surrounded by water.



That's Puerto Rico, of course! With a population of over two and one-half million, it ranks seventh* among U.S. Metro Markets, ahead of Boston, and just behind San Francisco-Oakland. And, this offshore gold mine loves U.S. products, 1.4 billion dollars worth in 1965, making it Number One in imports of U.S. goods and services in Latin America.

Only one advertising medium covers the entire island of Puerto Rico, and that's television. In Puerto Rico, television is WAPA-TV. With its new tower, 4,049 feet above sea level, and affiliate WOLE-TV (Aguadilla-Mayaguez), WAPA-TV reaches all of Puerto Rico's TV households, island-wide, and in full color too! So is it any wonder that



WAPA-TV's Don Cholito says, "Wanna buy an island?" "Buy WAPA-TV!"

For Puerto Rico and U.S. Sales Offices:
WAPA-TV, San Juan, P.R. 724-3006
Screen Gems, Inc., N.Y. 212-751-4432

4 WAPA-TV
Television subsidiary of Screen Gems, Inc. 

*SRDS Metro Population Rank

CHICAGO LATIN MARKET GROWING continued

to Chicago has accelerated as New York overflows. Eastern Air Lines reports it takes a daily average of 100 to Chicago direct from San Juan.

The expansion of Spanish-language programming on WCIU-TV Chicago this past year is one good barometer of the booming market in the Midwest. A year ago UHF channel 26 WCIU began with four half-hour dramas each week and now has expanded such shows and related features to 15 half-hours weekly with more to be added soon. One reason: sponsor demand.

For two and one-half years WCIU has been airing two hours of taped bull fights from Mexico City in a prime Saturday evening position. Although the action is narrated in Spanish and has a huge native following, WCIU considers the program more of a general-appeal program in view of the wide audience among the English-speaking population too. Two months ago Divi-

sion Motors began on the bull fights with one spot weekly. The results were so immediate the company has bought full sponsorship sight unseen of a new series of Spanish-language movies that WCIU soon will start in the Saturday 10 p.m. period.

All of WCIU's Spanish features run regularly from 75% to 100% sold out and most original sponsors remain on the programs today. News in Spanish is slotted in frequent capsule periods and on Friday evening a full quarter-hour including newsfilm from the Spanish community is presented by one of the station's well known personalities, Enrique Lopez-Salgado. Another, Don Canuto, is host for the soap operas and *Senorita Television*, a new weekly quarter-hour feature which is seeking a beauty queen.

Another coming feature will be a daytime game show, *In the Bag*, aimed at the Spanish-speaking housewife. A

new major evening hour to start soon will be *Radar Artístico*, searching for the best of local amateur talent but to include occasional professional entertainers too. It will be conducted by Elias Diaz y Perez, popular Chicago radio personality on several stations since 1953.

Other Live Shows ■ Live Spanish shows on WCIU extend beyond news, the beauty contest and amateur hour. Henry Bellagamba, using the air name of his weekly program, *Mr. Nice*, interviews a variety of guests including entertainment stars. The weekly *Raul Cardona Show* features Latin dancing. WCIU gets a rate premium for its live features and the sponsors often wait in line to pay it, just as they do the film and video-tape programs, station officials report.

Apart from the dramas, which come from both Mexico City and Miami sources, WCIU also has a Thursday evening hour consisting of tape highlights from all of the musical variety shows on network television in Mexico.

WCIU won commendation from multiple sources at the time of the Puerto Rican district riots last June for its full-hour special featuring Chicago police and civic officials and leaders from the Puerto Rican community. WCIU Assistant Manager Gus Chan quickly arranged the show when the riots broke out and it was credited with helping to bridge the communications or language gap between citizens and the authorities.

Preparation H, Zenith and Alka-Seltzer are among national brands using WCIU to reach the Spanish, WCIU says, but local accounts predominate. Mr. Chan cites a local Spanish food distributor under the trade name of La Criolla "which has used the soap operas *Novelas* successfully to build their trade name and distribution. In one special promotion viewers were requested to send in 10 labels from any of the products to participate in a weekly drawing for merchandise prizes. Some 10,000 pieces of mail were obtained."

Popular Language Shows ■ Spanish-language programs have been among the most popular perennials on the three local Chicago stations that share time on 1240 kc and offer varied foreign-language fare. They are WCRW, WEDC and WSBC.

Josephine White, president of WCRW, cites Bustelo coffee and Goya brand products as among the national accounts although the business is mostly local. Noting the influx of Cubans, she points out that "they are some of the best educated people from that country."

Bill Mack, station manager of WEDC, recalls that in 1943 his outlet had only one weekly Spanish program but today WEDC features 11 hours daily. This growth is especially significant to advertisers, he notes, when one considers the

Radio success secret of wealthy Puerto Rican

Advertising on Spanish-language radio for his travel agencies and other businesses has helped make Claudio Flores (l) a millionaire since leaving Puerto Rico for Chicago just 12 years ago. He is shown here being sworn in by Chicago Mayor Richard J. Daley as a new member of the Chicago Commission on Human Relations following the city's riots last June.

Radio "definitely" was responsible for his business growth, Mr. Flores said, citing how he started with but one travel agency and now has six, plus a Spanish-language newspaper, a record company and other interests. He regularly advertises on most of the Chicago area Spanish-language shows and at times buys radio in San Juan to help sell travel there.

During the recent air strike he had two charter flights each weekend to take care of his business volume that normally uses the regular lines. While many Puerto Ricans in Chicago buy tickets to bring other relatives to the U. S., much of Mr. Flores's business is for their trips "home" for visits. Mr. Flores also believes he is the Midwest's largest wholesaler of package tours to Puerto Rico and Jamaica for the American market.

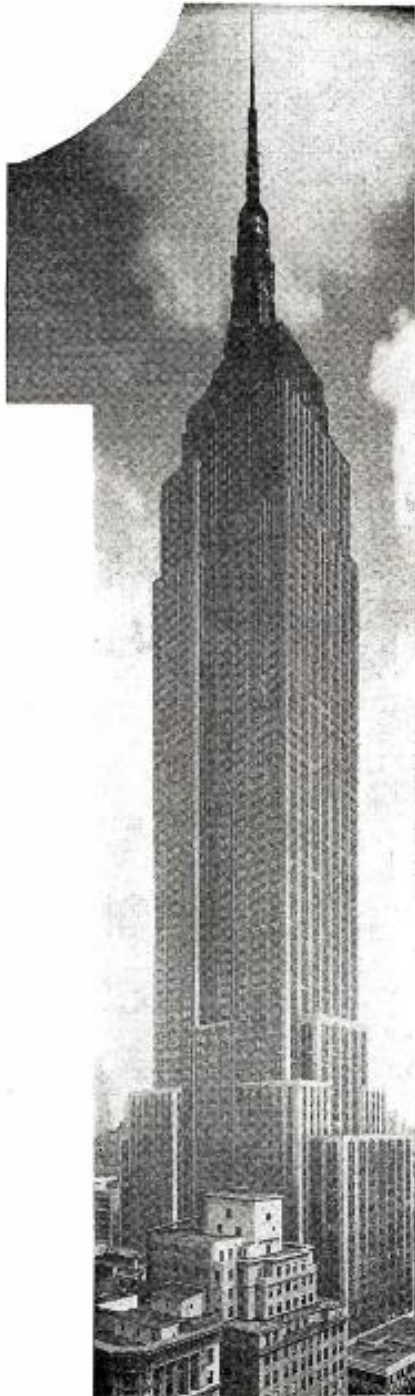
"Radio is one of the most effective media to get communication with the Spanish community in Chicago," Mr. Flores said, explaining it is par-



ticularly potent because it is so "personal" and able to reach people scattered all over the market. He said from personal experience he is well aware of the serious responsibilities of being a broadcaster.

Until a short time ago he personally, or in partnership, had interest in half of all the Spanish shows in the area, Mr. Flores said. For two years he was a partner with Elias Diaz y Perez, he recalled, and still has programs on WEAU Evanston, Ill.

Mr. Perez is probably Chicago's top Spanish personality today with five hours daily on several stations plus a new TV show. Mr. Perez said he has four people assisting him now, including two announcers.



**NEW YORK IS A
ONE CHANNEL MARKET
TO 1,500,000
SPANISH-LANGUAGE RESIDENTS!**

**In the Nation's Largest Market-Within-A-Market
CHANNEL 47 is the #1 Selling Medium...**

- #1 CIRCULATION — Largest of any Spanish-language medium in United States!
- #1 DELIVERY — More homes than any Spanish-language broadcasting station in United States!
- #1 VIEWERS — More viewers-per-set than any TV station in New York market!
- #1 SHARE — Highest share of audience in Spanish all-channel homes!

CHANNEL 47 is the #1 Selling Medium...

#1 STAR-SALESMEN

MYRTA SILVA
BOBBY CAPO
MIGUELITO VALDES
RAUL MARRERO
VIRUTA & CAPULINA

PUMAREJO
RUTH FERNANDEZ
EVA FLORES
PEPE BIONDI
NOVELAS — DRAMAS

MOVIES FROM MEXICO, ARGENTINA, SPAIN

TELEVISION SHOWCASE OF THE LATIN WORLD!

CHANNEL



WNJU-TV

BROADCASTING, September 19, 1966

NEW YORK SALES OFFICE — 743 FIFTH AVE. — TEL: (212) 233-6240
STUDIOS — 1020 BROAD ST., NEWARK, N. J. — TEL: (201) 643-9100
TRANSMITTER — EMPIRE STATE BUILDING, NEW YORK

CHICAGO LATIN MARKET GROWING continued

three-way sharetime split.

Roy Bellavia, program director at WSBC, explains that while music is the mainstay of that station's programming more than 16 hours weekly of Spanish-language programming, news and public-service announcements are important elements too. The music itself is mixed, he notes, to reflect the varied Puerto Rican, Mexican and Cuban tastes in this respect. One show is sponsored by the Argentine Cultural Society and aimed at the city's more than 4,000 migrants from that South American country.

WSBC's companion FM outlet, WXRT (FM) Chicago, claims to be the first FM outlet there to include Spanish-language programs. WXRT programs

separately from WSBC, Mr. Bellavia says, and enjoys rates several times those of the AM outlet because of the substantially greater coverage.

Another FM outlet in the area with programs aimed at the Spanish market is WYCA(FM) Hammond, Ind. WYCA's shows are slotted 3-6 p.m. Monday through Saturday, all locally sponsored, and serve the growing Mexican and Puerto Rican communities there. WJOB Hammond has a Spanish-language period Sunday 10-11:30 a.m. while nearby WLTH Gary, Ind., has a one-hour period Sunday morning.

WOPA Oak Park, Ill., just west of Chicago, continues to expand its Spanish shows to keep up with the growth of this market. WOPA now has five

hours daily plus weekend shows, chiefly locally sponsored.

WTAQ LaGrange, Ill., is fast catching up with WOPA's volume and cites how rapidly the Spanish market is growing in the western suburban industrial areas. WTAQ reports it is "very proud" of the quality of service given by its Spanish personalities who include many community-service features in their shows.

WMRO Aurora, and WJRC Joliet, both Illinois, now have weekly 90-minute Spanish-language features while WEAU Evanston, Ill., has several daily morning shows with Spanish personalities during those months of the year when its sign-on time moves back down the clock with the sunrise. Both local and national accounts participate on the programs, according to President Edward A. Wheeler.

Half the Latin market is in Southwest

MEXICAN-AMERICAN POPULATION OF FOUR MILLION, SPENDS \$4 BILLION

By tradition and temperament the heart of the Spanish market in the Southwest is Texas.

And by tradition it is Mexican, that colorful culture which predates even the strong Latin imprint of the past few hundred years and includes strains

of ancient Indian civilizations.

But while Texas naturally springs to mind first when an agency or advertiser—or most anyone else for that matter—talks about the Mexican-American market, this market in both economics and geography spreads through four other

states too. One of them, California (see page 78), now claims to outpace the Lone Star State in many dimensions, including population and per-capita earning power.

The other three, each a significant Spanish-language market in its own

Full-fidelity sound with the new GATES PRODUCER Recording Mixer

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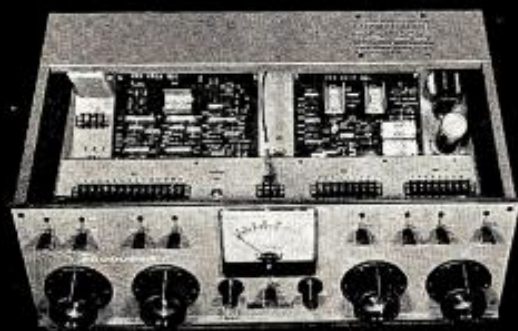
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right, are Arizona, Colorado and New Mexico.

Collectively they embrace some 4 million Spanish customers and a consumer market of over 4 billion, approximately half of the total U. S. Latin market. Station and advertiser experience as well as market research shows they are a broadcast-oriented people, loyal to their Spanish-language radio—and now television—personalities and programs. They are responsive and loyal too to the products and brands presented to them in their native tongue.

A Long Way to Go ■ Stations of the Southwest, especially those who devote themselves completely to serving the Spanish market, find national advertisers awakening to the extra profit potentials of this market. But they admit the educational process of agencies and advertisers still has a long way to go and will require more research and case history evidence to win them over.

Advertisers in the Know ■ National accounts like Procter & Gamble, Pet milk, Carnation or Quaker Oats long have been aware of the unique selling abilities of Spanish radio in the Southwest. Local advertisers, who spend their advertising dollars in proportion to the observable traffic and sales generated, are by and large the mainstay of most stations there, especially those whose schedules are only partly Spanish.

"If the national agency and adver-

tiser only knew what the local retailer knows about the impact of Spanish radio," is the typical exclamation of the Southwest broadcaster and his station representative. They note this market is so full of potential that, along the rich Rio Grande Valley, stations on both sides of the border compete for its attention and the Mexican stations have U. S. sales representatives (see page 90).

The growing economic vitality of the Mexican-American market in the Southwest, the rising per-capita income and the increasing ability and inclination to spend it for more and better brand products are points the Spanish broadcasters hasten to emphasize there too. Obviously the cliches of siesta, sombrero and desert cowboy are as sensitive subjects as they are outdated as facts.

U. of Texas Findings ■ The significance of the broadcast media to this market is pointed up in a recent study in Austin and San Antonio by the University of Texas. Its purpose was to learn the media habits of the Spanish community so as to better plan the service of educational KLRN(TV) San Antonio.

Spanish-speaking adults are twice as reliant upon radio as Anglo adults and some 70% of them expressed preference for radio programing in Spanish, according to the study. It also disclosed that over a quarter of the Spanish adults said they do not read a newspaper

while two-thirds said they do not regularly read magazines. About half said they prefer motion pictures in their native language.

Other findings of the study: The language used most often between husband and wife in Mexican-American homes is Spanish; three in 10 families use mixed language; mothers speak Spanish to their children in nearly four cases out of 10 and a mixture in five of 10, and of the children themselves, a mixture of Spanish and English is spoken two-thirds to three-fourths of the time.

Texas and other southwestern states can expect a rush of Mexican immigrants during the next two years, Leo Grebler, director of the Mexican-American study project at the University of California in Los Angeles, has reported. They will attempt to beat the deadline in 1968 of 120,000 immigrants imposed last year by Congress, he explained.

They Look Too ■ Apart from the saturation of Mexican-Americans along the Rio Grande international border area of Texas, the Spanish market there is concentrated heavily around San Antonio, Corpus Christi, Houston, Austin and Dallas-Fort Worth. They not only listen today but they also look.

Kwex-TV San Antonio, for example, is all-Spanish 60 hours a week and through Spanish International Network,

HERE'S SOMETHING TO CROW ABOUT!



KALI, KIFN, WMIE, WSOL, XEO-XEOR

ARE BUT A FEW OF THE TOP STATIONS
THAT ARE A PART OF

NATIONAL SPANISH LANGUAGE NETWORK

WHEN YOU THINK SPANISH RADIO ...
THINK-NSLN, WHEN YOU THINK NSLN

CALL

NATIONAL TIME SALES

112 East 42nd Street, New York, N. Y. 10017
BOB MUGNAI — Eastern Sales Mgr. 682-4500

Atlanta Representative West Coast Representative

Mr. Dave Carpenter
David Carpenter Company
1819 Peachtree St. N.E.
Atlanta, Ga. 30309

Mr. Harlan Oaks
HARLAN OAKS COMPANY
1680 No. Vine Street
Hollywood, California 90028



KALI ... Serves and sells to the
world's 2nd largest Mexican
Market.

XEO-XEOR ... Serves the needs
and desires of the Spanish speak-
ing people in the lower Rio
Grande Valley.

WSOL ... Serves 100,000 Span-
ish speaking people in prosperous
Tampa.

WMIE ... Set your sails booming
with "Radio Continental".

KIFN ... Covering Phoenix and
all central Arizona.

HALF THE LATIN MARKET IS IN SOUTHWEST continued

New York, enjoys a wide variety of national brand activity. Serial dramas are the station's most popular fare, according to Emilio Nicolas, manager. KWEX-TV also assists regional agencies like Glenn Advertising in the production of commercials.

Rene Anselmo of the SIN group reports the KWEX-TV group plans a Spanish TV outlet in Corpus Christi and SIN itself is putting a new TV outlet on the air in Matamoros, Mexico, opposite Brownsville, Tex. SIN also represents Mexican border stations XEFE-TV Laredo and XET-TV Juarez; will handle KPAZ-TV Phoenix when it begins.

Two other Texas TV stations have regular weekly Spanish features. They are KTRK-TV Houston and KRGV-TV Westlaco.

The new affluence of the Latin is reflected in FM listening too. KCUL-FM Fort Worth is now aiming fulltime for the Spanish market. One of San Antonio's major Spanish stations, KCOR, is constructing KCOR-FM there with a separate program service in Spanish contemplated. San Antonio is 50% Spanish-speaking, KCOR notes.

The significance of listener-customers

below the border as well as on this side is highlighted by KGBT Harlingen, Tex., whose 50-kw signal began beaming 100% in Spanish recently. National Sales Manager Willie Harris Jr. cites over 15-million border crossings into Texas were made in that area last year, many for the purpose of shopping.

Other major all-Spanish stations in Texas include KUKA San Antonio and KUNO Corpus Christi. KUKA just completed a highly successful contest for local native conjunto bands in behalf of Pioneer Flour Mills. Over 100,000 labels were voted by listeners for their favorite bands.

Market in Arizona - Arizona's Spanish population is estimated now to be more than 212,000, spread along the Mexican border and concentrated heavily in the Phoenix and Tucson areas. Several stations serve this market now and report increasing national advertiser activity.

KEVT and KXEW Tucson are both all-Spanish operations while KGUN-TV there has a popular two-hour weekly Spanish feature which includes Thrifty Drugs, Miller High Life beer. Colt 45 malt liquor and Texcote of Arizona among

regular participants.

Brands listed on KEVT and KXEW include Burgermeister beer, Budweiser, Holsum bread, Greyhound, Masa Harina, SSS Tonic, Ford and Hill Bros. coffee. KXEW recently drew praise from Carnation Co. for the "tremendous" movement of Contadina tomato sauce as a result of station-produced commercials and store merchandising.

KEVT, newly acquired in May by Alvin Korngold, New York trial attorney, has been revising its musical format to Spanish top 40 and continuing all Spanish language, including the addition of Associated Press's Spanish news wire. This summer KEVT sponsored a women's softball team that became state champion while this week the station will broadcast live from the business center as part of the Mexican Independence Day celebration.

The two all-Spanish stations in Phoenix, KCAC and KIFN, have many of these same advertisers and in addition list Coca-Cola, Midas Mufflers, General Mills, Warner Lambert and R. J. Reynolds among others. KCAC put on a free song book mail-pull test for a new sponsor, Mayov Laboratory of Los Angeles, and it did so well Mayov has signed a

KIFN within a few weeks collected 35,000 Pet Milk labels in a recent premium offer of a religious statuette for 50 labels. Pet used 20 spots a week in the offer.

KIKO Miami, Ariz., just east of Phoenix, reports it also completely ran out of mail premiums for one of Quaker Oats' recent promotions on its daily Spanish hour. The show also is sponsored by several name-brand beers, soft drink and milk firms.

Colorado and New Mexico - Colorado's 160,000 Spanish-speaking people listen to several stations there which include up to 10 hours a week in their language and one which is 100% Spanish, KAPI Pueblo, south of Colorado Springs. KAPI went all out in the Latin manner over five years ago and boosted Wonder bread's sales 20%, just as it is doing for other accounts like Greyhound, Hills Bros. coffee, Carnation, Quaker Oats and Dr. Pepper.

Other Colorado stations beaming parttime to the Spanish market include KGIW Alamosa, KFSC Denver, KDGO Durango, KYOU Greeley, KAVI Rocky Ford and KCRT Trinidad.

New Mexico's approximately 300,000 Spanish-speaking people are concentrated generally in two areas of the state, one being from Roswell southward along the Mexican-Texas border and the other northward from Albuquerque through Santa Fe to the Colorado border. New Mexico now has two all-Spanish stations plus several with an hour a day or more in that language.

KABQ Albuquerque is fulltime Spanish



Beatriz Llamas, entertains crowd of 5,000 Spanish-speaking citizens and KGBT Harlingen personality (r) dances on one foot as the station began its full-time Spanish operations. Celebra-

tion was held on the tip of Padre Island in Texas's Lower Rio Grande Valley. Station executives claim that KGBT, with 50-kw, is the most powerful Spanish station in the nation.

**There's only one
station that gets your
message to the buyers
in the total Spanish
community any time of
the day or night.**

WADO
1280 KC

Incidentally, the 1966 June-July 18 county Spanish Pulse survey shows that more people listen to WADO than any other Spanish language station in the greater New York area.

A Bartell Broadcasting Station—Division of Bartell Media Corp. Contact Sydney Kavaleer, V. P. and General Manager, WADO, 205 East 42nd Street, New York, N.Y. 10017. Phone: LE 2-9266.

in that area and recently drew acclaim from Glenn Advertising for its pull of nearly 24,000 entries in a sweepstake for Masa Harina. "Outstanding" is the word Carnation Co. used for KABQ's pull in

a contest for Contadina tomato paste too.

New Mexico's other all-Spanish station is KRDD Roswell, which switched to this format in early 1964. Among

the stations with an hour or more a day of programs in the Spanish language are KARS Belen, KOTS Deming, KTRC Santa Fe, KSIL Silver City and KSRC Socorro.

Coast one of richest Spanish markets

MEXICAN-AMERICAN MARKET IN LOS ANGELES TOTALS NEARLY MILLION

The Spanish language market in the West runs south in California from Sacramento-San Francisco to Los Angeles and San Diego, a straight line eastward to Phoenix, south again to Tucson, Ariz., and then northeast to New Mexico's Albuquerque and Santa Fe, and on to Denver. Some of the stops along the way include Bakersfield, Fresno, the Imperial valley (all California), Flagstaff, Nogales (both Arizona), Roswell, N. M., Colorado Springs and Pueblo, Colo. The market consists almost entirely of Mexican-Americans and Mexican nationals. Maybe a few Cubans and Central and South Americans are in there, but practically no Puerto Ricans.

There's little difference in traditions and customs between the Mexican in California and, say, the Mexican in Arizona. Differences probably do exist in income levels and social concepts. Generally speaking, the distance the Mexican gets from the Mexican border in the U. S. going north is in direct proportion to his income. The Mexican in Phoenix probably has a better stand-

ard of living than the Mexican in Nogales, which is just across the border. Similarly the Mexican in the Los Angeles area is likely to have a higher income level than the Mexican working in the Imperial valley.

What happens is that the better educated, more skilled, more conversant the Mexican is with the English language, the further north he drifts because the opportunities are greater. As a direct result of this—the further north he gets; the further away from his once-homeland—the higher his standard of living almost has to become in order for him to subsist. The net outcome is that there is a far greater percentage of skilled and semiskilled Mexican workers found 300 miles north of the border than there is in closer border areas.

Rich Market ■ Los Angeles is the largest Mexican-American market in the U. S. and possibly one of the richest Spanish-speaking markets in the world. There has been a tremendous Spanish population growth in the area since 1950. In a 1965 research report,

kwkw Pasadena, Calif., a 100% Spanish-language station, found that there were 972,785 Spanish-speaking residents in greater Los Angeles. No profile of the Spanish-speaking community in the market—at least not one published recently—places the group's total population at less than 800,000. That specialized market is in itself larger than the cities of San Francisco, or Albany-Troy-Schenectady, N. Y.

It's apparently a market that spends a good deal of money. KALI San Gabriel, Calif., which claims to serve 750,000 Spanish-speaking greater Los Angeles residents, estimates that with an income of more than \$94 million monthly, Latins pour about a billion dollars a year into the Southern California marketplace.

The point is made constantly by Spanish-language broadcasters that even with impressive population figures at hand, these counts may not be entirely correct. The contention is that there are thousands of Browns, Richardsons, O'Neils, Rubinskys and Smiths in the West who speak better Spanish than English and whose culture is Latin. These people, it seems, are consistently overlooked in census counts because they don't have Spanish surnames.

The Latin in the West is different than other foreign-language ethnic groups in other areas. The Mexican-American, particularly, does not assimilate. A large percentage of the Spanish market in the West does learn to speak and understand English to varying degrees. Spanish, however, seems to remain the natural tongue and more surely remains the language Mexicans think in.

There's considerable evidence (various marketing studies made on behalf of national and local advertisers by their own researchers) to indicate that Latins in the West prefer to speak Spanish. They also seem to prefer Spanish media for information and entertainment.

Close to the border, in rural areas, Spanish-speaking people in the West are mostly employed as agricultural workers or braceros. Secretary of Labor Willard Wirtz's recent restriction on the importation of Mexican labor to work as braceros has definitely hurt the audience potential of Spanish language stations in agricultural areas. It has also hurt advertisers in these markets because they

Southwestern Spanish market big and growing

The U.S. Census of 1960 and its special studies of people of Spanish surnames in the five southwestern states give considerable detail on the demographic and economic characteristics of the market. But most observers make special note of the fact that the income data (1959) serves only as a guide in view of subsequent rising wages and inflation.

The states covered are Arizona, California, Colorado, New Mexico and Texas. The decade of 1950-60 marked a steady growth of Spanish population in all of these states except California where it doubled in that time (see separate story). California likewise reported the highest income levels in general tabulations.

The Spanish-speaking labor force, the 1960 census reports, totaled 819,271 males (age 14 and up) and 295,417 females for the Southwest

and of these 736,768 men and 266,655 women had jobs. The median income of all workers was \$2,065 with males \$2,804 and females \$1,065. Urban workers did better. The median of all of them was \$2,317 with men \$3,197 and women \$1,202.

Spanish-American and Mexican-American Population in the Five Southwestern States

	1960	1950
Total	3,464,999	2,281,710
Ariz.	194,356	128,580
Calif.	1,426,538	758,400
Colo.	157,173	118,715
New Mex.	269,122	248,560
Texas	1,417,810	1,027,455

By states California again came out tops in income. The median for all Spanish workers was \$2,835 (urban \$3,061) there with the median for men \$3,849 (urban \$4,179).

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medium in the American Southwest



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KUNO *Corpus Christi, Texas*

KGST *Fresno, California*

XELO *El Paso, Texas*

KLOK *San Jose, California*

KGBT *Harlingen, Texas*

KABQ *Albuquerque, New Mexico*

XEK *Laredo, Texas*

KCOR *San Antonio, Texas*

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by Jim Coyle
General Manager, Station KALI

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ON KALI YEAR AFTER YEAR**

Rayco Auto Seat Covers	6 Years
Garbo Fashions	3 Years
Kip, Inc.	5 Years
Mortgage Refinance	6 Years
Ramona's Food Products	6 Years
Gold's Furniture	7 Years
Dearden's	6 Years
Phoenix Furniture	7 Years
Stone Outfitting	7 Years
Carabello Furniture	6 Years
Central Electric	7 Years
Stone's For Credit	6 Years
Corral & Leon TV	7 Years
Wenger Furniture	5 Years
Schireson Brothers	6 Years
Martinez Bootery	7 Years
Canada Shoes	7 Years
National Travelers Life Co.	6 Years
Million Dollar & Mayan Theatres	7 Years
Ramirez Mortuary	5 Years
Bell Plastic Slip Covers	5 Years
Felix Chevrolet Co.	3 Years
Club Gomez Palacio	5 Years
Farmacia Villareal	5 Years
Club 469	4 Years
Daly Raul's Furniture	7 Years
—and Many Others	

THESE RETAILERS

**HAVE TESTED US DAILY
WITH THEIR CASH REGISTERS!**

WHY DON'T YOU?

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NATIONAL TIME SALES

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HO 6-6161

Member Spanish Broadcasters' Assoc.



KLOK San Francisco's Fourth of July Fiesta is always a family affair. This year, over 35,000 people were at the Santa Clara Fairgrounds.

no longer have as big a potential to which to appeal. Yet the average Spanish-language radio station in the West, because it uses U. S. Census figures as a base, does not include the Mexican-national bracero as part of its marketing statistics.

Prime Time — In the larger markets in the West, the Latin is primarily employed in the manufacturing and construction industries. With a background as an early riser and employed in industries where the work day begins and ends earlier than the average, prime radio-listening time often is scheduled in the early morning beginning at 4:30 a.m., and again at 3 or 4 p.m.

The Spanish-speaking people in the West being very religious, Sunday becomes a prime broadcast day throughout. This is another area where the Spanish language is again reinforced. According to a recent religious-interest study conducted in the West, it was shown that among fourth generation Mexican-Americans, 69% pray in Spanish, 11% in both language and the balance in English.

Border stations, which for the most part are south of the border, program what could be termed general, or old-fashioned, radio. They run some soap operas, some music, have request dedications and swap shops. Stations further north, for the most part are broadcasting to audiences with greater buying power and thus their programs generally are a little more sophisticated.

The Latin family in the greater Los

Angeles market, at least, may offer a greater sales prospect as a consumer unit than the Anglo family. KALI studies show that Latins average 3.7 persons per family in comparison with 2.6 persons per Anglo family. Also the Los Angeles-San Gabriel station has found that the Latin family median income is \$5,762 annually, much higher, apparently, than the national figure.

From recent figures derived from a major supermarket chain in Los Angeles comparing Latin neighborhood stores with Anglo neighborhood stores, KALI discovered that Latin families use more of the following consumer items than Anglo families: flour, cake mixes, tomato paste and sauce, shortening, sugar, cigarettes, evaporated milk, fresh milk, ground coffee, instant coffee, mayonnaise, detergents, baby foods and peanut butter. From this research and other data, it doesn't appear that the Latin in the West is anymore a specialized consumer than the Italian-American who likes to eat spaghetti on a certain day of the week.

Comments Harlan G. Oakes, a Hollywood-based stations representative for more than a score of Spanish-language stations: "Maybe there was a time when a certain gas-and-oil company didn't know whether the Mexican bought a second-rate gas because he bought a second-rate car and re-refined oil. But when you can go in and show on registration figures that Latins buy as many new Fords, Plymouths, and Chevies as anybody else, then it's plain

to see that they are not burning hay and oats and mesquite bush in these automobiles. They are burning gasoline."

Actually, the only product groups that Spanish-language broadcasters and station reps in the West have been eminently successful in influencing have been food, tobacco and proprietary medicines. In the last couple of years the automobile industry seems to have become aware of the Spanish-language market in the West, but out of the total number of companies in the field only two or three do a steady promotional job. The most constant advertiser of all among the auto-makers is Ford Motor Co., through J. Walter Thompson. The Ford dealer association in the West buys Spanish-language radio consistently and in strength. The other manufacturers take a run at the Spanish broadcasters every now and then.

Beer Buyers ■ The beer industry also is well aware of the potential of the Spanish market. The soft-drink bottlers, however, with the possible exception of the Los Angeles Coca-Cola bottlers, are only lukewarm in their enthusiasm for Spanish-language radio.

The Spanish market in the West has a considerable number of strong points. Most importantly, the growth of the Spanish-speaking population and the maintaining of the Spanish language and culture seems assured. Statistics in Fresno county, for example, show that Latins represent 24% of the population and have 36% of the children. This would certainly indicate—the birth rate being what it is—that in the future there will be more people of Spanish descent in the country than ever before.

As another indication of future growth, Spanish is the mandatory foreign language taught in California school systems, beginning in the sixth grade. All civil-service examinations in the state include as a qualification for jobs in departments that serve Spanish-speaking people, that the person applying speak fluent Spanish.

Still, Spanish-language broadcasters in the West constantly are confronted with an old-line agency and advertiser argument: "Why should I buy Spanish?" they say. "We know the Spanish audience is there but how do we know they're listening? Until you prove that they predominately listen to Spanish-language radio you haven't got a story to tell."

Need the Numbers ■ Adds a somewhat resigned station rep: "You can't continually romance Spanish and get your share of the budget without numbers." And the Spanish-language stations in the West, like their counterparts in other parts of the country, seem to have difficulty getting numbers and once achieving their share, promoting it properly. It amounts to selling without the tools that Anglo radio takes for granted



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ME 8-1022

and without that which the timebuyers needs to make a determination.

Nothing, perhaps, illustrates the Spanish-language dilemma in the West better than an experience a veteran broadcaster had several years ago in trying to sell the market. While working for a Mexican-owned, Anglo-run radio station in Tijuana, Mexico, the broadcaster went into one of the big department stores in San Diego across the border and asked the manager to consider some advertising in Spanish. The manager said that he didn't advertise in Spanish because he didn't have any Spanish trade. The broadcaster, then making a survey of the store, found that about one out of every four people in the store was a Mexican national or a Mexican-American. He presented these statistics to the manager but still was told that the store didn't encourage such trade and what's more it didn't have any clerks that could speak Spanish to service such clientele. The broadcaster went back and paid one of the box boys in the store who was a Mexican-American and who could speak Spanish to survey the rest of the store. It was discovered that about 20% of the retail clerks were Mexican-Americans.

Concluded the broadcaster from this frustrating experience: "This fellow in the store obviously had a mental block

about the Spanish-language market. The trouble is, I think this type of thinking still permeates the advertising fraternity."

These are the generalities of Spanish-language radio in the West. The specifics, the case-by-case histories of individual stations, are considerably more encouraging. Following is a sampling:

KALI Los Angeles takes a great deal of pride in its community work. The station has worked closely with the University of California at Los Angeles, University of Southern California, California State College and Los Angeles City College on many research projects involving the Latin people.

News also is stressed at the station. KALI averages 60 to 70 news items daily of special interest to Latins.

In advertising, the station has enjoyed a renewal percentage of better than 90% for the last seven years. KALI has more than 30 retail accounts that have been with the station for three years or more, nine of them for seven years.

KWKW Los Angeles covers the annual Rose Parade in Pasadena in conjunction with KTTV(TV) Los Angeles. Spanish-speaking people are encouraged to view the parade on KTTV and listen to the description on the floats in Spanish on radio.

The station also broadcasts exclusively the play-by-play descriptions of all Los Angeles Dodger baseball games. It further covers live all important Spanish sports events, such as the international soccer match in Mexico City between Mexico and Russia.

For news, KWKW installed the Associated Press Spanish-language wire, which provides the complete world news reports, including sports in Spanish. KWKW covers most of the important world meetings of special interest to Latins. An example was the recent conference in Mexico between President Johnson and President Lopez Mateos.

KCTV Salinas, Calif., is the only all-Spanish-language station in the market. The station feels it's talking to at least 50,000 people of Spanish derivation in a six-city coverage area. A city-planning-commission survey shows that just in recent years more than 15,000 people have moved from Mexico to take up permanent residence in the Salinas market.

KOFY San Mateo, Calif., a Tele-Broadcasters station established in 1946, provides continuous Spanish-language programming from 6:30 a.m. to evening sign-off. The station's transmitter is on the San Francisco bay's edge in San Mateo, and the resulting over-the-water conduction of its signal is said to give KOFY strong coverage over a wide area. In all, the station claims to effectively reach 400,000 bay-area Latins, a mar-

WHOM ^{AM}/_{FM}

- O -

LA PRIMERISIMA EN
EL CORAZON LATINO

(FIRST IN THE HEARTS OF THE
NEW YORK SPANISH COMMUNITY)

136 West 52nd Street

New York 10019

ket, it says, about the size of Wyoming or larger than Bakersfield.

KOFY features 11 well-known on-the-air Spanish personalities. The station tries to channel this variety of talent into a strong unifying influence among the Spanish-speaking population.

Mexican-owned radio station XED is in the rich Mexicali valley. It also has primary coverage of Yuma, Ariz., and the Imperial and Coachella valleys, areas that include some of the richest agricultural land in the U. S. The combined population of this region is more than 400,000, of which, the station estimates, about 70% are Spanish speaking. XED is 100% equipped with the Cartri-tape system. It plays modern music and also popular music of the past. It aims for a middle- and upper-class audience.

Overall, Spanish programing in the West is really no different than general radio programing all over the country. Music and news are the staples, the meat of the various operations. But it's not the meat but the special Spanish flavoring that counts.

Mexican outlets beam to States

Spanish language programs find target in Mexican homes on U.S. side of border

Most everyone knows about the big Mexican border stations that long have beamed English-language programs and advertising into the American market. There's a variation on the theme too.

Not so often told is the story of how Mexican border stations send Spanish-language programs to the States. They aim for the Spanish-American market here just as U. S. border stations include many Mexican families south of the line in their total market service. These Mexican "Spanish" stations usually have U. S. station representatives as well, to assure their share of the national business.

Either way the business flows, sponsors keep smiling as the cash registers sing the good-neighbor tune. Furthermore, as some stations note, the daily border traffic to shop and visit in both directions continues to grow and advertisers must cover themselves on either side to keep up with their customers.

XEHF Nogales, for example, opposite Nogales, Ariz., and just due south of Tucson, is an affiliate of the American National Spanish Language Network and enjoys considerable business from leading U. S. brands. Among these are



olé We believe the Spanish Approach makes **GOOD ADVERTISING SENSE** in a predominately Spanish - Speaking Market.

We provide Spanish entertainment & advertising to the Largest Select Group of our population in the language they not only understand but the One in which they Think.

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KUNO

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Serves the Corpus Christi Metro Market

INFLUENTIAL SPANISH RADIO

Non directional Spanish facility



KUNO covers 10 Gulf Coast counties with Full time Spanish operation. To 53% of the population. Providing heaviest adult audience.

(PULSE SURVEY NOV./DEC. 1965)

THE NATION'S 95th SMSA


KUNO ENTERTAINS WITH

- Latest Spanish News - 28 different news by full time newsstaff.
- Public Service - The voice of Spanish speaking Corpus Christi.
- Community Involvement - When Spanish happens in Corpus, it's KUNO (Your opinion, man in the street, society items, news, commentaries, remote broadcasts.)
- Plus latest latin music, from 8 countries & current drama.

... a market of a quarter million spanish speaking people.

... to adequately cover Corpus Christi.

KUNO is a must buy



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The most powerful full time spanish speaking station in the United States.

50,000 WATTS at 1530 kc

LOWER RIO GRANDE VALLEY MARKET TEXAS/MEXICO

Reaches the most non duplicated spanish homes in South Texas over 30,200 weekly.



AN ISOLATED SPANISH MARKET

MEXICO

REACHES 88% OF TEXAS' 1st SPANISH MARKET (BY POPULATION)

LRGV - US Market	422,900	74% Span.
Bonus Mexico Mkt.	505,218	100% Span.
Total Mkt.	928,119	88% Span.
TOTAL SPAN. MKT.	818,413	People

15,000,000 border crossings are made annually increasing your U.S. sales.

35% Volley retail sales purchased by Mexican citizens while visiting Volley.

THINK SPANISH

53% OF OUR MARKET DOES

88% OF OUR MARKET DOES

SAVALLI / GATES HAS THE FULL STORY

AFFILIATES OF THE AMIGO NETWORK



America's prestige
Spanish Radio
announces a further
extension of
service to
SAN ANTONIO

Coming Early
in 1967

KCOR/FM

A New and Beautiful
Blend of
Latin-American
and Continental
Entertainment Accenting

"El Sabor Latino"

Complementing

KCOR/AM

5,000 WATTS DAY & NIGHT



Does a Power of Good in
SAN ANTONIO

For the Community
For the Audience
For the Advertiser

Represented Nationally by
SAVALLI / GATES, INC.

Schlitz, R. J. Reynolds, Pet Milk, Carnation, Borden Foods, Quaker Oats, Lever and Ford dealers. Programs range from daytime dramas to music and live sports from Mexico City.

A recent study by the University of Arizona Bureau of Business and Public Research shows the flow of people and commerce between the two Nogales, XEHF said. The study finds a large segment of the U. S. city's labor force comes across the border each day and spends there the dollars earned. Likewise many of the U. S. tourist dollars spent in Mexico come back to the Arizona community in purchases of food, drugs and other products.

"Radio was widely reported as the best advertising medium," the study notes, citing high radio ownership. A number of Nogales stores said most of their business came from Mexican customers.

Three Mexican stations at Nuevo Laredo, opposite Laredo, Tex., all have U. S. representatives and American brands sponsoring their Spanish fare. They are XEK, XENU and XEWL.

Agencies such as Benton & Bowles, Compton, J. Walter Thompson, Esty and Doyle Dane Bernbach are on their lists. Sponsors include Procter & Gamble, Falstaff beer, Nestle, SSS Tonic, Winston and Kent cigarettes and Beech-nut gum among others.

XEO Matamoros, opposite Brownsville, Tex., regularly sells Pet Milk, Carnation, Quaker Oats, Zest soap, Cheer and Breeze detergents, Crest toothpaste and the tobacco products of R. J. Reynolds on its Spanish programs, while affiliated XEOR Reynosa, opposite McAllen, Tex., reports many of the same clients as does XEMU Piedras Negras, opposite Eagle Pass, Tex.

XELO Ciudad Juarez, opposite El Paso, reports brisk business too for Breeze and Cheer as well as Carnation, Borden's, R. J. Reynolds and Gulf Oil. Other accounts include Greyhound, Hills Bros. coffee, Lone Star beer and Morton Foods.

English programing too, in Puerto Rico

In Puerto Rico, where Spanish-language programing is the rule, some stations make their mark in English—a sort of Spanish market in reverse.

Typically, Puerto Rican stations report programing 100% in Spanish, but some offer a few hours weekly in English and some buck the prevailing practice and broadcast entirely in English. Bob Burnett, manager of Quality Broadcasting Corp., operator of WKYN and WFQM(FM) San Juan, reports that his company broadcasts in English, along

with one other commercial AM station, WHOA, and one commercial TV station, ch. 18 WTSJ(TV), "because there is a fairly large English-language market."

This audience consists of North Americans who have made Puerto Rico their home, either because of business or climate. "In addition," Mr. Bennett continues, "there are about 20,000 military personnel on the island and we should see close to a million tourists from the U. S. in Puerto Rico this year.

Mr. Bennett notes that a knowledge of English is a prerequisite for almost any good job on the island. A cross-migration of Puerto Ricans who have returned from living in the States adds to the number who can profit from English-language programing.

WKYN and WFQM(FM) report an advertising growth rate of better than 36% each year for the past three years. "Advertising support is very good," says Mr. Bennett, "especially for luxury products. When you take into consideration that almost all of our audience makes over \$5,000 a year, you have a pretty good idea to sell." He lists among the stations' clients: National City Bank of New York, Chase Manhattan, Eastern Airlines, Pan American Airlines, Liggett & Myers, Reynolds, Ford, Colgate-Palmolive and General Foods.

Mr. Bennett admits to some special problems in programing English in

Ventura County

Largest Percentage Spanish-speaking Population in California

Highest Income per Family in California

KOXR is *Only Media* Reaching this Market 18 hours daily

5000 watts-910 kc

KOXR

"La Reina Del Aire"

Rep: J. A. Lucas/JALCO, Inc.
1280 So. Oxnard Blvd., Oxnard,
California
(805) 483-2303

Puerto Rico. Cable charges for network shows "are fantastically high," he reports, but some special material is used anyway. Also, the stations have a direct teletype line hooked to the Associated Press broadcast circuit in the States, at a cost in cable charges of \$6,000 a year. Sometimes personnel can also be a problem, he notes. But Mr. Bennett reports that the stations, programing English, have moved from ninth or 10th in the market to fourth or fifth.

Typical of stations programing a few hours in English is WMDD-AM-FM Fajardo, offering five hours weekly. Richard J. Friedman, president, reports that his station has a "new awareness that people living under our coverage area speak English and we are attempting to give them service." Some 6,000 U. S. Navy personnel and their families are stationed at nearby Roosevelt Roads, and the U. S. Virgin Islands are also within the station's coverage area.

In New York: income, spending are gaining

Spanish TV-radio advertising dollar total doubles to \$5 million within a five-year span

Spanish-language radio and television in New York, to repeat an oft-enunciated catch-phrase, "algo deben estar haciendo bien" ("must be doing something right").

Growing numbers of national, regional and local advertisers have been discovering this medium over the past five years. Authoritative estimates place advertising expenditure in Spanish TV-radio in New York at approximately \$5 million, double the amount of five years ago.

This figure may seem miniscule in comparison with the substantial sums allotted to general-market television and radio there. But it is most heartening to the Spanish-language station operators who have been waging an uphill struggle for more than a decade and now are sighting rays of recognition.

The predominant accent in the New York Spanish market is one of *growth*. It is growth in terms of population, income and spending power as well as advertiser investment.

Spanish New York is no longer predominantly Harlem, the south Bronx or the Bedford-Stuyvesant section of Brooklyn. It is no longer overwhelmingly Puerto Rican.

It is, in fact, a collection of Spanish-speaking enclaves in all five boroughs of the city as well as the suburban areas of New York, New Jersey and Connecticut. And since 1960, the hard core of 750,000 Puerto Ricans has been enlarged by an influx of Cubans, Dominicans and other Latinos from all parts of South America. Spanish New York consists of an estimated 1.4 million people, of whom roughly one-half are Puerto Rican.

Listen Best ■ New Yorkers with a

Spanish accent tend to be listeners rather than readers. Advertisers are aware of this characteristic. Accordingly, out of an advertising budget for all Spanish media in the New York market of about \$8 million, an estimated \$4 million is allocated to radio and \$1 million to TV on WNJU-TV Linden-Newark, N. J., currently the sole TV station in the area catering to the Spanish audience.

Though the Spanish New Yorker trails his Anglo counterpart in education and income, his status is rising. Radio-TV station officials proclaim that Spanish New York's gross income is more than \$1.2 billion a year. Median family income has risen gradually to about \$4,600 annually.

Spanish New Yorkers are prime prospects for sellers of food, detergents, soft drinks, beer and other mass-consumed products. Their families are larger, averaging 4.4 persons. On the other hand, they have been to date off target for automobiles and big-ticket appliances such as refrigerators and air conditioners. Still some media officials contend they would be more receptive to such products if a stronger appeal were directed to them.

The 18-county New York metropolitan area is served by three radio stations catering to the Spanish-speaking—WHOM, WADO and WBNX—and one TV station—WNJU-TV Linden-Newark, N. J. Competition for the advertising dollar comes primarily from two daily newspapers, *El Diario-La Prensa* and *El Diario*, whose combined daily circulation is about 110,000.

A forceful point that TV-radio stations stress to agency and advertisers is that the New York Spanish market is

**On Top of the
Washington D.C.
SPANISH
MARKET**

WFAN FM

100.3 MEGACYCLES

**COVERING 250,000
FM RADIO HOMES IN THE
WASHINGTON AREA**

SERVING 3 AUDIENCES

- ① 80,000 SPANISH SPEAKING
LATIN AMERICANS
- ② OVER 100,000 SPANISH
SPEAKING AMERICANS WITH
LATIN AMERICAN TIES.
- ③ THOUSANDS OF AMERICANS
WHO LOVE THE GAIETY
AND CHARM OF LATIN
AMERICAN MUSIC AND THE
SPANISH LANGUAGE.

YOUR KEY TO NEW CUSTOMERS
AND NEW SALES
IN WASHINGTON D. C.

WFAN FM

A U.B.C. STATION

not really covered unless the Spanish-language media are used. Research by stations indicates that as high as 95% of Spanish households speak Spanish at home and approximately three in four consider advertising in Spanish more meaningful than in English.

A concomitant of Spanish radio in New York is the high degree of promotional and merchandising support that is made available to sponsors. Contests, point-of-purchase materials and personal appearances by program hosts are staples of Spanish radio.

Programing on all Spanish-language stations is basically music, music-variety, novellas (soap operas), news and sports. But these stations, probably more than their general counterparts, must become an integral part of the community they serve. Stations must become intimately involved with their listeners through participation in and cooperation with community affairs. It is estimated that about \$1 million is spent in Spanish New York alone in promotions tied to community events, such as beauty contests, sports competitions and youth activities. Community involvement also includes counseling services provided by stations to direct listeners to appropriate governmental agencies that can assist them with problems an ethnic minority group

is likely to encounter in an urban society.

Need Consistency ■ Despite the advances made in advertiser recognition of the Spanish market, station operators contend that it is underused. Their main argument is that the Spanish market should be used not for special promotions or campaigns but on a consistent basis.

Luis Diaz-Albertini, president and media director of Spanish Advertising and Marketing Services Inc., New York, who is regarded highly for his knowledge of this ethnic market, offers this main reason for advertiser resistance:

"It's simply that some large advertisers feel that they reach the Spanish market through their advertising in the general media, such as TV, magazines and newspapers. They do not understand the importance of the Spanish market. On the other hand, one company that has used Spanish properly and consistently has been Pepsi-Cola. Pepsi started in Spanish media in New York 12 years ago and dominates the market."

Mr. Albertini's agency is one barometer of Spanish advertising growth in New York. It began in 1963 with \$488,000 in billings and will climb past the \$1 million mark by the end of the year. In January the agency will open a Miami branch to serve that area and the Southwest.

Other Spanish-market specialists feel that other obstacles are a scarcity of satisfactory audience and market research information; lack of knowledge by agencies of the market and a scarcity of agency personnel able to devote time to the Spanish media, commensurate with the amount of money invested.

Advertisers relatively new to Spanish radio and TV in New York include Anacin, Lever Brothers, R. J. Reynolds, Kirby Foods, Pharmaco, Welch Grape Juice, *New York Daily News*, Sony Corp., Blue Cross and Blue Shield, Accent International, American Dairy Products, Kellogg's, Buitoni, Gulf (insecticides), Consolidated Edison, Gerber (baby foods), Kraft Foods, Waterman-Bic, Pepto-Bismol and Consolidated Cigars.

Among the advertisers that have expressed interest but have not used Spanish TV and radio to date are General Foods, American Home Products and Procter & Gamble, according to station officials. There are reports that P&G plans to initiate tests of Spanish TV and radio soon and General Foods is ready to take the plunge.

Specialists contend that Spanish New York will run counter to the "melting pot" theory. The assimilation of large segments of New York's Jewish, Italian, and German population into the mainstream of life is reflected in the virtual disappearance of programing aimed at these groups from the city's broadcast

media. One Spanish station operator summed up the "counter-evolution" as it applied to New York Hispanos this way:

Only \$90 Away ■ "These people are only three-and-a-half hours and a \$90 round-trip air fare away from the Caribbean. They go back and forth all the time. Their sense of national pride and their cultural heritage becomes reinforced by visits 'back home.' Could an Italian immigrant afford to fly back to Naples 40 years ago, or a German to Dusseldorf?"

Indicative of the swelling interest in TV in New York, a Spanish-language publication patterned after *TV Guide*, called *Semana TV*, made its appearance six months ago and has achieved a circulation of 40,000 a week.

A summary of activity at the four dominant Spanish TV-radio stations:

WADO ■ In March of this year, WADO expanded to 155 hours weekly in Spanish with its 24-hour-a-day schedule completely in that language Monday through Saturday and 15 hours on Sunday (on that day there are nine hours in English). The results have been "most satisfying," according to Syd Kavaleer, vice president and general manager, who noted that rate increases exceeding 20% have gone into effect this month predicated on expanded audiences resulting from the changeover.

During this period WADO has diversified its programing, Mr. Kavaleer said, to embrace comedy shows, a Spanish version of James Bond (*Agente Secreto 007*), live remotes from night clubs, audience participation programs and discussion and talk programs.

Sponsorship has been growing continuously on the station with WADO stressing to advertisers that it reaches a larger share of the young (under 35) Spanish group that is raising families and tends to be larger consumers of advertised products. Mr. Kavaleer also noted that WADO is attracting a growing share of Dominicans, Cuban and South Americans in the New York area, who tend to be well-educated and have higher incomes.

He characterized the Spanish market in New York as one of growth and one to which advertisers are paying more and more attention. Close to 90% of the advertising revenue on WADO, he pointed out, comes from national and regional sponsors.

WBNX ■ As a bench-mark of WBNX's progress, C. Carroll Larkin, vice president and general manager, reported that since December 1962, sales each month have topped those of the corresponding month of the previous year. In addition, he observed, WBNX is moving into contention with the other two Spanish stations in the market, which is approaching "a three-way race."

WBNX has adopted a modern music-

INSIDE L.A., THERE'S A SPANISH-SPEAKING "CITY" LARGER THAN SAN FRANCISCO!

- The million-plus Spanish-speaking community represents 15% of the Los Angeles Market!
- Over 100 National and Regional accounts are pre-selling in Spanish on KWKW!
- Want to know more about this "Special Market?" Write for the new KWKW Market study, "The Spanish-speaking community in Los Angeles."

KWKW 1300
5000 WATTS
24 Hours 100% Spanish Language
6233 Hollywood Boulevard
Hollywood 28, California
Member of the Spanish Broadcasters Assn.
National Rep: Jack Masla Company

and-news format including such programs as *Caravana Musical*, a six-hour presentation of popular Latin tunes; a three-hour live-music program on Sunday, *Club Caborrojeno*; *Conteste y Gane* and *Radio Llama y Paga*, both audience-contest shows with merchandise and/or money given away.

Mr. Larkin considers WBNX's forte to be its total Spanish-market approach, appealing to all segments of the community and not solely the Puerto Rican group. Through community involvement WBNX has won a share of the growing Dominican, Cuban and South American population that has moved into the New York area in recent years, he observed.

WBNX also stresses promotional-merchandising services to advertisers and one of its outstanding efforts in this area is its heavy participation in the "Feria Puertorriquena 1966" (Spanish Market Exhibit 1966) which will be held at the Americana hotel, Nov. 18-20. WBNX will have about 50 booths this year, compared to 10 last year.

WHOM ■ Charles Baltin, vice president and general manager of WHOM, said there has been a surge to Spanish radio by national advertisers over the past few years and at present, almost 90% of WHOM's clients fall in this category. WHOM is considered a pioneer station in Spanish, having adhered to this basic format for more than 15 years.

Mr. Baltin likened Spanish radio today to the "golden era" of radio 20 years ago, replete with the excitement of personalities, dramas and audience-participation shows.

He credited WHOM specifically with having gained its niche by active participation in the Spanish community through its programming, editorializing and a full-fledged counseling service staffed by two paid social workers. Its ties to the community, he said, are strengthened by its involvement in civic and sports activities (Golden Gloves,

local athletic teams) and coverage of major-league baseball games in Spanish and re-creation of sports events from Puerto Rico.

WHOM's primary thrust is to the large Puerto Rican segment of the Spanish population, according to Mr. Baltin, but he feels the programming is palatable to the other groups. The backbone of the programming is music, news, sports and novellas, and substantial coverage is given to discussion shows and programs dealing with community or social-welfare issues.

WNJU-TV ■ On the air for 17 months, WNJU-TV, which is 60% Spanish programmed, expects to gross \$1 million in advertising in 1966 and to reach the break-even point of \$1.4 million by mid-1967. Edwin Cooperstein, vice president and general manager of the channel 47 outlet, believes the station will make gains through "enlargement of the advertising pie primarily" and only minimally, if at all, at the expense of Spanish radio stations.

In 1965 WNJU-TV grossed only \$250,000, he noted, and he is pleased with the rate of progress. As UHF set-circulation increases, he added, the station will become more desirable to advertisers. There are approximately 150,000 UHF-equipped homes in the New York Spanish market and the number should total 200,000 by the end of the year, he pointed out.

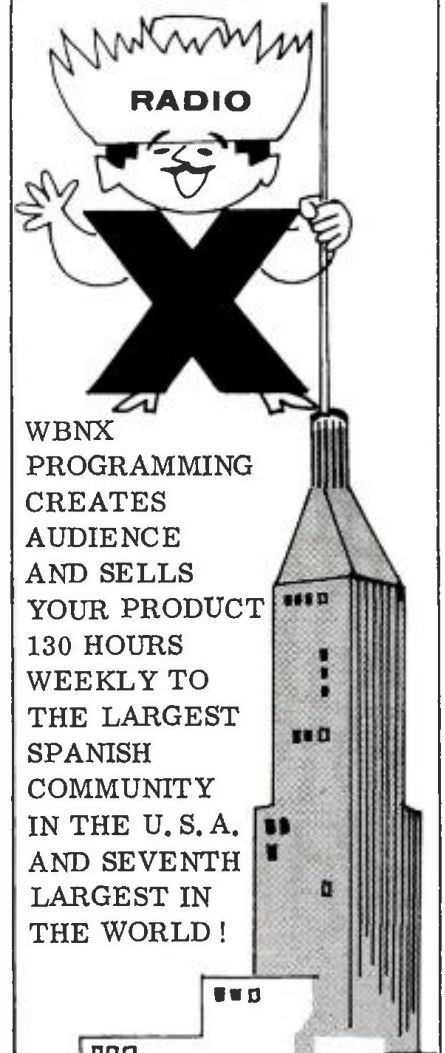
"We're Spanish and we're TV, and we can't see how we can miss," Mr. Cooperstein remarked.

The program format focuses on novellas, live music-variety programs, sports, news-and-community coverage. Mr. Cooperstein noted that WNJU-TV's coverage of the Puerto Rican Day parade last June drew a larger audience in Spanish-speaking TV households than either two New York VHF stations.

Advertisers are evincing keener interest all the time, he said, and several major companies will invest when the 200,000 UHF set mark is attained.

On Top in NEW YORK

12 NOON TO 6 P.M.*



WBNX
PROGRAMMING
CREATES
AUDIENCE
AND SELLS
YOUR PRODUCT
130 HOURS
WEEKLY TO
THE LARGEST
SPANISH
COMMUNITY
IN THE U. S. A.
AND SEVENTH
LARGEST IN
THE WORLD!

* SHARE OF AUDIENCE
PULSE SPANISH
JUNE - JULY, 1966

WBNX
1380 Kc. 5000 WATTS



A U.B.C. STATION
801 Second Ave. N.Y., N.Y. 10017
Tel: 212 889-6880

DON'T WRITE OFF THE GARCÍAS!



If you want to make sales sing, tap the big Spanish-American market in Central Arizona over

KIFN

... "their" radio station in Central Arizona that programs ALL SPANISH.

Surveys show that the 150,000 Spanish-speaking people in this market listen almost exclusively to "their" all-Spanish station, KIFN.

It will pay you to sell them — in Spanish.

We translate your sales message to Garcia free. Production spots available.



HARLAN G. OAKES
San Francisco
Los Angeles
San Antonio



NATIONAL
TIME SALES
New York City
and Chicago

COVERING PHOENIX
AND ALL OF
CENTRAL ARIZONA

Cuban invasion story still being written

700 new arrivals a week quickly processed in Miami center; some stay, many go elsewhere

In Florida, and to a lesser extent elsewhere across the country, the Spanish market won't hold still for its statistical portrait. Thanks for this dynamic state of affairs can go to Fidel Castro, whose policies encouraged a mass migration of many of Cuba's most useful citizens.

The full history of the Cuban invasion cannot yet be written as it's still very much under way. Under current agreements, better than 700 new arrivals a week are processed by the Miami Cuban Refugee Center. But most observers now agree that Dr. Castro's loss is this nation's unequivocal gain.

Most arrivals bring with them substantial business or professional skills and many have direct ties with Cubans that have been here long enough to provide the newcomers with financial resources, thus ensuring a smooth adjustment to a new life in a new land. Requirements for those who wish to remain in Miami, center of the Cuban refugee population, are stringent. All need someone to vouch for—and prove ability to provide—18 months of financial support. Yet one-third of the arrivals manage to line up such support and become members of the burgeoning Miami market. And after resettlement elsewhere, many of the remaining two-thirds elect to return later to Miami—no official notice is taken of subsequent refugee movements.

Estimates Vary ■ Estimates of the size of the Cuban market in Miami vary, but most agree that the Spanish-language audience in the area is somewhere near a quarter of a million, and rising. WFAB Miami puts the total as of June 30, 1966, at 275,000 with a net increase of about 500 a week. WMIE Miami's figure for the end of July is 227,000, broken down as follows: 95,000 Latins in the area before Castro, plus 211,000 refugees arrived, less 187,000 relocated to other areas, plus approximately 40,000 of these returned to Miami.

Some impute a conspiracy on the part of businessmen to withhold actual figures for the size of the Cuban market in Miami based on fear that publicity of the size of the influx could harm tourism. Others point to the Cubans' positive contribution to the area's

economy and social diversity.

All in Miami seem proud of the successful transition the refugees have made. Banks report that the Cubans are proving good credit risks. Welfare agencies note that the rate of Cuban dependency on the community is practically zero. Crime figures, and even juvenile delinquency, are below that for the general population. And most important to marketers, economic studies discern no difference in level of income for the refugees as a whole compared to the rest of the Miami-area residents.

Many Cubans are busy using the skills they brought with them to their new home. Starting their own businesses, often on a shoestring, but increasingly with support from the local banking community, refugees have moved heavily into retailing and food processing. Bankruptcy rates are reported below average for these concerns. In the employment picture, Cubans can now be found in most occupational categories.

Think Spanish ■ Of critical importance to Spanish-language programming, most continue to live, work, think, pray and play in Spanish, while picking up enough English to get by. In schools, Latin children are required to study English, but conversely, English-language children must in turn study Spanish. (In some cases, reports Arthur Gordon, commercial manager, WFAB Miami, teachers urge their English-speaking pupils to tune in Spanish-language radio as an aid to learning proper cadence and pronunciation.) In the whole community, what's happening, according to Ted Hepburn, WMIE's managing director, is that the Latins are learning a sort of "pidgin English" while the majority of English-speaking residents are picking up a sort of "pidgin Spanish."

Both WMIE and WFAB, two stations that intensively serve the Spanish market in the area, agree that the Cubans are here to stay. If Castro fell from power tomorrow, they say, most of the refugees would elect to remain in this country. Their assets in Cuba were taken and their new resources are here. Home buying is a clue to the permanence of the Cuban colony, it is added.

Both stations also agree that the Miami Spanish market differs entirely from Spanish markets in other parts of the country. Novelas—daytime serials—often the most popular feature in Spanish-language programming, are aired, but Mr. Gordon reports that the most popular features on WMIE are news, discussion and public affairs programs. "They're very, very eager to learn our way of life," he says. "Broadcasting provides personal orientation, and they listen morning, noon and night," he adds. So the most popular programs have a kind of "how-to-do-it slant."

Brand Loyalty ■ As in other Spanish markets, the audience has strong brand loyalty, Mr. Hepburn reports, and is very susceptible to the jingle approach. Pepsi-Cola, he notes, has scored strongly with a solid 52-week jingle campaign. Mr. Gordon concurs about brand loyalty and adds that willingness to try new products is higher than usual in Spanish markets, possibly because of the Cubans' intense desire to learn to become Americans.

Both stations agree that while advertising support is growing in volume and sophistication, national advertisers still have much to learn about the market and how to tap it. WMIE reports that beer marketers have discovered that Latin per-capita consumption of the beverage warrants hard cultivation, and some widely distributed brands—Ballantine, Miller, Carling, Falstaff—have mounted effective Spanish-language campaigns.

Automobile dealers are starting to swing to the Latin tempo, stations report. A local Ford dealer has added four Spanish-speaking salesmen to the staff to back up Latin radio commercials, WMIE notes, and an Amoco gasoline campaign points up an awareness that the Latin's autos don't run on frijoles.

But even many local firms have yet to tumble to the power of the Cuban purse—which, according to some estimates, now accounts for better than one-fifth of total Miami consumer purchases. Mr. Hepburn cites the manager of a large downtown department store who denied any involvement with the Latin community in the area and hence no need for Spanish-language advertising. A spot check revealed that many customers then in the store were Cuban, and that a good proportion of the store's own sales persons had Spanish accents.

Those who have made a commitment to the market and taken note of the payoff, however, have an abounding faith in further cultivation of the Latins. WMIE plans to convert its operation to 100% Spanish language on Nov. 1. The station has been offering 5½ hours daily commercial religious programming in English.

WFAB has been broadcasting in Span-



Maria Gutierrez, whose program 'De Mujer a Mujer' (Woman to Woman) is featured on WMIE Miami, Monday through Friday at 1:45-2 p.m.

ish for almost five years and notes a gradual increase in both national and local advertising coverage. All Miami movie houses—those showing American films, as well as those offering the Latin products—are now advertising on Spanish-language radio, Mr. Gordon reports.

Care with Language • Both stations offer translation services to entice Anglo advertisers into the market. Most copy is reprocessed for the special needs of the audience. Even material that is submitted in Spanish is often redone,

semana TV
PROGRAMAS LOCALES
15c

Advertise in New York's full color weekly TV magazine with listings in Spanish the proven doorway to the spanish speaking home 30 East 42nd Street, New York 867.

as the Cuban market is best approached on its own terms and is not motivated by the same appeals as other Latin populations. In reworking copy, WFAB uses insights gained from serving another atypical Spanish market—Washington; WFAB Owner Richard Eaton operates WFAN(FM), a 100% Spanish-language outlet in the capital. The Washington market is characterized as "most diversified," numbering perhaps 80,000 Spanish-speaking people from every Spanish-speaking nation. About 50,000 of these are regarded as permanent, others are on "temporary" duty, which can last in some cases for many years.

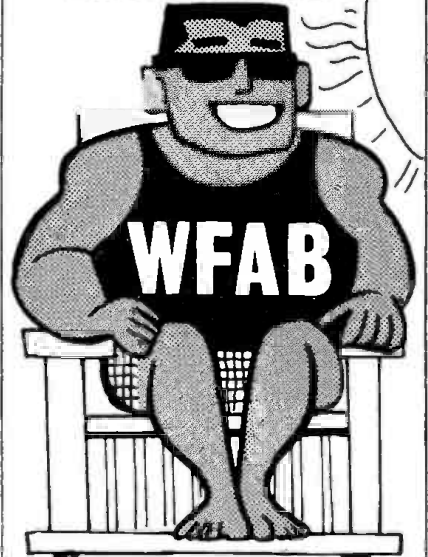
In Florida, as elsewhere, the Spanish market is many markets. Outside of Miami, with its heavy Cuban contingent, the character of Spanish-language radio changes. In Tampa-St. Petersburg, which holds the second-highest concentration of Latin listeners in Florida, wsoL programs at a faster pace than Miami outlets, with more music and less talk. Here, as is usually the case in Spanish markets, novelas are the most popular programs. Many Latins with a Cuban background may be found, but only about 10,000 are refugees from a Marxist government. The others descended from Cubans who came in the early 1800's.

Estimates of the size of Tampa's Latin population vary from 100,000 to 140,000. Identification is difficult and a Spanish-surname survey is more than usually inconclusive, as many of Tampa's Spanish-speaking persons are of Italian descent. Their forebearers came to work in the Spanish cigar factories and were assimilated into the Spanish culture. Compounding the problem of identification, many of the Spanish are Basques, with fair features and often blond hair.

WSOL broadcasts 38 hours in Spanish of its 90 hours on the air weekly. The station reports that although individual incomes in its Spanish market are below average, family incomes are higher. And surveys indicate that the Latins spend twice as many hours each day listening to the radio as other listeners. The station's programs are also piped into six cigar factories and five garment factories in the area. In the cigar factories, the radio substitutes for the Spanish "reader" who was hired in earlier years to relieve the tedium of the workday by reading newspapers, novels and poetry to the cigar makers.

In other areas of the state, smaller markets are to be served. In rural Immokalee, for example, wcof gets up early in the morning to catch about 4,500 Mexican farm workers before they spread out into the fields and citrus groves. The station broadcasts with a Mexican announcer between 5 and 6 a.m.

On Top in MIAMI



NUMBER ONE SPANISH STATION IN ALL RATING SURVEYS!

GREATEST SPANISH SOUND IN MIAMI!

SERVING 275,000 SPANISH SPEAKING RESIDENCE!

25% OF THE TOTAL METROPOLITAN POPULATION OF MIAMI!

MIAMI'S ONLY 24 HOUR A DAY SPANISH STATION!

WFAB

990 Kc. 5000 WATTS
MIAMI, FLORIDA.
A U.B.C. STATION

Proof of performance convinces advertisers

Success of Spanish-language stations in selling merchandise is winning over varied list of sponsors

Spanish radio and television can spell success for many advertisers.

Spanish-Americans are loyal listeners and react favorably to commercials in español. Except in major markets, ratings of Spanish programs do not crop up in the figures of rating services. So advertisers must rely on other criteria. The principal yardstick is results from special promotions and contests and actual sales performances, particularly for local accounts.

A canvass by BROADCASTING of stations specializing in the Spanish market uncovered scores of "success stories," some of which are summarized below.

Advertisers in the Spanish sector regard the number of labels redeemed in a station contest as a significant proof of performance. A contest by XEO-XEOR, covering the Brownsville, Tex., area, brought a return of more than 600,000 Carnation (evaporated milk) labels over a three-month period. Prizes were awarded last May 25 to the top three prize winners who had choice of merchandise or cash.

In July the Hiway Pontiac Co. ran 42 spots during a week on KPAN Hereford, Tex., buying into the Spanish programming bloc. During this period the dealer sold 27 used cars. They were sold for prices ranging from \$195 to \$1,800, with the average about \$1,000. The station reports that more and more, local merchants are using a budget to reach the Spanish population because

of the sales impact made on the community by radio advertising.

Pioneer Flour Mills and Roegelein Meat Packing Co., both San Antonio, participated in a promotion staged by KUKA in that city in which conjunto bands (little orchestras) competed in popularity contests in a local theater house. To vote for their favorite bands, the audience had to collect labels of the sponsors. Over a 13-week period, according to KUKA, more than 100,000 labels were collected.

Store Opening ■ When the Azteca Furniture Store decided to locate outside of downtown Laredo, Tex., it elected to presell its opening by using 200 spot announcements on KVOZ Laredo to pull prospects to the expressway location. More than 10,000 persons attended the opening and Azteca later reported that sales for the first eight months reached its anticipated first-year volume. The primary medium used by the store, according to station officials, was KVOZ although some newspaper, television and other radio advertising was utilized.

A Chicago distributor of Spanish food under the trade name of La Criolla has used Spanish dramatic series on WCIU-TV Chicago to build its trade name and distribution. This company distributes a wide variety of products and has been emphasizing its trade name in commercials. In one special promotion, viewers were asked to send in ten labels from any of the La

Criolla products to participate in a weekly drawing for merchandise prizes. About 10,000 pieces of mail were obtained, according to a WICU-TV spokesman.

A new one-week sponsor of Spanish-language KCAC Phoenix, Ariz., a few months ago was the Mayov Laboratory, Los Angeles. To test the mail pull for Mayov, KCAC offered a free song book to listeners sending in a card or letter. In one week 328 cards and letters were received by the station. The result: Mayov, which had planned originally for a one-week campaign, signed a contract for a 52-week effort.

The American Furniture Co. has been a substantial advertiser on KABQ Albuquerque, N. M., since 1956. During this time it has run a heavy weekly spot schedule. According to Clement M. Day of the furniture retailer, KABQ, over the period of years, has been successful in reaching the Spanish-speaking market in Albuquerque and this reach has resulted in many new accounts at the store, adding up to substantial business.

Bank Tries Medium ■ The Morris Plan of California, through J. Walter Thompson, San Francisco bought a 10-week schedule in Spanish on KWAC Bakersfield, Calif., during the first quarter of 1966. This was part of a two-station buy. The second quarter of 1966 found KWAC with the advertiser's whole budget and a 24-week schedule.

Public Market, a fruit retailer in a Spanish section of Los Angeles, never had used radio advertising. Then, last Spring, the marketer bought a spot schedule on KWKW Los Angeles. The first week it was on the station, Public Market sold out 40,000 pounds of pineapples.

The Federal Housing Administration, through Hal Bacon Advertising, Spokane, Wash., started a campaign earlier this year to sell houses in certain communities throughout the Columbia Basin area of Eastern Washington. A spot radio schedule was bought on KSEM Moses Lake, Wash. The announcements describe the houses available, their locations, terms being asked and who to contact for purchase. Half of each week's order of spots was broadcast in Spanish and the other half in English.

Due to the closing of a major air force base, Moses Lake was considered a difficult and depressed housing area. Yet, the Federal Housing Administration managed to move a large number of repossessed homes. "We strongly feel KSEM has helped, materially, in this effort," says agency principal Hal Bacon. "Our only exposure to the Spanish-speaking audience has been with KSEM radio and a number of these homes have been sold to these people."

IN Laredo...
SO GREAT... THE INFLUENCE OF CORTEZ!
Yes, Laredo, Texas...Where The Influence Is so Great That 90% Of The People Pray And Make Love In Spanish (99% In Nuevo Laredo).
•LEADING INLAND PORT OF ENTRY IN U.S. •LEADING FOOD AND DRUG SALES OF ANY COMPARABLE MARKET
•LEADING GATEWAY TO MEXICO •MECCA FOR TOURISTS •LEADING CLOTHING MARKET ON MEXICAN BORDER
KVOZ Is More Than Ever The Overwhelming Favorite Of The Spanish Radio Audience.
ARB Thinks So Too...2½ Times Audience Over #2 Station.
We Specialize In English To Spanish Translations.

Continued from page 64

not to be habit forming." Lawrence Laurent, *Washington Post*.

"... It will also have an occasional life." Paul Molloy, *Chicago Sun-Times*.

"... could [become] the best half-hour variation on married life since *Bewitched*." Jack Gould, *New York Times*.

"Tends to get a bit cutesy-poo at times." Bill Barrett, *Cleveland Press*.

"A laundered bedroom farce." Mary Wood, *Cincinnati Post & Times-Star*.

ABC Stage 67 (ABC-TV, Wednesday 10-11 p.m. EDT).

"... an adventurous, unconventional success... It was a wild swinging show... If [it] seemed outrageous to some (and it certainly must have), it was a welcome relief from the eye-blistering offerings of this new season." Lawrence Laurent, *Washington Post*.



"... tried valiantly, but the lilt and the tilt were not there [although ABC officials] have reason to be proud of what they have initiated..." Jack Gould, *New York Times*. (Note: Mr. Gould wrote his review from an advanced screening. In a postscript, he said the "disparity" between the screening and the broadcast version was "so marred as to be fundamentally misleading," and that "the total tedium of the televised edition was far greater than the previewed version.")

"... an abrasive and dissonant ditty [but] a try deserving of respect..." Ben Gross, *New York Daily News*.

"Schisgal's play... was a marvelous romp." Bernie Harrison, *Washington Evening Star*.

"... a rousing start..." Cynthia Lowry, AP.

"... why did ABC choose to open so promising, so costly, so greatly anticipated a season with such a play?" Harriet Van Horne, *New York World Journal Tribune*.

"... somebody apparently sold ABC a parachute for a balloon..." Bob Williams, *New York Post*.

"... hit a new high in clinkers and sour notes." Bob Hull, *Los Angeles Herald-Examiner*.

"... it had one too many choruses." Hal Humphrey, *Los Angeles Times*.

"Television grew up last night in one crazy-quilt, kooky, off-beat hour." Bill Irvin, *Chicago's American*.

"The series is supposed to save this television season. It is too late for that but at least for one hour the season came alive." Dean Gysel, *Chicago Daily News*.

Top 10 network TV programs during August

Based on TvQ report by age.

Rank	Program	Total Audience		6-11		12-17		18-34		35-49		50+	
		Fam	TvQ	Fam	TvQ	Fam	TvQ	Fam	TvQ	Fam	TvQ	Fam	TvQ
1	Bonanza (NBC)	90	47	77	50	97	57	96	38	93	45	87	54
2	Saturday Movies (NBC)	78	42	59	42	87	44	91	45	85	43	65	36
3	Walt Disney (NBC)	86	40	89	51	92	29	89	34	86	35	79	51
4	Dick Van Dyke (CBS)	84	39	78	59	91	46	92	34	83	37	76	33
4	I Spy (NBC)	60	39	44	53	75	56	75	41	62	34	46	22
6	Gomer Pyle, USMC (CBS)	83	38	81	63	94	39	89	32	83	34	73	36
6	Man From U.N.C.L.E. (NBC)	78	38	70	67	94	70	89	36	81	26	62	18
8	Daktari (CBS)	65	36	73	57	75	37	63	23	62	28	61	43
9	Thursday Movie (CBS)	71	35	49	30	81	36	85	40	76	37	62	30
9	Tuesday Movie (NBC)	73	35	52	35	86	32	87	40	79	37	60	29

Copyright Home Testing Institute/TvQ, Inc., 1966.

Newsmen protest Grenada harassment

Attacks by white mobs on several newsmen covering school desegregation in Grenada, Miss., last week aroused protests from national news organizations that charged police stood nearby without protecting the newsmen from the angry crowds.

NBC News, ABC News, WDSU-TV New Orleans and United Press International all sent protests to Mississippi Governor Paul Johnson over what they termed the failure of police to maintain law and order in the troubled town. A UPI representative was beaten during the demonstrations against the attendance of Negro pupils at previously all-white schools, and a car containing a television crew from WDSU-TV covering for the station and NBC News was besieged and stoned by the mob. An ABC cameraman also had his camera smashed by the crowd.

NBC News president William R. McAndrew, and WDSU-TV's president, A. Louis Read, and news director, John Corporon, wired Governor Johnson that the reputation of Mississippi had been damaged by the assault. They added that inaction on the part of the state police and the indifference of the local police contributed to the state of anarchy and mob rule that resulted.

ABC News president Elmer Lower's communication to the governor said "cameraman Brett Woodward, of Memphis, Tenn., working for ABC News, while attempting to film activities on school opening day in Grenada, was attacked by a crowd of onlookers. He was threatened with physical injury and his camera was completely smashed. This occurred while local police were nearby, making no effort to protect Mr. Woodward."

Governor Johnson answered the

wires almost immediately saying that the Mississippi highway patrol was in Grenada to preserve law and order, would remain as long as necessary to prevent violence and use every means to quell disorders. He added that "all news personnel should be permitted to acquire the actual story on matters of interest to your viewing public." He concluded there was no excuse for any law officer to stand idly by while such attacks occurred and said this was in direct opposition to his administration's wishes.

The NBC incident occurred Tuesday, (Sept. 13) as WDSU-TV reporter Richard Townley and a film crew were surrounded by hostile whites in front of a Grenada school. The crowd ordered the newsmen to leave and pounded on their car with pipes, clubs and stones, smashing a window.

Later the town constable was quoted as saying some reporters deserved a "cleaning."

"When they tell a lie they need a whuppin—from anyone who wants to give it to them," he added.

WTVJ(TV) interviews create stir in Miami

WTVJ(TV) Miami's airing of a series of interviews with political confidant Roy O'Nan, who described himself as "the most famous bagman in South Florida," has netted the station a mixed bag of praise and blame for its efforts. (BROADCASTING, Sept. 5)

Some Dade county newspapers and television stations have taken WTVJ(TV) to task for providing a public platform for testimony that they say is of questionable value; others have commended the series of programs as fearless civic journalism. The series climaxed with a special program Sept. 6 featuring more charges of gambling payoffs and

corruption in law enforcement agencies and additional comment by Hank Messick, a special crime reporter for the *Miami Herald*. The *Herald* has given the station strong editorial support.

Another newspaper editorially characterized the station's performance as "irresponsible, indiscriminate, unfounded and vicious." A legal newspaper published by Lee Ruwitch, former vice president and general manager of WTVJ, deplored the "cloud of suspicion that now hangs heavily over the legal establishment" of the community.

Charges have been levied that WTVJ paid O'Nan for his appearances, but Ralph Renick, who conducted the interviews, says the station did not pay O'Nan. Mr. Renick told BROADCASTING that he had known O'Nan since he was 17 years old—when O'Nan, then with a Miami drugstore firm, hired him as a soda-fountain employee. Since then, he said, occasional meetings kept he and O'Nan in contact, and when O'Nan was ready to publicize his accusations, he turned to him as his acquaintance.

Dr. Brothers on NBC Radio

NBC Radio has signed psychologist Dr. Joyce Brothers to present a daily program, *Mind over Matter*, which

will be part of the network's *Emphasis* series.

Mind over Matter will be aired Monday-Friday at 12:30 p.m. and is described as "incisive analysis about people and events." The network said Dr. Brothers will also discuss human motivation and psychological techniques and advances.

The popular psychologist already appears in a syndicated television program and is heard on WNBC New York in the daily *Call Dr. Brothers*.

RKO General to get new color studios

RKO General Broadcasting plans to enlarge both its local and its national TV production capacity, especially for color, by centering its operations in a new TV production center at 1481 Broadway in New York.

Robert J. Leder, executive vice president, announced last week that his company has negotiated a 10-year lease for two floors (26,000 square feet) of a building at the corner of 42d Street and Broadway. The new facility will be used by RKO's New York outlet, WOR-TV, (for increased live and taped

presentations) and by its new production-syndication division, RKO General Productions.

RKO expects to renovate the space for two studios and start production work on Nov. 1. The company has placed orders for four General Electric Plumbicon (four-channel) cameras, three Ampex VR 2,000 Videotape recorders and three other VTR's, and new lighting switching and control units. Eventually, RKO will introduce mobile units as part of its production operation.

RKO's new quarters on the second and third floors are now occupied by NBC-TV and its daytime series, *The Doctors*. Before NBC moved in last February, the building's two floors housed Telestudios Inc. in 1956-58, NTA Telestudios 1958-60 and MGM Telestudios 1960-66.

RKO General Productions is working with Columbia Festivals (owned by Columbia Artists Management) to tape the *Fiesta Italiana* from Madison Square Garden as a TV special for syndication worldwide following its North American tour. The division also produces for syndication *Firing Line with William F. Buckley Jr.* (expected to move to the center) and *Hollywood Backstage*. Its other activities include *Meet Marcel Marceau*, a one-hour color special, and *Can You Top This*, a network pilot in color.

Susskind has kind words for TV quality

David Susskind, self-styled conscience and critic of television, last week observed that the new season, despite what he called the traditional attempt to imitate past successes, showed an attempt to reach disenchanted viewers who have deserted because of a lack of higher-quality programs.

Mr. Susskind, addressing a special TV day luncheon of the Advertising Club of Washington Tuesday (Sept. 13), said that for the first time in five years a "herculean effort" was being made to appeal to the disaffected viewer. The award-winning president of Talent Associates-Paramount Ltd. told his audience television was divided in two parts—the part that appeals to the masses and the segment appealing to class.

The first, he continued, adheres to the formula of emulating program themes that have been successful in the past. The second or class-appeal type had much to offer this season,

he felt, in the increase in specials, news, music, and the rebirth of drama.

Restlessness ■ He attributed this resurgence in "quality" programming to a restlessness in broadcasting resulting from criticism in the press, the pulpit and "hyperthyroid PTA groups" and to a search for a better public image by sponsors.

Then turning to a defense of his profession, he said that as he viewed it, other media such as newspapers and books have also sought the same debasing mass-appeal contents that TV has offered and thus had little justification for their criticism.

In conclusion, Mr. Susskind said television, if selective and judicious, can be a treasure trove, but that it should expect the continuous prod of the FCC, the clergy and newspapers because of its status as a semi-utility. It gets better each year, he said, and this year, viewed in its totality, is better than last year.

Hill support grows for football merger


The dual thrust to prohibit broadcasting of professional football games on Friday night and to clear the way for the proposed merger of the National and American Football Leagues picked up some solid blocking in Congress last week.

Members of the leadership in both the House and Senate added their voices to the growing appeal to protect attendance at high school football games, many of which are played on Friday night, by forbidding the telecasting of professional games at that time and to facilitate the marriage of the two leagues.

During the past week such congressional stalwarts as House Minority Leader Gerald R. Ford (R-Mich.), Senate Minority Leader Everett M. Dirksen (R-Ill.) and Senate Democratic Whip Russell Long (D-La.) joined the effort to clear the way for merger.

Representative Ford said the merger, scheduled to begin with a televised championship game next January, "is beclouded by confusion and uncertainty under our antitrust laws." He added

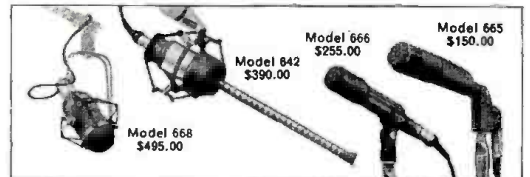
How does this 7 FOOT MONSTER help solve your sound problems?

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But beyond this, the 643 has been one of our most effective field research tools, offering a far-reaching insight into the nature of directional microphones, and their applications.

An obvious result of 643 research is our unique Model 642. Same E-V Cardiline™ principle*, but only 18 inches long. It reaches up to twice as far as any other broadcast unidirectional microphone to give you better long distance pickups than were dreamed possible a few years ago.

And this same basic research stimulated the development of our new Model 668 cardioid microphone. It uses the Continuously Variable-D® cardioid principle (a creative development from our exclusive Variable-D patent*) to provide smoother cardioid action—plus more versatility—than any other boom microphone you can use.



But let's not ignore the most popular professional cardioid microphone of all, the Model 666. Here's where the Variable-D principle got its start. And since the introduction of our seven foot laboratory, the 666—and its companion, the 665—has been further refined to offer better performance and value than ever before.

From such startling microphones as the 643, come continuing basic improvements—and the tools you need to solve your most difficult sound problems. Only E-V provides this kind of design leadership. E-V microphones in your studio will give you a big head start toward better sound. After all, we're at least seven feet ahead of everybody!

Model 643, \$1,560.00. Normal trade discounts apply on list prices shown.

*Cardiline Patent No. 3095084. Variable-D® Patent No. 3115207

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that the combination would "improve competition on the field and assure more and better football games for millions of fans across the country." He and Representative William C. Cramer (R-Fla.), the ranking minority member of the House Judiciary Committee where a broadcast-limiting bill has been stalled for over a year, introduced legislation to achieve the two goals. Both urged the committee chairman, Representative Emanuel Celler (D-N. Y.), a strong critic of the antitrust exemptions granted to professional baseball, to begin consideration of the measures.

In a bipartisan move on the Senate side, Senator Long, for himself and Senator Dirksen, introduced similar interim legislation. The Senate last year passed the far-ranging bill, bottled in the House Judiciary Committee, to exempt football from certain antitrust provisions and limit game broadcasts. The bill introduced by Senator Long last week would merely permit the merger and curtail televised games.

A \$12 million damage suit against the National Football League and the American Football League has been filed in U. S. district court at Chicago by a group of promoters there, local promoters who have failed to win an AFL franchise there. The suit also seeks an injunction to block the merger of the two football leagues.

The Chicago Football Associates, which filed the court pleading, is headed by Robert Nussbaum, a stockbroker whose other interests have included the Chicago Panthers, a semipro team. Others involved include Chicago busi-

nessmen William T. Krause and Arch E. Friedman.

The complaint charges that until the last minute before the proposed merger of the AFL and NFL was announced June 8, Chicago Football Associates had been repeatedly assured verbally by AFL officials that it would receive a Chicago franchise. The merger proposal came as a "shock," Mr. Nussbaum said. Since Chicago already has an NFL, the Chicago Bears, the merger would preclude another team there, it was noted.

Mr. Nussbaum told newsmen that he got the idea for the suit after he learned that Representative Celler had stated that football would not be exempt from the Sherman anti-trust law.

NBC-owned stations set group-programing unit

The NBC-Owned Television Stations Division has formed a program development unit to provide programing for the stations and for sale to other TV outlets throughout the country, Raymond H. Welpott, president of the division, announced last week.

Mr. Welpott said that for a number of years the division has experimented with group programing in association with outside packagers on such shows as *Everything's Relative* and *PDQ*. Both these programs, he added, pointed up the feasibility of group programing and demonstrated the need to set up a development unit in New York.

Triangle to syndicate TV pre-school series

A new TV program series that combines word learning and entertainment for preschool children will be syndicated by Triangle Stations next June after 195 half-hour tapes (39 weeks) are shown on Triangle's WFIL-TV Philadelphia.

The shows began on WFIL-TV on Sept. 12 on a Mon.-Fri., 7-7:30 a.m. EDT schedule. They feature Miss Irene (Irene Shellington) in a format that is aimed at reading instruction for three-year-olds. Neil Harvey, the series' producer, is working with the program as part of his graduate work toward a doctorate at the University of Pennsylvania. Miss Shellington is language arts coordinator for the Haverford township schools in Delaware county, Pa.

According to Triangle, the series when syndicated will be sold to stations with the stipulation it can be offered for sponsorship only by institutional advertisers.

NCTA report to Burdick shows distant imports

While less than 8% of the 1,650 CATV systems in the country receive only local, or grade B signals, over 90% of the systems receive at least one distant signal imported from beyond the transmitting station's grade B contour, according to the National Community Television Association.

In a study requested by Senator Quentin N. Burdick (D-N. D.), whose Senate Judiciary subcommittee is considering copyright legislation affecting CATV, the association also noted that about one quarter of the systems receive only distant signals, while 67% get a mixture of both local and distant service.

The breakdown further shows that the approximately 8% that receive only local signals represent some 181,000 homes and close to 600,000 persons; the 405 systems receiving no local signal represent 539,000 homes and 1.7 million persons, and the 1,111 systems that handle an assortment of signals serve 1.7 million homes and 5.8 million people, the survey indicated.

Overmyer sets network series

The Overmyer Network has bought *Tales from the Great Book*, a series of half-hour animated films in color based on Bible stories, it was announced last week by Oliver Treyz, ON president. The series is being produced by GDL

News directors meeting to cover key issues

AGENDA: RIGHTS, FAIRNESS, FREEDOM OF INFORMATION

Civil rights coverage, freedom of information, the FCC's fairness doctrine and other basic issues affecting news on the air will highlight the annual meeting of the Radio-Television News Directors Association in Chicago Sept. 27-Oct. 1.

Major corporations will be hosts at luncheon, dinner and entertainment events. Convention headquarters: LaSalle hotel.

It is possible that the hottest topic of the convention may turn out to be the extensive study on fair trial and free press by a special committee of the American Bar Association. Sources within the ABA hinted late last week that publication of the report will be made soon, perhaps just before the RTNDA meeting. The report is expected to make recommendations con-

cerning retention or amendment of Canon 35, the judicial policy which now keeps radio-TV out of the courts.

Speakers - Civil rights leader Martin Luther King will be luncheon speaker at the convention's Friday session. Chicago Mayor Richard J. Daley, who has criticized excessive publicity of civil rights protests, is to be Wednesday's luncheon speaker. Navy Secretary Paul A. Nitze will speak Thursday noon at the awards luncheon.

FCC Commissioner Kenneth A. Cox and RTNDA Counsel Ted Pierson will debate "the state of Section 315 and the fairness doctrine" Friday morning.

On Saturday one session will include a look at U. S. news by foreign journalists stationed here. Julian Goodman, NBC president, will speak at the Paul White memorial banquet Saturday.

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Productions, New York, and is scheduled to be carried Sundays on the Overmyer Network when it begins operations in the fall of 1967, Mr. Treyz said.

ABC expands Yale grant for TV playwriting

ABC Inc. announced last week it will continue and expand its grant to Yale University to maintain a course in television playwriting for the 1966-67 academic year. The grant was made for the first time last year and has been raised from \$76,000 to \$79,000.

The grant provides \$5,000 each to seven fellowship students at the Yale School of drama and will cover the salaries of two lecturers in writing and a visiting critic. Winners of the seven fellowship grants for 1966-67 have been selected by Robert Brustein, dean of the School of Drama and will be announced shortly.

Radio series sales . . .

Doctor's House Call (Signal Productions): KIJV Huron, S. D. and WKUL Cullman, Ala.

Point of Law (Signal Productions): KATY San Luis Obispo, Calif.; KGBX Springfield, Mo.; WKUL Cullman, Ala.;

wcco Minneapolis, and WDBO Orlando, Fla.

More for Your Money (Signal Productions): WKUL Cullman, Ala.

World of Money (Signal Productions): WMIX Mt. Vernon, Ill.

Hollywood Highlights (Mar-Kee Productions): WCRM Clare, Mich.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): KCLV Clovis, N. M.; WAUB Auburn, N. Y., and WHPL Winchester, Va.

AP reports record radio-TV membership

TV-radio station membership in the Associated Press increased by 210 over the past year to a record total of 2,828, Robert Eunson, assistant general manager of AP, reported last week.

Mr. Eunson made his report during the annual meeting of the board of directors of the Associated Press Radio and Television Association in New York. Other speakers were F. O. Carver, director of public relations for WSJS-AM-TV Winston-Salem, N. C., who was reelected president of the association (see page 104); Gene Shumate, general manager of KRXX Rexburg, Idaho, and chairman of the Committee on Performance; and John A. Aspinwall, broadcast editor of AP.

Film-sales division set up by Adams

A TV film sales division has been established by Adams Broadcast Services Inc., New York, to represent producers-distributors in the sale of features and other films to TV stations, it was announced last week by Robert F. Adams, president.

Its initial project will involve a group of 20 feature films owned by Emery Pictures Inc., that will be offered shortly for sale to stations. The package is called *Solid Gold Group One*, and consists of foreign-produced features, half of which are in color, according to Mr. Adams. Titles include "Love in Monaco," with Grace Kelly and Frank Sinatra; "The Phone Rings Every Night," with Elke Sommer; "Pilgrims of Love," with Sophia Loren, and "Nightmare," with Senta Berger.

Wallace H. Lancton, vice president in charge of sales for Jayark Films Corp. and earlier with Bernard L. Schubert Inc., has resigned from Jayark to supervise the new Adams operation. Mr. Adams stressed that he is continuing with his activities in the broadcast management consultancy area. Mr. Adams was formerly executive vice president of Overmyer Communications Corp. and a sales official with WBKB-TV Chicago and WABC-TV New York.

FINANCIAL REPORTS

CBS buys stock in Holt, Rinehart

CBS, whose recent acquisitions have run from guitar companies to an educational-toy concern, finally got a piece last week of something it has coveted for a long time—a publishing company.

CBS, which earned \$49 million last year on sales of \$700 million, bought 11% interest in Holt, Rinehart & Winston, with purchase of about 375,000 shares which had been held by Texas financiers John and Clint Murchison.

Price of the transaction was not disclosed, but Holt, Rinehart stock, listed on the New York Stock Exchange, was trading close to \$50 a share last week. A Wall Street source estimated CBS might be willing to pay \$60 a share for the stock which would put the price of the deal at \$22.5 million.

In addition to book publishing operations, Holt, Rinehart publishes four magazines: *Field & Stream*, *Popular Gardening and Living Outdoors*, *New Homes Guide* and *Home Modernizing Guide*.

In 1965 the company increased profits 21% to \$5,186,000 on a sales vol-

ume of \$58,562,000. Sales were up 16% over the previous year.

Merger Plans Denied • Both CBS and Holt, Rinehart denied any plans for eventual merging of the companies but security analysts in Wall Street doubted CBS would be content to sit tight with just 11%. Beyond CBS's

NBC tries 'Walking'

As part of a new policy to become more closely associated with the Broadway theater, NBC has made a \$100,000 investment in the forthcoming musical, "Walking Happy," it was announced last week.

NBC will not receive an option for TV rights to the musical, which is scheduled to open on Broadway on Nov. 26, a network spokesman said. The play is a Cy Feuer-Ernest Martin production. NBC intends to confine its investments to musicals initially, but later the base may be broadened, it was said.

current interest in the company, about 80% of Holt, Rinehart stock is publicly held.

CBS Board Chairman William Paley and President Frank Stanton said, "Holt has distinguished itself in the educational publishing field for more than a century. We feel that our interest in that firm under its present vigorous management is a decidedly good investment."

Alfred C. Edwards, Holt president and chief executive officer, indicated news of the CBS purchase had "come as a surprise," but said that "I am confident that with mutual understanding both companies can work together effectively."

Following the transaction John Murchison resigned as a director of the publishing company and Messrs. Paley and Stanton were named to the board.

Meanwhile reports continued that CBS is actively interested in acquisition of Curtis Publishing.

Chris-Craft-Grow merger off

The proposed merger between Chris-Craft Industries, Oakland, Calif., owner of three TV stations, and Grow Chemical Corp., New York, was called off

last week because of "adverse reactions among shareholders." Plans for the merger, first disclosed Sept. 9, called for one share of a new series of Chris-Craft convertible voting preferred stock—authorized by company stockholders last April—to be exchanged for each share of Grow Chemical common. As part of the deal, Farboil Co., Baltimore, a coatings manufacturer, was to have been purchased for \$4.25 million.

Desilu income drops despite rise in gross

The shaky financial structure of TV series production was indicated by a first-quarter report released last week by Desilu Productions, Hollywood. The major TV production company and studio facility operator showed a whopping \$2.4 million jump in gross income for the first 13 weeks of the current fiscal year, coupled with a disappointing drop of some \$23,000 in net income.

Greater income from the rental of studio facilities plus the sale of two more series and two one-hour specials to the networks were credited with the

rise in gross. The huge costs of developing and producing these programs were implied as the reason for the smaller income. These costs, in excess of income of the two new series sold, and except to the extent of a \$156,000 reserve, are being deferred until better estimates can be made of their future earning potential.

If further options on the new series are not picked up by the networks, it was reported, all deferred costs of development and production will be charged against operations during the current fiscal year.

Mission: Impossible (CBS-TV) and *Star Trek* (NBC-TV) are the two shows Desilu sold in the current fiscal period. *The Lucy Show* (CBS-TV), a hold-over from last year, is the third Desilu-owned series on the networks.

For the 13 weeks ended July 30:

	1966	1965
Earnings per share	\$0.15	\$0.16
Gross income	6,599,658	4,221,233
Net income	161,442	184,667

Blair buys into printing firm

In a diversification move, John Blair & Co., New York, announced last week it has reached an agreement in principle to acquire for cash a major interest in

American Printers & Lithographers Inc., Chicago. Terms of the transaction are being withheld pending the signing of a contract.

American Printers & Lithographers specializes in color lithography and serves corporate accounts and advertising agencies. Based on the current levels of operations of the two companies, the contemplated interest in the printing firm would add approximately 7% to Blair's consolidated earnings on an annual basis, according to Francis Martin Jr., Blair president.

Screen Gems expects record profits

Screen Gems expects record profit and sales for fiscal 1966, which ended last June.

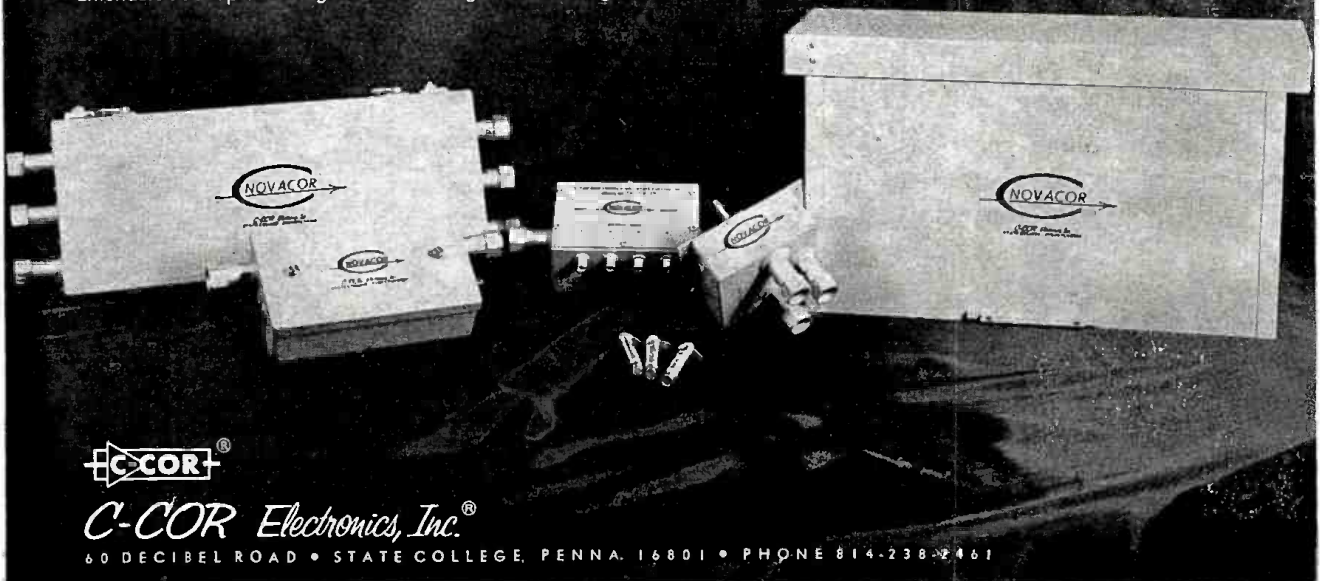
Jerome S. Hyams, executive vice president of SG in a talk before the New York Society of Security Analysts, indicated that profits would increase about 10% to approximately \$1.30 a share and sales would jump to \$88 million from \$66.9 million in fiscal 1965. Audited figures for fiscal 1966 will be

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available in about a month.

Mr. Hyams told the meeting of security analysts that Screen Gems has "been actively seeking" acquisitions in the educational publication field.

ABC gets big loan for color-TV gear

ABC Inc. announced completion last week of a five-year loan agreement with four banks in the amount of \$25 million.

Leonard H. Goldenson, ABC president, said the loan would be taken down before March 1, 1967, and that terms provide for quarterly repayment of the funds beginning June 1, 1967.

ABC said the money would be used to meet the company's "expanding needs, particularly the expansion of color-television facilities."

Gulf & Western increases holdings in Paramount

Gulf & Western Industries was reported last week to have increased its holdings in Paramount Pictures Corp. to 18½% of the company's outstanding stock through a purchase of 108,427 shares from a group of Chicago investors.

Gulf & Western is now believed to own 301,427 shares of Paramount common stock. G&W plans to acquire Paramount through an exchange of stock, and special meetings of shareholders are set Oct. 11 to act on the proposal.

Financial notes . . .

■ The board of directors of Technicolor Inc., Hollywood, voted last week to reduce the quarterly cash dividend on the

corporation's common stock from 18¾ cents per share to 10 cents per share. The dividend will be paid Nov. 2 to stockholders on record on Oct. 10.

■ Collins Radio Co., Dallas, has declared a quarterly dividend of 15 cents per share, payable Oct. 17 to stockholders on record on Sept. 26.

Republic profits drop

Republic Corp., Beverly Hills, Calif., television and motion-picture film processor, has reported a substantial decline in net income from operations for the nine months ended July 31. The current financial report includes a non-recurring capital gain of \$98,000.

For the nine months ended July 31:

	1966	1965
Earnings per share		\$0.14
Gross revenues	\$41,810,000	\$40,072,000
Net income	32,000	637,000

EQUIPMENT & ENGINEERING

DBA scores commission's presunrise rule delay

FCC delay in adopting a proposed rulemaking that would provide relief to daytime-only operations has drawn sharp criticism from the Daytime Broadcasters Association.

Distressed by a four-year delay on an

issue vital to its membership, the DBA board at a meeting in Washington contended that former FCC Chairman E. William Henry and then Commissioner Rosel H. Hyde had promised at the 1964 National Association of Broadcasters convention that a rulemaking providing relief to the daytime hours situation would be completed "soon." "The board feels that two and a half years cannot be defined as

'soon,'" said DBA Chairman Ray Live-say. Pointing out that 48% of all AM stations in the U. S. are daytimers, the board also said that it would continue its strategic effort to win a minimum schedule from 6 a.m. to 6 p.m. for all U. S. daytimers.

Notice of the FCC's presunrise rule-making was issued in November of 1962. If adopted it would provide for a uniform presunrise sign-on time (6



Color gets around in CBS two-van unit

CBS-TV was set to place into network use over the weekend a newly developed color mobile unit said to provide virtually unlimited mobility and to extend vastly the capabilities for coverage of out-of-studio events.

Developed by CBS Laboratories at the request of CBS-TV, the unit was earmarked for use on Saturday (Sept. 17) for the Network's NFL—

Countdown to Kickoff and for coverage of the Green Bay Packers-Cleveland Brown football game yesterday (Sept. 18).

John T. Reynolds, president of the CBS-TV network, observed: "More and more of network programming will include broadcasts from remote locations. The new system effectively removes many of the lim-

itations imposed by distance from permanent production centers."

The new unit functions as a two-van facility. One van, with expandable sides, houses the operations control room, a video-and-audio operating area, and video-and-audio systems components and communications systems. The second van serves as maintenance-and-storage headquarters, contains a viewing room, and can accept portable-film and tape-origination facilities.

The vans are capable of simultaneously operating six color cameras (Norelco Plumbicons) with an expansion potential to eight cameras, according to the network. It added that for wide-range coverage, such as for national conventions, the vans contain control-switching capability for up to 11 cameras and can be expanded to 23 cameras.

In addition to the prototype two-van unit already delivered to CBS-TV by CBS Labs, two more units are expected to be turned over to the network by the end of October.

a.m. has been proposed) for certain daytimers, generally class III regionals.

The DBA also elected new officers (see page 103) and stated that it plans to continue its representation of those daytimers that operate on Mexican clear channels in the U. S.

Technical topics . . .

High over Philly ■ WIBF-TV Philadelphia (ch. 29) has begun construction of a new 1,114-foot transmitter tower, scheduled to be completed in mid-November. William L. Fox, president of WIBF-TV, said cost of the project was estimated at \$370,000.

Equipment sold ■ TeleMation Inc., Salt Lake City, has announced the sale of \$300,000 in CATV public service equipment to United Transmissions Inc., subsidiary of United Utilities Inc. and located in Shawnee Mission, Kan. Included in the sale were nonduplication programers for each of United's current and pending CATV systems, as well as numerous Weather Channel and News Channel systems and local program origination equipment packages.

Ampex's busy ■ The U. S. Continental Army Command (CONARC) placed a \$465,000 contract for three mobile TV vans for video tape with Ampex Corp., Redwood City, Calif. last week. The new TV vans, bringing to five the total number of mobile units purchased

by CONARC from Ampex, will be used for video-tape production as part of the army's nationwide closed circuit educational TV system. At the same time, but in entirely different area, Ampex announced distribution of an automatic degausser designed for primary use in radio stations and recording studios. The new model AE-100 degausser is said to fully erase either quarter-inch tapes or Cue-Mat magnetic mats uniformly and automatically, with no loss of quality when additional messages are recorded.

Color completion ■ WSPA-TV Greenville-Spartanburg, S. C.-Asheville, N. C., has completed a \$500,000 expansion program to provide local live color broadcasts. The channel 7 CBS station will broadcast 50 of its 55 evening programs in color.

BRS names ■ BSR (USA) Ltd., Blauvelt, N. Y., manufacturer of turntables, record changers and tape decks, has named Kane, Light, Gladney, New York, as its agency for all products.

Gotham to Jameson ■ Gotham Audio Corp., suppliers of audio equipment to recording and broadcasting companies, has assigned its advertising and promotion account to Jameson Advertising, both New York.

Expansion ■ WTVK(TV) Knoxville, Tenn., has begun an expansion program

that will include over \$1.2 million in new equipment. In addition, WTVK is constructing a new tower that will be 1,073 feet above ground. South Central Broadcasting Corp., Evansville, Ind., owns the channel 26 station.

System combines slides with closed-circuit TV

Theater Network Television Inc., New York, last week introduced "TriggerVision," a long-distance network electronic technique that synchronizes color-slide projectors in many locations. Pontiac Motor Division, General Motors Corp., made the first use of the system with a nationwide hookup, via telephone lines, in conjunction with closed-circuit TV, to 26 cities. Pontiac's purpose was to display new 1967 models to its dealers and salesmen.

TriggerVision, a two-way audio device invented by TNT Communications Inc., was set up with triple screens (over 300 square feet) at each of the 26 points. A center screen carried "live" CCTV and flanking screens showed color slides from projectors located at each point. Slides were simultaneously "triggered" from Newark, N.J., the control point. This technique is said to be applicable in both national and international relays.

COUNTRY STORE *Kansas Style*



The largest independent grocery distributor in the country is now 600 stores **BIGGER!** Topeka is headquarters for The Fleming Company and the "nerve center" for this \$800,000,000 operation that serves 1500 supermarkets in 11 states. Fleming's computerized inventory system measures caselot movement of product from 1,850,000 sq. ft. of warehousing. Advertising effectiveness and consumer acceptance of product is measured and analyzed here!

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Humanitarian award to Thomas W. Sarnoff

Thomas W. Sarnoff, West Coast staff executive vice president for NBC, was presented with the Humanitarian Award for 1966 of the Broadcast-Motion Picture-Recording Division of the National Conference of Christians and Jews in Beverly Hills, Calif., last week.

The award, given at a formal dinner held at the Beverly Wilshire hotel, was attended by 300 civic and entertainment industry leaders.

The presentation was made by Robert O. Reynolds, general chairman of the Broadcast-Motion Picture-Recording Division of the philanthropic organization and also a major stockholder in the five Golden West Broadcasters stations. In introducing the award winner, Mr. Reynolds praised Mr. Sarnoff as a long-time crusader for human rights and racial equality.

In his acceptance speech, Mr. Sarnoff emphasized "America's foundation

of freedom and right of expression is not a one-way street. If we deny freedom here we cannot hope to see it flourish in the rest of the world."

Drumbeats . . .



Hard hats ■ James H. Manion, (right) sales manager for WEHT(TV) Evansville, Ind., fits Bob Rosenheim, assistant media supervisor for the Ted Bates Co. with appropriate construction headgear promoting the Gilmore station's new tall tower. Ed Lier (left), assistant

sales manager of Avery-Knodel, New York, admires Mr. Manion's new chapeau. The station began operating on lower channel 25 from the new 1,000-foot antenna on Sept. 10.

Spreading the word ■ Two college students have completed an eight-week, 13,900 mile, coast-to-coast trip promoting the idea of a "transistor radio in every home" as a security measure in case of emergency. The idea has been strongly endorsed by Civil Defense, the FCC and other government and community agencies. The Mallory Battery Co., New York, underwrote the students' tour.

Radio theme ■ Heller Corp., Hollywood, maker of program production aids, has created a musical promotional theme for WIND Chicago. The theme is a march—"Marching to Chicago"—which is to be played at local parades and other public events. It's been recorded by the U. S. Navy Band and the 115-piece Chicago Fireman's Marching Band.

INTERNATIONAL

U.S.-Mexico treaty talks to resume in November

Negotiations between the U.S. and Mexico on an agreement governing the two countries' use of the AM radio band are scheduled to resume later this year in Mexico City. The announcement that the talks will continue came last week in Washington at the close of the current discussions between the two nations.

Negotiations are tentatively scheduled

to resume in Mexico City at an informal session on Nov. 14. Formal discussions are scheduled in early February, also in Mexico City.

The Washington talks, which ended last Tuesday (Sept. 13) after a week's duration, were said to have narrowed many differences of opinion on issues vital to both countries. But officials said that no written agreement has resulted from the discussions. The five-year treaty, which expired last June, has been extended until the end of 1967.

Key issues in the continuing talks include the question of each country's nighttime use of the other's clear chan-

nels and a possible increase in the power limitations on class IV stations along the border.

U.S. overplayed sex-show furor, BBC head says

American news media were charged last week with distorted reporting of public reaction to *Exit 19*, a documentary on sex, broadcast by the BBC last month.

Sir Hugh Greene, director general of the BBC, said U. S. wire service reports had grossly exaggerated the British public's response to the program. Sir Hugh said the BBC had received only three telephone calls, one of them favorable, and 20 letters commenting on the documentary. Wire stories had put the protests in the hundreds and had said the BBC had started an investigation.

Reports of the BBC investigation. Sir Hugh said last week, were "complete balderdash." Sir Hugh made his comments during an informal luncheon in Washington last Thursday. The luncheon was given by Vincent Wasilewski, president of the National Association of Broadcasters, and attended

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by NAB executives and FCC Chairman Rosel Hyde.

Exit 19 featured a young unmarried couple in bed discussing their sex lives (BROADCASTING, Aug. 15).

In another talk last week, in New York, Sir Hugh expressed the view that satellite television broadcasting throughout the world is not feasible for the foreseeable future because of political reasons.

He told a dinner meeting of the New York Chapter of American Women in Radio and Television that as long as wide political differences exist among leading nations of the world, a truly global satellite system cannot emerge. He mentioned specifically that the Soviet Union was unlikely to cooperate in satellite broadcasting.

James Hagerty, vice president for corporate relations for ABC Inc., who was in attendance at the meeting, was asked to comment upon Sir Hugh's statement. Mr. Hagerty said that he agreed only in part, pointing out that a satellite will be placed over the Pacific Ocean soon and eventually over the Indian Ocean, providing transmissions to and from all parts of the world. He agreed that world-wide cooperation by all nations may not develop within the next few years, but he predicted that there would be a considerable expansion in satellite transmissions over the next two or three years.

Abroad in brief . . .

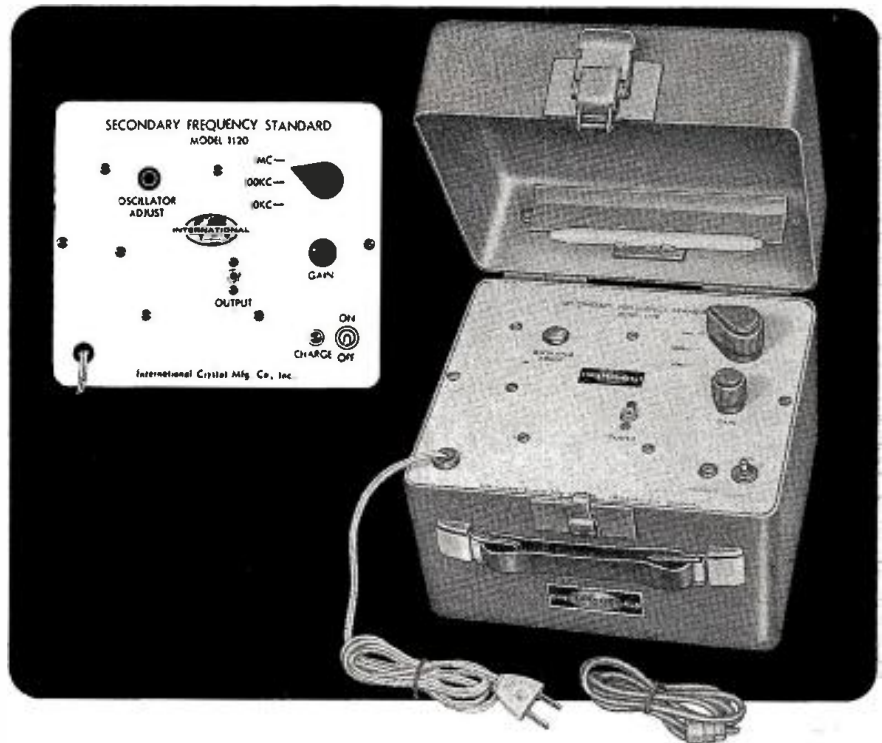
Ameco in S. A. ■ Ameco Inc. has signed a contract with TeleSistema Argentino for cable television equipment manufacture and distribution in Argentina and Uruguay. Ameco will supply CATV equipment until TeleSistema, owned by Time-Life, CBS and a Latin American partner, begins its own manufacturing program. Luis Maria Perfilio is president and chief executive officer for TeleSistema.

British expansion ■ Compton Advertising Inc.'s partner office, Garland-Compton Ltd., London, has purchased a majority interest in Powney Parker Publicity Services Ltd., Bradford, England. Compton, New York, said PPPS Ltd., founded in 1929, now bills for clients in northern England.

Congo TV ■ RCA reports it has acquired a \$900,000 contract from the Government of the Democratic Republic of the Congo to establish a UHF TV station in the capital of Kinshasa (formerly Leopoldville) in Central Africa. Shipment of equipment is planned for October with construction to be completed early in 1967, according to RCA. Television Congolaise, responsible for its design and operation, negotiated the contract, which RCA says will provide that nation with its first TV station.

BROADCASTING, September 19, 1966

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BROADCAST ADVERTISING



Mr. Boyle



Mr. Burke

John E. Boyle and **Thomas A. Burke**, account group heads with BBDO, New York, named VP's. **William B. Conklin**, creative supervisor, BBDO, New York, named creative director, San Francisco office. He succeeds **Arthur Bellaire**, who resigned to become VP-advertising, J. B. Williams Co.

John W. Spence, VP-administration, Pure Oil division of Union Oil Co. of California, joins Needham, Harper & Steers, Chicago, as senior VP for business affairs. **Jack W. Copher**, VP of NH&S, named director of agency's Chicago division account executive department.

Jim Mullen, VP, associate creative director and group supervisor at William Esty Co., New York, joins Erwin Wasey, Los Angeles, as VP, creative director. **Don Fawcett**, senior copy writer for Ted Bates & Co., New York, joins Los Angeles office of EW as creative group head.

Eric Bellingall, **John W. Davis** and **Robert A. Haumesser**, with Honig-Cooper & Harrington, San Francisco, named senior VP's. **Ronald B. Berman**, **George Dunn**, **Harold P. Ford**, **Michael G. Harrington**, **Philip S. Hayman**, **John Johnson**, **Robert W. Maier** and **James Mithun** named VP's.

Gerald Simmonds, account executive

Broadcasters make political news, too

One broadcaster-turned-politician was catapulted into the role of a top contender for the office of governor of his state while another television figure lost his bid for the governorship in another state in last week's primary election contests.

In Arizona, **State Senator John R. Williams**, former mayor of Phoenix and an executive of KOY, that city, defeated two other contestants in the Republican gubernatorial primary. However, in Georgia, **James Gray**, publisher of the *Albany Herald* and president of WALB-TV Albany, ran fourth in his state's Democratic governor's primary race.

Mr. Williams, program director for KOY, held numerous municipal offices before making a run for the state's highest office. He is given a

good chance of winning in November. His Democratic opponent, Governor Samuel P. Goddard, struggled to an unexpectedly narrow victory over two opponents, falling well short of 50% of his party's primary vote.

In Georgia, where a runoff is necessary if the winner of a primary does not gain a majority, **Mr. Gray** fell short in his attempt to be in the runoff. He campaigned on a hard-segregationist platform and was critical of the national administration. The winner in the Democratic primary was former Governor **Ellis Arnall**, considered a liberal.

Facing **Mr. Arnall** in the runoff is **Lester Maddox**, the Atlanta restaurateur who closed his eating place rather than serve Negroes.

for KTTV(TV) Los Angeles, named local sales manager. **Thomas G. Maney**, appointed local sales manager last February, becomes general sales manager for WTTG(TV) Washington.

Wilckes Bianchi, VP and account supervisor, Geyer, Morey, Ballard, New York, elected senior VP.

Janet Marie Carlson, associate copy director for Eisaman, Johns & Laws, Los Angeles, named senior copy director and VP. **Cynthia Lawrence** and **William A. Robinson**, associate copy directors, appointed group copy directors.

Sal J. Agovino, assistant sales manager, The Katz Agency, New York, appointed sales manager, radio division.



Mr. Watson

Herbert Watson, account executive for NBC Spot Sales, New York, named manager, eastern office, radio spot sales.

Norman Darer, account executive for WCBS New York since 1961, named to new post of general sales manager of CBS/FM National Sales.

William Drier, with Grey Advertising, New York, appointed creative director at Conahay & Lyon, that city. **Ken Carson**, with Kenyon & Eckhardt, New York, joins C&L there as executive art director.




Mr. Kapur

Prem Kapur, eastern division sales manager, H-R Television, New York, appointed to newly created post of director of special sales projects. **Jack Flynn**, salesman in firm's western division, succeeds **Mr. Kapur**.

Jack Jennings, account executive for NBC-TV Spot Sales, Los Angeles, named sales manager for KNBC(TV), that city.

Carl (Curly) Nielsen, formerly with CBS radio and NBC-TV sales in San Francisco, appointed commercial manager of KTOB Petaluma, Calif., and *Progress*, weekly newspaper, same city.

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Edmund W. Peaslee Jr., group research manager for D'Arcy Advertising Co., New York, appointed associate research director at LaRoche, McCaffrey and McCall, that city.

Houston D. Jones named national sales manager and **S. Wheeler Rudd** named local sales manager of WAVE-TV Louisville, Ky.

Jane Darden, media director for Hal Stebbins Inc., Los Angeles, appointed media director for Anderson-McConnell Advertising Agency, Hollywood.

Y. M. (Bud) Floyd, with WOW-FM Omaha, named sales manager.

Carl A. Falvo, sales representative for WCPA Clearfield, Pa., appointed sales manager, succeeding **Harry P. Helms-taedter**, who resigns.

Hank Fischer, with KITY(FM) San Antonio, Tex., joins KBER-FM, that city, as sales manager.

Barry Jacobs, with WPHL-TV Philadelphia, appointed account executive.

Robert G. Leckie, with Young & Rubicam, New York, appointed account supervisor for Geer, DuBois & Co., that city.

Dan DePalma, with Gardner Advertising Co., New York, appointed account executive.

Richard Donovan named account supervisor at Young & Rubicam, Chicago.

Jack Smith, with WGLC Mendota, Ill., joins WLS-FM Chicago, as account executive.

Robert Kronenberg, television producer, J. Walter Thompson, New York, joins Sullivan, Stauffer, Colwell & Bayles, same city, as television producer.

Paul A. Robinson, senior TV producer at BBDO, Chicago, joins Spur Productions there as executive producer.

Collins resigns post

Resignation of **LeRoy Collins** as Under Secretary of Commerce, effective Oct. 1, has been accepted by President Johnson.

Mr. Collins, onetime president of National Association of Broadcasters and former Democratic governor of Florida, will return to Florida to practice law. In 1968 he intends to run for Senate seat now held by Democrat **George A. Smathers**, who plans to leave Senate at end of his term due to ill health.

named VP of northern division of parent Rust Craft Broadcasting Co. Northern division includes WSTV-TV Steubenville, Ohio. **Harry Burke**, VP of WRCB-TV Chattanooga, named VP in charge of southern division, which also includes WRDW-TV Augusta, Ga., and WJKS-TV Jacksonville, Fla.



Mr. Welsch

Richard C. Welsch, director of television production and business affairs, NBC, West Coast, appointed division VP, television production and business affairs, West Coast, NBC-TV.

Ray Livesay, WLBB Mattoon, Ill., re-elected board chairman of Daytime Broadcasters Association. Others elected: **Richard Adams**, WKOX Framingham, Mass., president; **George Volger**, KWPC Muscatine, Iowa, VP; **Marianne Campbell**, WJEH Gallipolis, Ohio, secretary-treasurer.

Randall S. Jessee, special assistant to John Chancellor, assistant director for broadcasting, U. S. Information Agency, Washington, appointed assistant director for public information.

Don Upton, district manager in South Carolina for Research Institute of

Jerome D. Baier, with Compton Advertising, Chicago, joins copy staff of Foote, Cone & Belding there.

Walter Abel, senior all-media buyer for Sullivan, Stauffer, Colwell & Bayles, New York, appointed account executive at National Television Sales, that city.

David Reid, with WHDH-AM-FM Boston, appointed account executive.

Joe Murray, with WQUA Moline, Ill., joins WEEL Fairfax, Va., as account executive.

Benedict Berenberg, television producer, Ted Bates & Co., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as television producer.

Fred Kaplan, broadcast traffic group head of Foote, Cone & Belding, appointed traffic manager at Videotape Center, New York.

Michael G. Sherman, with *Washington Evening Star*, and **Robert L. Reid Jr.**, with Johns-Manville Corp., appointed account representatives at J. Walter Thompson Co., Washington.

Lynne Salinas, with Ashe & Englemore Advertising, New York, joins staff of Chirurg & Cairns, same city.

Charles W. Strehan, buyer and planner, Sullivan, Stauffer, Colwell & Bayles, New York, joins Street & Finney, same city, as media planner.

John Bayalis, with Kraft Foods, joins sales staff of WBBM Chicago.

H. Larry Morgan, district representative for The Coca-Cola Co., Detroit, appointed to sales staff of WWJ-AM-FM, that city.

Jo Nelson, in TV with food and cosmetic firms, and **Peter Beach**, from BBDO New York, join Chicago creative staff of Campbell-Mithun. Both have had TV experience.

MEDIA

Ervin F. Lyke, managing director of WROC-AM-FM-TV Rochester, N. Y.,

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AP Radio Television Association elects

F. O. Carver of WSJS Winston-Salem, N. C., (left) was re-elected president of Associated Press Radio Television Association at annual meeting of organization's board of directors in New York last week. Elected VP's from AP's four na-

tional districts (from second left): **James C. Leake** (South), KTUL-TV Tulsa, Okla.; **Thomas Powell** (East), WDAU-TV Scranton-Wilkes-Barre, Pa.; **George Volger** (Central), KWPC Muscatine, Iowa, and **Thomas Bostic** (West), KIMA-AM-TV Yakima, Wash.

America, joins WIS-TV Columbia, S. C., as administrative assistant to general manager.



Mr. Laval

Al Laval, manager of KXEL Waterloo, Iowa, named operations VP of parent Cy N. Bahakel Stations.

Don Griffith named general manager of WNVY Pensacola, Fla., succeeding **Russ Hirsch**, who resigns

to join WCOA, that city.

Ken Hawkins, with KWIX Moberly, Mo., named general manager of KMPL Sikeston, Mo.

Dean L. Osmundson, sales manager of WMC-AM-FM Memphis, named sta-

tion manager.

John R. Puckett, with Cable TV of Yakima Valley Inc., Yakima, Wash., appointed system manager.

Clyde D. Ray, with Lee County TV Cable Co., Opelika, Ala., named manager.

PROGRAMMING

Robert Newgard, western sales manager for Screen Gems, Los Angeles, named VP of Teleworld Inc., that city.

Aaron Beckwith, director of program testing and assistant to chairman of board, Schwerin Research Corp., New York, named director of business affairs and planning, RKO General Productions, same city.

John Steinwand, promotion manager of WSPD-TV Toledo, Ohio, appointed

program director.

Jerry O. MacFarlane, with WUBE Cincinnati, appointed program director.

Elliott Nevins, production manager at WIOD-AM-FM Miami, appointed program director.

Ralph Paolone, field representative for American Society of Composers, Authors & Publishers, appointed district manager of Dallas office.

Vincent Scarza, with Purcell Productions, New York, appointed production director of film and TV projects.

Ronald Della Chiesa, announcer at WBCN(FM) Boston, appointed operations manager, replacing **Michael Troderman**, who resigns for teaching career.

Bob Martin, program director of WCUE-AM-FM Akron, Ohio, named operations manager. **Joel Rose**, news director, succeeds Mr. Martin.

Jim Romeo, assistant director of WTVJ(TV) Miami, named director.

John V. Forsyth, salesman with Hollywood Television Service, appointed assistant sales manager for TV Cinema Sales Corp., Hollywood TV production and distribution company.

Lee C. Hanson, general sales manager at WSAI Cincinnati, named Midwest account executive for Triangle Program Sales, Detroit.

Joseph Madalena, free-lance TV producer, Seattle, joins King Screen Productions, division of King Broadcasting Co. there as salesman for TV commercials, industrial film and television programs.

NEWS

Ivan Smith, associate news director for KGW-TV Portland, Ore., named news director for KREM-AM-FM-TV Spokane, Wash.

Vern Jones, bureau manager, UPI Newsfilm Inc., Washington, named manager, broadcast documentaries and news affairs for WAVY-AM-TV Portsmouth-Norfolk-Newport News, Va.

Dave Perry, newsman for WTOB Winston-Salem, N. C., joins WSGN Birmingham, Ala., as news director.

Alan Smith, writer on NBC-TV's *Today* show, New York, named managing editor.

Joel Tator, director of news for KTLA (TV) Los Angeles, joins KNBC(TV) there as director of nightly *11th Hour News* program.

Stuart H. Chamberlain Jr., assistant to news director at WMAJ State College, Pa., appointed news director of WCPA Clearfield, Pa.

Dave McLean, news writer and producer for KGO-TV San Francisco, named

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Andrew G. Haley, architect of communications law, dies

Andrew G. Haley, 61, pioneer in communications law and senior partner in the Washington law firm of Haley, Bader and Potts, died Sept. 10 following an operation for a perforated ulcer at Georgetown University hospital in Washington.

Mr. Haley, a lieutenant colonel in the U. S. Air Force Reserve, was interred Sept. 13 at Arlington National Cemetery with full military honors after a requiem mass at nearby Fort Myer (Va.) Chapel. Among the honorary pall bearers were FCC Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Kenneth Cox, and former Commissioner T. A. M. Craven.

While still a student at Georgetown University, Mr. Haley worked with Senator Clarence C. Dill of Washington in the preparation of the Radio Act of 1927 and later helped the senator in drafting the Communications Act of 1934. From 1933 to 1939 Mr. Haley served as counsel to the Federal Radio Commission and to its successor, the FCC.

In 1939 he entered private practice in Washington, handling cases and proceedings before the U. S. courts and the FCC concerning common carrier, radio and television broadcasting matters.

Wartime Service ■ During World

War II he was called to active duty as chief of the military affairs division of the Office of the Air Judge Advocate. Later he was released



Mr. Haley

from active duty to serve as co-founder and president of one of the world's largest rocket companies, Aerojet Engineering Corp., now known as the Aerojet-General Corp. Mr. Haley returned to his private law practice after the war.

Mr. Haley was a pioneer in space

law and a strong advocate of a system of law for space communications. He served as president of the International Astronautical Federation (IAF) and was president also of the American Rocket Society.

He was author of a book, "Space Law and Government," published in 1964.

He participated in the U. S. and abroad in conferences on space law and international communications. He was legal adviser to the International Telecommunication Conference in Atlantic City in 1947 and to the Inter-American Radio Conference in Washington in 1949.

In ITU Posts ■ He served as a representative to the International Radio Consultative Committee of the International Telecommunication Union in Warsaw in 1956 and was general counsel to the International Telecommunications Union plenipotentiary conference in Montreux, Switzerland, in 1956.

At his death Mr. Haley was an adviser to the industry advisory group created by the State Department and the FCC to seek a revision of the present U.S.-Mexican broadcasting treaty.

Mr. Haley is survived by four children. His wife, Delphine, died in 1961.

assistant news director.

Robert Vaughn appointed assistant news director of WIP Philadelphia, replacing **Bill Paine**, now news director of KMBC Kansas City, Mo.

John Raymond, news announcer for KYW Philadelphia, appointed editor, replacing **Lou Wagner**, who joins KYW-TV as news editor.

Rose Marie Scott, from KOW Portland, Ore., named to news staff of KGW-TV.

FANFARE

Howard Van der Meulen, press supervisor, NBC press department, New York, appointed manager, news publicity. **Ed Weisman**, television and projects coordinator, American Football League, appointed coordinator, sports publicity, NBC press department, New York.

C. Robert Gruver, head of C. Robert Gruver Associates Inc., appointed PR director of The Philadelphia Agency, Philadelphia.



Mr. Van der Meulen

ALLIED FIELDS

George Gagnon, director of research; **Helen Hildebrand**, associate director of research, and **Jay Schiller**, business manager, Home Testing Institute-TvQ Inc., Manhasset, N. Y., elected VP's.

Clifford W. Jacobs, corporate VP-world marketing for Mattel Inc., will provide marketing counsel for clients in field of consumer products. He has established office at 8811 Alden Drive, Los Angeles.

Dr. Winston E. Kock, director of National Aeronautics and Space Administration's Electronics Research Center, Cambridge, Mass., resigns effective Oct. 1 to return to private industry. **James C. Elms**, NASA's deputy associate administrator for manned space flight, succeeds Dr. Kock.

Roy R. Russo, with FCC since July, 1959, joins Washington law firm of Cohn & Marks.

Theodore L. Bartlett, with RCA for 16 years in New York and Camden, N. J.; with FCC for eight years as principal legal administrator, trial lawyer and trial examiner; and formerly with Aeronautical Radio Inc. in Washington

and Paris, appointed assistant dean and lecturer in law at Temple University school of law, Philadelphia.

David L. Waite, news director of WDAM-TV Hattiesburg, Miss., named head of radio-TV department of University of Southern Mississippi.

EQUIPMENT & ENGINEERING

W. Thomas Collins, counsel to broadcast and communications products division of RCA, Camden, N. J., appointed administrator, operations plans.

Jay M. Brill, specialist in audio-visual communications, named director of marketing of Allstate Communications, Union, N. J.

Farnham H. Shaw, manager of manufacturing development for consumer products division of Corning Glass Works, Corning, N. Y., appointed division manufacturing engineer of company's television products division.

John L. Humphreys named radio broadcast communication sales engineer for Collins Radio Co. in Pennsylvania, Delaware, Maryland and parts of Virginia and West Virginia.

Ray E. Norene, technician with WBBM Chicago since 1931, retires. For many

years he was assigned to field engineering, traveling U. S. with major network radio shows as well as Presidential campaigns.

INTERNATIONAL

Frank Buckley of W. K. Buckley Ltd. elected president of Canadian Broadcast Executives Society, succeeding D. L. Breithaupt of James Lovick Ltd. Named VP's are David S. Broome of Rothmans, John R. Malloy of Canadian Broadcasting Corp. and Don H. Hartford of CFRB Toronto. Alex Stewart of Stovin-Byles TV Ltd. named secretary-treasurer.

DEATHS



Mrs. Berg

Gertrude Berg, 66, creator, writer and title role performer on long-running radio-TV series, *The Rise of The Goldbergs*, died Wednesday (Sept. 14) in New York after brief illness.

Mrs. Berg achieved widespread fame in series as "Mollie Goldberg," starting on NBC Radio from 1929 to 1930 and also in part of 1936, and on CBS Radio from 1938 until 1945. In 1949 *The Goldbergs* began on TV and lasted for several years. Mrs. Berg has been active in recent years in films and on Broadway stage.

Arthur Howard Croghan, 61, former owner of KOWL Bijou, Calif., died Sept.

Earl J. Glade dies at 80



Mr. Glade

Earl J. Glade, 80, who developed 500-w KFPT into 50-kw clear channel KSL Salt Lake City, died Sept. 12 after long illness at his home in Salt Lake

City. Mr. Glade started Tabernacle Choir broadcasts in 1929 and earlier, in 1924, founded KLO Ogden, Utah. He was chairman of original code committee of National Association of Broadcasters and was member of George Foster Peabody radio and television awards board for 14 years. Mr. Glade, former mayor of Salt Lake City for three consecutive terms, is survived by his son, Earl Glade Jr., newly appointed director of broadcast services at Brigham Young University, Provo, Utah (BROADCASTING, Sept. 12).

8. Mr. Croghan, at different times, was sales manager of WJBK Detroit and WGGY Minneapolis and also was with KWK St. Louis. He is survived by three sons.

Bob Kelley, 49, sports announcer for

Los Angeles Rams football team, died at St. Joseph hospital, Burbank, Calif. of complications caused by heart condition. Mr. Kelley was voice of Rams since professional football team was started in Cleveland in 1937. Among other stations, he was sportscaster for WGAR Cleveland, WJR Detroit, and KMPC Los Angeles. He is survived by his wife, Bette, and four sons.

Mrs. Helen (Young) Davies, 45, wife of Ogden R. Davies, general manager of WKAP Allentown, Pa., and former performer on *Grandstand and Bandstand* at WMCA New York, died Sept. 7 of heart attack in Allentown. Surviving are her husband, three sons and two daughters.

Jean Case, 62, executive VP of Bartlesville Broadcasting Co. and one of founders of KWON Bartlesville, Okla., in 1941 and since 1959 active in ownership and management of KZEE Weatherford, Tex., died Sept. 4 in Gaston Episcopal hospital, Dallas, following long illness. She is survived by her husband, J. Fred Case of Dallas and Weatherford, and son.

Dudley Harmon, 53, manager of press information for CBS News, Washington, since July, 1962, died Sept. 14 in West Newton, Mass., after brief illness. Miss Harmon joined United Press in 1943 as war correspondent in London. She served with UP in Europe and was assigned to UP's Washington bureau in 1947. She left UP in 1952 to assume various publicity positions until joining CBS in 1962.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 8 through Sept. 14, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community an-

tenna 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

ACTIONS BY FCC

Miami—Tele-Américas Corp. of Florida. Granted CP for new UHF on channel 39 (620-626 mc); ERP 229 kw vis., 229 kw aur. Ant. height above average terrain 374 ft., above ground level 401 ft. P.O. address: c/o Juan E. Serralles, 212 Pan American Bank Building, Miami. Estimated construction cost \$218,000; first-year operating cost \$180,000; revenue \$115,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46' 31" north lat., 80° 11' 18" west long. Type trans. GE TT-24A, type ant. Alford 1044S. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer George A. Mayoral, New Orleans. Principals: Maurice A. Ferre (50%) and Juan Eugenio Serralles III (50%). Principals have no other direct broadcast interests. Action Sept. 8.

APPLICATIONS

Fayetteville, Ark.—H. Weldon Stamps. UHF channel 36 (602-608 mc); ERP 22.5 kw vis., 5 kw aur. Ant. height above average terrain 565 ft., above ground 141 ft. P.O. address: Box 1128, Fayetteville 72701. Estimated construction cost \$78,200; first-year operating cost \$72,000; revenue \$96,000.

BROADCASTING, September 19, 1966

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Studio to be located in Fayetteville; trans. to be located on Robinson mountain, southeast of Fayetteville. Geographic coordinates 36° 01' 02" north lat., 94° 05' 04" west long. Type trans. RCA TTU-1B; type ant. RCA TFU-24DM. Consulting engineer Joel E. Wharton, Bossier City, La. Mr. Stamps is licensee of KFAY-AM-FM Fayetteville and is also applicant for assignment of license of KFAY to Big Chief Broadcasting Co. Ann. Aug. 15.

Washington — Washington Community Broadcasting Co. UHF channel 14, (470-476 mc); ERP 706 kw vis., 140 kw aur. Ant. height above average terrain 1,074 ft., above ground 1,214 ft. P.O. address: c/o Marjorie M. Lawson, Suite 600, Hill Bldg., 839 17th St. N.W., Washington 20005. Estimated construction cost \$1,510,000; first-year operating cost \$600,000; revenue \$300,000. Studio to be located in Washington; trans. to be located in Silver Spring, Md. Geographic coordinates 39° 00' 51.5" north lat., 77° 03' 02" west long. Type trans. RCA TTU-50C; type ant. RCA TFU-30J. Consulting engineer Raymond E. Rohrer & Associates, Washington. Principals: George C. Vournas (9.375%), Marjorie M. Lawson, Drew Pearson, Luvie M. Pearson, Norman Bernstein, Theodore R. Hagans Jr., Joseph Borkin, Dr. Alec C. Levin, James H. Ward, E. Franklin Jackson, William S. Thompson, Dr. Philip C. Brooks (each 6.25%), Roy N. Meachum (3.75%), Jacquiline Robinson, John Pehle, Dr. Alvin F. Robinson (each 3.125%), Dr. G. Franklin Edwards (2.5%), Harold William Walker, Norma June Fowler, Dr. Clarence D. Hinton, Mrs. Pauline V. Hinton and Thurman Arnold (each 1.25%). Marjorie M. Lawson is 7½% stockholder in applicant for new AM in Pasadena, Calif. Mr. Pearson is newspaper columnist. Mr. Walker is employe of WTOP-TV Washington. Other principals have no broadcast interests. Ann. Sept. 2.

Racine, Wis.—United Broadcasting Corp. UHF channel 49 (680-686 mc); ERP 199 kw vis., 19.9 kw aur. Ant. height above average terrain 527 ft., above ground 542 ft. P.O. address: c/o Harry R. LePoidevin, 212 4th St., Racine 53403. Estimated construction cost \$660,774; first-year operating cost \$405,170; revenue \$208,000. Studio and trans. to be located in Yorkville township, near Racine. Geographic coordinates 42° 40' 14" north lat., 87° 57' 16" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters; consulting engineer George C. Davis, both Washington. Principals: The Journal Times Co. and Kenosha News Publishing Corp. (50% each). The Journal Times Co. is owned by Carol Starbuck McMurray (68.875%) executors of estate of A. J. Horlick (25%) and others. Kenosha News Publishing is owned by Howard J. Brown (79.6%), Roger O. Brown (9.8%), Willis H. Schulte (3.3%) and others. Journal-Times Co. publishes Racine Journal-Times and Bulletin and is 100% owner of WRJN-AM-FM Racine, Kenosha News Publishing publishes Kenosha (Wis.) News. Ann. Sept. 13.

Existing TV stations

NEW CALL LETTERS ASSIGNED

Tampa, Fla.—Hillsborough Broadcasting Co. Assigned WTSS-TV.
*Hanover, N. H.—University of New Hampshire. Assigned WHED-TV.

New AM stations

ACTIONS BY FCC

Liberty, Mo.—Clay Broadcasters Inc. Granted CP for new AM on 1140 kc, 500 w D. P.O. address: 17 North Water Street. Liberty. Estimated construction cost \$35,026; first-year operating cost \$48,477; revenue \$55,000. Principals: William H. Martin (20%), Ralph W. Brant, Joe H. Capps, Claude H. Parrish, Robert F. Sevier, George W. Bedinger and Floyd E. Tyson (each 13½%). Stockholders all have business interests in Liberty. Action Sept. 7.

Selinsgrove, Pa.—B & K Broadcasting Co. Granted CP for new AM on 1240 kc, 250 w U. P.O. address: c/o William F. Mahoney, 108 West South Street, Carlisle, Pa. Estimated construction cost \$15,800; first-year operating cost \$42,000; revenue \$55,000. Principals: William F. Mahoney (90%), George M. Lohnes (5%) and Ronald H. Culver (5%). Mr. Mahoney is in production and announcing at WKBO Harrisburg, Pa. Messrs. Lohnes and Culver are consulting engineers in Washington. Action Sept. 2.

Salt Lake City—Holladay Broadcasting Co. Granted CP for new AM on 1080 kc, 10 kw D. P.O. address: c/o Arthur W. Carlson, 4321 Shirley Lane, Salt Lake City. Estimated construction cost \$41,842; first-year operating cost \$70,741; revenue \$98,000. Principals: Arthur W. Carlson, Arthur J. Carlson

and Ralph J. Carlson (each 33½%). Messrs. Carlson are all associated with A & R Meat Products Co. Each is owner of real estate rentals. Action Sept. 6.

APPLICATIONS

Page, Ariz.—Lake Powell Broadcasting Co. 1340 kc, 1 kw D., 250 w N. P.O. address: c/o Dixon Q. Dern, 9465 Wilshire Blvd., Suite 725, Beverly Hills, Calif. 90212. Estimated construction cost \$18,500; first-year operating cost \$28,840; revenue \$46,416. Principals: Thomas H. Cole, Richard J. McDonough (45% each) and Dixon Q. Dern (10%). Mr. Cole is owner of television program production company. Mr. McDonough is freelance television director. Mr. Dern is attorney. Ann. Sept. 9.

Washington — Washington Community Broadcasting Co. 1340 kc, 1 kw LS D., 250 w N. P.O. address: c/o Monroe Oppenheimer, Suite 600, Hill Bldg., 829 17th St. N.W., Washington 20005. Estimated construction cost \$102,360; first-year operating cost \$450,000; revenue \$600,000. Principals: George C. Vournas (9.375%), Marjorie M. Lawson, Drew Pearson, Luvie M. Pearson, Norman Bernstein, Theodore R. Hagans Jr., Joseph Borkin, Dr. Alec C. Levin, James H. Ward, E. Franklin Jackson, William S. Thompson and Dr. Philip C. Brooks (each 6.25%), and 10 others none more than 3.75%. Marjorie Lawson is 7½% stockholder in applicant for new AM in Pasadena, Calif. Mr. Pearson is newspaper columnist. Principals have no other broadcast interests. Ann. Sept. 2.

Yazoo City, Miss.—Gateway Broadcasting Co. 1520 kc, 250 w D. P.O. address: 310 Shackleford Dr., Greenville, Miss. 38702. Estimated construction cost \$42,828; first-year operating cost \$25,000; revenue \$25,000. Principals: J. P. Sartain (75%) and Joel Netherland (25%). Mr. Sartain has interests in contracting, home building, general real estate and subdivision development. Mr. Netherland is assistant manager of WGVW Greenville, Miss. Ann. July 28.

Youngstown, Ohio—Media Inc. 1500 kc, 500 w, DA-D, D. P.O. address: Suite 1200, Realty Bldg., 47 Central Square, Youngstown 44503. Estimated construction cost \$72,060; first-year operating cost \$83,398; revenue \$91,728. Principals: Bert Udell and Myron J. Nadler (50% each). Mr. Udell is in real estate business, land development company and general contracting. Mr. Nadler is attorney. Ann. Sept. 9.

Greenwood, S. C.—United Community Enterprises Inc. 1090 kc, 1 kw D. P.O. address: Box 2365, Greenville, S. C. Estimated construction cost \$31,235; first-year operating cost \$40,000; revenue \$60,000. Principals: John Y. Davenport and Wallace A. Mullinax (each 50%). Messrs. Davenport and Mullinax are both employes of WESC-AM-FM Greenville, S. C. Ann. Sept. 14.

Existing AM stations

ACTIONS BY FCC

■ Commission granted one-year license renewal for WCHS Charleston, W. Va., licensed to WCHS-AM-TV Corp., for term expiring Oct. 1, 1967. As announced on July 14, licensee was admonished for false and misleading advertising in promoting contest. Action Sept. 7.

■ By letter, commission denied request by Radio Station WFPB Inc. for waiver of sec. 73.24(b) of rules and returned its application to increase nighttime power of WFPB Middletown, Ohio, from 100 w to 250 w, continued operation on 910 kc with 1 kw-LS. Action Sept. 7.

NEW CALL LETTERS ASSIGNED

WLME Pineville, Ky.—Ken-Te-Va Broadcasting Co. Assigned WANO.

Beckley, W. Va.—Christian Broadcasting Corp. Assigned WCIR.
Englewood, Tenn.—Norman Thomas & Associates. Assigned WENR.

APPLICATIONS

WSMD La Plata, Md.—Cp to increase power from 250 w to 1 kw; and install new trans. Ann. Sept. 13.

KMWI Wailuku, Hawaii—Cp to increase power from 1 kw to 5 kw; and install new trans. Ann. Sept. 9.

New FM stations

ACTIONS BY FCC

Winnebago, Ill.—Charles Palmer Rowland. Granted CP for new FM on 95.3 mc, channel 237, 1.04 kw. Ant. height above average terrain 290 ft. P.O. address: c/o Charles P. Rowland, Winnebago. Estimated construction cost \$4,369; first-year operating cost \$15,200; revenue \$16,000. Charles P. Rowland owns recording studio. Action Sept. 7.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 15

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,069		15	79	387
FM	1,505		26	262	210
TV-VHF	474		20	23	191 ¹
TV-UHF	94		29	100

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 15

	VHF	UHF	Total
Commercial	518 ²	224	742
Noncommercial	70	81	151

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 ³	1,498	559 ⁴
CP's on air (new stations)	22	23	53 ⁴
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, two AM's operate on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

Prestonsburg, Ky.—Stephens Industries Inc. Granted CP for new FM on 105.5 mc, channel 288, 1.68 kw. Ant. height above average terrain 389 ft. P.O. address: c/o D. C. Stephens, Maple Ave., Prestonburg 41653. Estimated construction cost \$14,171; first-year operating cost \$19,900, revenue \$31,000. D. C. Stephens is 100% owner of Stephens Industries and licensee of WPRT Prestonsburg. Action Sept. 8.

Lewiston, Idaho—Independent School District No. 1 of Nez Perce county, Idaho. Granted CP for new FM on 89.1 mc channel 206, 110 w. P. O. address: c/o Edward D. Sanman Jr., 1116-9th. Ave., Lewiston 83501. Estimated construction cost \$4,645; first-year operating cost \$1,000. Funds to be supplied from school appropriations and school clubs. To be administered by school board. Action Sept. 13.

Toms River, N. J.—Seashore Broadcasting Corp. Granted CP for new FM on 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 300 feet. P.O. address: 27 Washington Street, Toms River. Estimated construction cost \$61,000; first-year operating cost \$50,000; revenue \$60,000. Principals: Roy G. Simmons, Edward M. Levy, James E. Westhall, Stephen V. Lane, Joseph E. Buckelew and Robert J. Miller (each 16 2/3%). Mr. Simmons is attorney. Mr. Westhall is legislative assistant to Congressman Louis C. Wyman. Action Sept. 8.

Santa Fe, N. M.—Guy Christian. Granted CP for new FM on 97.3 mc, channel 247, 50 kw. Ant. height above average terrain 86 ft. P.O. address: Box 1930, Flagstaff, Ariz. 86002. Estimated construction cost \$15,400; first-year operating cost \$9,600, revenue \$10,080. Principal: Guy Christian 100% ownership. Mr. Christian is also general manager and 100% owner of KAFF Flagstaff, Ariz. and KAFE Santa Fe (not on air). Action Sept. 7.

Muskogee, Okla.—Ann Broadcasting Co. Granted CP for new FM on 106.9 mc, channel 295, 48 kw. Ant. height above average terrain 125 ft. P.O. address: 132 North Third St., Durant, Okla. Estimated construction

cost \$25,400; first-year operating cost \$22,853; revenue \$34,500. Principals: Dr. David T. Wells, Stephen L. Avar, William R. Avar, Dr. Harry M. Shytles Jr., Orville C. Shellenberger, William J. Nosek and Bill G. Brown (each 1/7). Principals have no broadcast interests. Action Sept. 1.

Memphis—Christian Brothers College Corp. Granted CP for new FM on 91.1 mc, channel 216, 30 kw. Ant. height above average terrain 204 ft. P.O. address: c/o Brother Luke M. Grande F.S.C., 650 E. Parkway South, Memphis 38104. Estimated construction cost \$40,710; first-year operating cost \$10,000. To be supported by college. To be administered by board of trustees. Action Sept. 13.

APPLICATIONS

Morgan City, La.—Tri City Broadcasting Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 187 ft. P.O. address: Box 889, Morgan City 70380. Estimated construction cost \$32,600; first-year operating cost \$36,000; revenue \$22,200. Principals: Warren J. Fortier (29.1%), J. Edwin Kyle Jr. (27.3%), Dr. William Barletta (11.5%), Louise S. Lee (7.3%) and six others, none over 4.5%. Tri City Broadcasting is licensee of KMRC Morgan City. Ann. Sept. 14.

York, Neb.—The Prairie State Broadcasting Co. 104.9 mc, channel 258, 3 kw. Ant. height above average terrain 179.3 ft. P.O. address: KWAL Bldg., York 68467. Estimated construction cost \$18,535; first-year operating cost \$12,000; revenue \$9,000. Prairie State Broadcasting is licensee of KWAL York. Ann. Sept. 14.

Eugene, Ore.—Lane Community College. 90.3 mc, channel 212, 44 kw. Ant. height above average terrain minus 61 ft. P.O. address: c/o Dr. Dale P. Farnell, 200 North Monroe St., Eugene 97402. Estimated construction cost \$8,943; first-year operating cost \$1,100, to be supported by college appropriations. To be administered by Board of directors. Ann. Sept. 8.

Harriman, Tenn.—Folkways Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height

above average terrain minus 11 ft. P.O. address: c/o Kenneth J. Crosthwait, Devonia St., Harriman 37748. Estimated construction cost \$12,608; first-year operating cost \$9,200; revenue \$7,500. Folkways Broadcasting is licensee of WHEE Harriman. Ann. July 28.

Galveston, Tex.—Harbor Broadcasting Co. 106.5 mc, channel 293, 26 kw. Ant. height above average terrain 195 ft. P.O. address: c/o George D. Cowan, Box 1138, Galveston 77550. Information not available. Ann. Sept. 8.

Existing FM Stations

ACTION BY FCC

WBAI-FM New York—Granted renewal of license for regular term. Action Sept. 7.

NEW CALL LETTERS ASSIGNED

WSCI(FM) Scottsburg, Ky.—Montgomery-Phillips Partnership. Assigned WMPI(FM). Pueblo, Colo.—Pueblo Stereo Broadcasting Corp. Assigned KVMN(FM).

Ownership changes

ACTIONS BY FCC

WRWJ Selma, Ala.—Granted assignment of license from Roland Jordan tr/as Central Alabama Broadcasting Co. to Kathleen E. Stutts. Mrs. Stutts has no other broadcast interests. Consideration \$69,500 Action Sept. 9.

WGGG Gainesville, Fla.—Granted assignment to license from Radio Gainesville Inc. to University Broadcasting Corp., owned by Robert B. Brown, Billy Hugh Mill, James N. Rowland and James F. McAllister (each 25%). Mr. Brown is 33½ owner of WORD Spartanburg, S. C. Mr. Mill is owner of shopping center. Mr. Rowland is optometrist. Mr. McAllister is chemical engineer. Consideration \$225,000. Action Sept. 13.

WSMD-FM LaPlata, Md.—Granted assignment to license from Dorlen Broadcasters Inc. to Charles County Broadcasting Co., parent corporation of Dorlen Broadcasters Charles County Broadcasting is permittee of WSMD Waldorf. No consideration. Action Sept. 9.

KAVE Carlsbad, N. M.—Granted assignment of license from Voice of the Caverns Inc. to J. Ross Rucker. Mr. Rucker is presently general manager of KVKM-AM-TV Monahans, Tex. He also owns 36% of Monahans Broadcasters, licensee of KVKM-AM TV. Consideration \$118,574. Action Sept. 7.

KAVE-TV Carlsbad, N. M.—Granted assignment of license from Voice of the Caverns Inc. to John B. Walton Jr. Mr. Walton is owner of KVKM-TV Monahans, KVII-FM-TV Amarillo; KELP-AM-TV El Paso, all Texas; KVOD Albuquerque, N. M. and KFIF Tucson, Ariz. Consideration \$326,425. Action Sept. 7.

WBUF-FM Buffalo, WDDS-FM Syracuse, WVOR(FM) Rochester, all New York—Granted transfer of control of licensee corporation, Functional Broadcasting Inc., from Albert Wertheimer (100% before, none after) to Amalgamated Music Enterprises Inc. Mr. Wertheimer is president, director, and 28.46% owner of Amalgamated Music; he wishes to alleviate himself personally of debts and obligations of licensee. Stock transaction. Action Sept. 8.

WSNY Schenectady, N. Y.—Granted assignment of license from Western Gateway Broadcasting Corp. to Radio WSNY/1240 Inc., owned by Gene F. Seehafer (52%), Madeline T. Seehafer (35%), Francis J. Stratman, Skitch Henderson (each 2%) and John T. Parente (9%). Mr. Seehafer is author of college text books on radio-TV advertising. Mr. Stratman is owner of WMWM Wilmington, Ohio. Mr. Henderson in on NBC-TV's Tonight Show with Johnny Carson. Dr. Parente is gynecologist and cancer specialist. Consideration \$280,000. Action Sept. 9.

KISD Sioux Falls, S. D.—Granted transfer of control of licensee corporation, KISD Inc., from Verl Thomson to The Starr Broadcasting Group Inc., owned by William Buckley Jr. (66½%) and Peter Starr (33½%). Mr. Buckley is sole stockholder of National Review Inc., publisher of National Review. Starr Broadcasting Group is licensee of KOWH-AM-FM Omaha. Mr. Starr is general manager of KOWH. Consideration \$200,000 plus noncompete agreement. Action Sept. 9.

KFDR Grand Coulee, Wash.—Granted assignment of license from Mrs. Ruth L. Pournelle, administratrix of estate of Eugene Pournelle, deceased, to Evergreen Broadcasting Corp., owned by Philip Tonken and Robert Douglas (50% each). Mr. Tonken is announcer and producer with WOR New York. Mr. Douglas is vice presi-

dent of KTIL Tillamook, Ore. Mr. Tonken is also president of KTIL. Consideration \$30,000. Action Sept. 2.

APPLICATIONS

WKRK-AM-FM-TV Mobile, Ala.—Seeks acquisition of positive control of Giddens TV Inc., parent corporation of licensee WKRK-TV Inc., by Kenneth R. Giddens through purchase of stock from Mobile Press Register Inc. Mr. Giddens presently owns 50% of WKRK-TV Inc. Mobile Press Inc., owned principally by S. I. Newhouse, is buying 53% of Mobile Press Register, and does not wish to hold WKRK-TV stock. Consideration \$2,250,000. Ann. Sept. 14.

KGPA-TV Phoenix—Seeks transfer of control of permittee corporation, American Telecasters Inc., from John G. Hitchcock, T. Eugene Smith and Louis J. Pomponio Jr. (each 33½% before, 6½% each after) to Al Lapin Jr. (none before, 50% after), Viola Lapin (none before, 20% after), Jud Holstein and Irving Bernstein (none before, each 5% after). Mr. and Mrs. Lapin and Messrs. Holstein and Bernstein have interests in application for new TV in Aurora, Ill. Messrs. Lapin and Bernstein and Mrs. Lapin have interests in application for new TV in Minneapolis. Messrs. Bernstein and Lapin have interests in KIHPTV Santa Barbara, Calif., application for new TV in San Bernardino, Calif. WDUV-TV Jacksonville, Fla. and application for new TV in San Francisco. Mr. Lapin also has interest in WOCN Miami, Fla. Consideration \$80,000. Ann. Sept. 14.

KFIV Modesto, Calif.—Seeks assignment of license from KFIV Inc. to Kilbree Broadcasting Corp., owned by F. Robert Fenton (60%), Arnold N. Fenton and Howard E. Weiner (20% each). Robert Fenton is salesman with KFAC Los Angeles. Arnold Fenton and Howard Weiner are both physicians. Consideration \$475,000. Ann. Sept. 13.

WCAI Fort Myers, Fla.—Seeks relinquishment of negative control of licensee corporation, Lee Broadcasting Inc., from Dr. Nicholas H. Holmes and Jessie U. Holmes (each 25% before, 21.8% after each) and Shawnee Broadcasting Co. (50% before, 43.6% after) through issuance of stock to Ron E. and Helen R. Pierce (none before, 6.4% each after). Mr. Pierce is general manager of WCAI. Consideration \$4,000. Ann. Aug. 8.

WSEM Donalsonville, Ga.—Seeks transfer of control of licensee corporation, WSEM Radio Inc., from W. M. Forshee, Esther W. Forshee and Maxine E. Robinson (33½% each before, none after) to Hudson J. Owen, Dale Smith and D. F. Wurst (none before, 33½% each after). Mr. Owen is owner of retail furniture and appliance store. Mr. Smith is general manager of WSEM. Mr. Wurst is owner of insurance agency. Consideration \$90,000. Ann. Sept. 13.

WDAX McRae, Ga.—Seeks transfer of control of licensee corporation, Radio Telfair Inc., from First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased, who was majority stockholder, to McRae-Telfair Radio Inc., to be owned by Walter Dyal, George E. Callihan, Henry B. Williams, Jack H. Walker and J. Wimbrie Walker (20% each). Messrs. Dyal, Callihan and Williams are presently minority stockholders in WDAX. Messrs. Walker are farmers and owners of concrete pipe company. Consideration \$61,000. Ann. Sept. 13.

WILO-AM-FM Frankfort, Ind.—Seeks ac-

quisition of positive control of licensee corporation, Kaspar Broadcasting Co., by Vernon Kaspar (50% before, 100% after) through purchase of stock from Ray V. Hamilton and Susanne F. Hamilton (each 25% before, none after). Mr. Kaspar is also licensee of KWRE Warrenton, Mo. Consideration \$72,157. Ann. Sept. 14.

KCIJ Shreveport, La.—Seeks assignment of license from Universal Broadcasting Corp. to Radiozark Broadcasting of Louisiana Inc., owned by Radiozark Enterprises Inc. (83.33%) and Eugene F. Sloan (16.67%). Lester E. Cox, Ralph D. Foster, John B. Mahaffey and E. E. Siman Jr. each own 25% of Radiozark Enterprises Inc. Mr. Sloan is accountant. Messrs. Cox and Foster own KWTO Springfield, Mo. Mr. Cox has interest in KOAM Pittsburg, Kan. Messrs. Mahaffey and Siman have interests in KJPW Waynesville, Mo. Consideration \$185,000. Ann. Sept. 14.

KANO-KTWN(FM) Anoka, Miss.—Seek acquisition of negative control of licensee corporation, Northwest Broadcasting Co., by Richard J. Novak and Richard B. Ahern (33½% each before, 50% each after) through purchase of stock from Frank R. Hunt (33½% before, none after). Consideration \$1,500. Ann. Sept. 9.

KWRE Warrenton, Mo.—Seeks acquisition of positive control of licensee corporation, Kaspar Broadcasting Co. of Missouri, by Vernon Kaspar (50% before, 100% after) through purchase of stock from Ray V. Hamilton and Susanne F. Hamilton (25% each before, none after). Consideration \$27,843. See WILO-AM-FM Frankfort, Ind. above.

WEVD-AM-FM New York—Seeks assignment of license from Debs Memorial Radio Fund Inc. to The Forward Association Inc. Debs Memorial Radio Fund was consolidated with The Forward Association, resulting in change in name. No ownership change. Ann. Sept. 13.

KVIN Vinita, Okla.—Seeks assignment of license from Gene Humphries tr/as Vinita Broadcasting Co. to Vinita Broadcasting Inc., owned 98% by Gene Humphries. No ownership change or consideration. Ann. Sept. 13.

WJAK Jackson, Tenn.—Seeks assignment of license from Dr. Alexander Leech to Jackson Broadcasting Enterprises Inc., owned by Robert W. Blow (100%). Mr. Blow is presently general manager of WJAK. Consideration \$85,000. Ann. Sept. 14.

Hearing cases

INITIAL DECISIONS

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting application of Marbro Broadcasting Co. for new UHF to operate on channel 18 at San Bernardino, Calif., and denying application of Supat Broadcasting Corp. for like station in same city. Action Sept. 14.

■ Hearing examiner James D. Cunningham issued initial decision looking toward granting application of Texan Broadcasting Co. for new FM to operate on channel 221, 92.1 mc, 1.9 kw, ant. height 366 ft., in Nacogdoches, Tex. Action Sept. 13.

FINAL ACTIONS

■ Review board granted joint request by Gordon Sherman and Omicron Television Corp. for approval of agreement whereby

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Sherman's application is dismissed, but with prejudice; granted Omicron's application for new TV to operate on channel 35 in Orlando, Fla.; and terminated the proceeding. Members Nelson and Kessler not participating. Action Sept. 13.

By memorandum opinion and order, review board granted petition by Norris-town Broadcasting Co. for leave to amend its application to specify increase in power of WNAR Norristown, Pa., from 500 w to 5 kw; returned amended application to processing line; denied related pleadings by WNAR and Broadcast Bureau, and terminated proceeding in Doc. 14952. Action Sept. 9.

Review board dismissed as moot petition by Hightwood Service Inc. to enlarge and delete issues, and its motion for withdrawal and dismissal of petition in proceeding on its application and that of Kansas State Network Inc. for new TV's in Topeka, Kan. Action Sept. 9.

Members Nelson, Pincock and Slone on Sept. 8 adopted decision (1) granting application of Seashore Broadcasting Corp. for new FM to operate on channel 224, 92.7 mc, at Toms River, N. J., and (2) denying application of Ocean County Radio Broadcasting Co. for same facilities. Feb. 21 initial decision looked toward this action.

By decision, commission ordered Jackson TV Cable Co. to cease and desist within two days from operating its CATV systems at Jackson and Blackman township, both Michigan, in such way as to extend signals of TV's beyond their grade B contours in violation of sec. 74.1107 of rules and, specifically, to cease and desist from supplying to its subscribers in Blackman township signals of WKBD-TV Detroit, and WTOL-TV and WSPD-TV both Toledo, Ohio, and from supplying to its subscribers in Jackson signals of WOOD-TV Grand Rapids, Mich., WKBD-TV Detroit, and WSPD-TV Toledo, Ohio.

Decision provides that if respondent notifies commission during two-day period that it intends to seek judicial review, it will be afforded 14 days within which to file its appeal and seek judicial stay, whereupon commission order would be stayed for 35 days or until court action on stay request.

whichever occurs first. Decision corrected transcript as requested by Jackson TV Cable but denied its petition to consolidate any hearing on its request for waiver of sec. 74.1107 with show cause proceeding and for other relief.

Decision, prepared under direction of Commissioner Lee, was adopted by commission on Sept. 7 by Commissioners Hyde, Lee and Cox, with Commissioner Loevinger dissenting.

By memorandum opinion and order review board denied petition by The Greene Information Center Inc., Xenia, Ohio, to enlarge issues in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia. Action Sept. 7.

Commission gives notice that July 14 initial decision which looked toward granting application of Haddox Enterprises Inc. for new FM to operate on channel 244, 96.7 mc, in Columbia, Miss., became effective Sept. 2 pursuant to sec. 1.276 of rules.

Commission gives notice that July 14 initial decision which looked toward granting application of B&K Broadcasting Co. for new AM to operate on 1240 kc, 250 w, U, in Selinsgrove, Pa.; condition, became effective Sept. 2 pursuant to sec. 1.276 of rules.

DESIGNATED FOR HEARINGS

Commission designated for hearing application by Arthur Powell Williams for renewal of license of KLVG Las Vegas, to be held in Las Vegas at time to be specified later, and directed that bill of particulars be served upon applicant by chief, Broadcast Bureau. Issues include apparent misrepresentations, unauthorized assignment of license, inaccurate logging and broadcast of lottery information. Involved is applicant's response to notice of apparent liability for \$1,500, which he later paid. Action Sept. 7.

Goodman Broadcasting Co., Madison, Ala.—Designated for hearing application for new AM to operate on 1110 kc, 1 kw; issues include determination as to whether proposal would realistically provide local transmission facility for Madison or for Huntsville. Action Sept. 7.

BBPS Broadcasting Corp., Thomas C. DeLanzo and Scott Broadcasting Co. of Pennsylvania, Ellwood City, Pa.—Designated for consolidated hearing applications for new FM's to operate on channel 221, 92.1 mc—BBPS with ERP of 1.75 kw, ant. height of 377 ft.; DeLanzo with ERP of 3 kw, ant. height of 299 ft. and Scott with ERP of 3 kw, ant. height of 300 ft. Action Sept. 7.

OTHER ACTIONS

Review board granted petition by Broadcast Bureau for extension of time to Sept. 28 to file responsive pleadings to joint petition by T. V. Broadcasters Inc. and Tri-City Broadcasting Co. for approval of agreement in proceeding on their applications for new TV's to operate on channel 65 in Vine-land, N. J. Action Sept. 14.

By memorandum opinion and order in Jamestown, N. Y., TV channel 28 proceeding, (1) review board granted in part petition by Trend Radio Inc. and enlarged issues to include network affiliation and concentration of control determination as to James Broadcasting Co.; (2) on board's own motion, further enlarged issues to determine, in event network affiliation issue is resolved against James, whether staff proposed by applicant is adequate to effectuate its TV broadcast proposal; and (3) denied petition by Trend for leave to file supplemental reply. Action Sept. 9.

Review board scheduled oral argument for Oct. 6 in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio. Action Sept. 9.

In proceeding on applications of Television San Francisco and Jall Broadcasting Co. for new TV's to operate on channel 26 in San Francisco, review board granted their petitions for leave to amend to reflect (1) change in broadcast interests of Jall's stockholders and (2) change in main studio location of Television San Francisco to site to be determined. Action Sept. 9.

Review board granted petition by American Television Service for extension of time to Sept. 20 to file responsive pleadings to petition by Holston Valley Broadcasting Corp. to enlarge issues in proceeding on their applications for new TV's to operate on channel 19 in Kingsport, Tenn. Action Sept. 8.

Review board granted petition by Lynn Mountain Broadcasting extension of time to Sept. 16 to file responsive pleadings to petitions by WBEJ Inc. to enlarge issues in proceeding on their applications for new

FM's in Elizabethton, Tenn. Action Sept. 8.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

Granted petition by Allen C. Bigham Jr. for further extension of time to Sept. 23 to file petition by reconsideration of action of July 15 designating for hearing his application for renewal of license of KCTV Salinas, Calif. Action Sept. 9.

Granted request by Santa Rosa Broadcasting Co. for extension of time to Sept. 21 to file reply pleadings to petition for reconsideration in proceeding on revocation of license of WSRM Milton, Fla. (Doc. 16674). Action Sept. 8.

By Chief Hearing Examiner James D. Cunningham

Designated examiner Walther W. Guenther to preside at hearing in proceeding on order to Back Mountain Telecable Inc., Dallas borough, Dallas township, Kings-town township, Lehman township, Lake township and "Harveys Lake" area, all Pennsylvania, to show cause why it should not be ordered to cease and desist from further operation of its CATV system in violation of rules; scheduled prehearing conference for Oct. 3 and hearing for Oct. 24. Action Sept. 9.

Designated examiner Basil P. Cooper to preside at hearing in proceeding on application of Goodman Broadcasting Co. for new AM in Madison, Ala.; scheduled prehearing conference for Sept. 30 and hearing for Nov. 9. Action Sept. 9.

Designated examiner Elizabeth C. Smith to preside at hearing in proceeding on applications of BBPS Broadcasting Corp., Thomas C. DeLanzo and Scott Broadcasting Co. of Pennsylvania Inc. for new FM's in Ellwood City, Pa.; scheduled prehearing conference for Oct. 3 and hearing for Nov. 7. Action Sept. 9.

On examiner's own motion, extended from Sept. 9 to Sept. 13 time to file proposed findings in proceeding on application of Washington Broadcasting Co. to assign licenses of WOL-AM-FM Washington to WOL Inc. Action Sept. 9.

On examiner's own motion, rescheduled hearing conference in proceeding on application for assignment of license of WCAM Camden, N. J., from City of Camden to L & P Broadcasting Corp. to Sept. 14. Action Sept. 7.

By Hearing Examiner Basil P. Cooper

In the Washington, D. C., TV channel 50 proceeding (Doc. 16088 et al.), granted petition by All American Television Features Inc. for extension of time from Sept. 13 to Sept. 27 to file reply findings. Action Sept. 9.

In proceeding on applications of Nebraska Rural Radio Association, Lexington, Neb., and Town & Farm Co., Grand Island, Neb., granted motion of KRNV and continued from Sept. 12 to Sept. 29 time for filing proposed findings, and from Oct. 3 to Oct. 17 time for filing replies. Action Sept. 7.

By Hearing Examiner Charles J. Frederick

Granted request by Northeast TV Cablevision Corp. for certain changes in procedural dates and continued hearing from Sept. 26 to Oct. 17 in proceeding on its application and that of Adirondack Television Corp. for new TV's to operate on channel 23 in Albany, N. Y. Action Sept. 12.

In proceeding on application of Central Coast Television, Santa Maria, Calif., granted request by Key Television, Inc., and rescheduled further hearing from Oct. 7 to Oct. 10. Action Sept. 12.

On examiner's own motion, postponed hearing scheduled for Oct. 17 to date to be determined at prehearing conference of Sept. 16 in proceeding on applications of The Fox River Broadcasting Co. and Radio Oshkosh Inc. for new AM's in Oshkosh, Wis. (Doc. 16824-5). Action Sept. 9.

On examiner's own motion, continued hearing from Sept. 12 to Sept. 28 in proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla. Action Sept. 9.

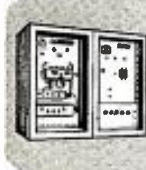
By Hearing Examiner Millard F. French

In proceeding on applications of Lunde Corp. and KASI Iowa Inc. for new FM's in Ames, Iowa, granted in part petition by KASI and dismissed, but with prejudice, its

Continued on page 119

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General manager position open in a major market 50,000 watt station—group operation. Salary and incentive basis. Communicate immediately. Box J-10, BROADCASTING.

Operations and program manager wanted by station programing good C&W and MOR music. Should be news, sports, agriculture, sales, promotion and production oriented. Good opportunity to go up. Good salary plus override. Personal interview necessary so should now be working in the five state area of Oklahoma, Texas, New Mex., Col., Kansas where station is located. Complete resume to Box J-176, BROADCASTING.

Assistant manager, possibly becoming general manager. Experienced. Strong in sales, capable of announcing when necessary. Medium Northwest market . . . outstanding family town. Excellent hunting, fishing, skiing, boating, golfing conditions. Good music station. Send resume, tape. Credit rating will be checked. Box J-208, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Five figure income for sales pro. Massachusetts. You could be our number one salesman. Good base of active accounts to get you started. Send resume to Box H-299, BROADCASTING.

Salesman. Must know business. Be able to sell. Good habits. Capable of moving up to management. Excellent Ohio medium-small market. Box J-86, BROADCASTING.

Sales: The Gulf Coast of Florida is calling to a solid salesman-announcer. Want to make you local sales manager in this single station market with good salary plus sales commission, free insurance and hospitalization, paid vacation. This clear channel station is part of successful group—opportunity unlimited. Act now with resume and photo to Box J-102, BROADCASTING.

Station manager: Southeast Missouri radio. Sales background essential. Are you ready to move up to management level? Box J-126, BROADCASTING.

Station manager: Southeast Missouri radio. Sales background essential. Are you ready to move up to management level? Box J-126, BROADCASTING.

Earn 3 ways—Salary, plus commission on sale plus commission on billing. Midwest. Box J-143, BROADCASTING.

Growing station in top ten market, east coast, looking for experienced, creative sales account-executive. Not interested in run-of-mill, drinkers or job hoppers. Apply in strictest confidence. Two hundred dollars weekly to start. After interview, references will be checked. Box J-155, BROADCASTING.

Immediate opening for salesman with established account list. Must be aggressive, yet honest and sincere. Guaranteed salary, plus commission. Our sound is softened top 40 and saleable. Contact Dewey Wilmot, KXLB Radio in Butte, Montana. Box 3500 or Call (406) 792-9111.

Sales—(cont'd)

Excellent opportunity for experienced salesman with a growing 5,000 watt station. Send resume to WGOH radio, Grayson, Ky.

Madison, Wisconsin—Top FM sales management job for young salesman on the way up. Our AM station first in pop, our FM station first in good music. Need creative FM sales director, ability in FM programing valuable. Opportunity for top pay, excellent living conditions, ownership with our Wis/Ill/Mich, 7 station group. WISM Madison, Wisconsin.

Lansing, Michigan is a great place to raise a family while working with a key outlet of a 7 station group. Guaranteed salary with commissions. Start with many producing accounts. Complete fringe benefits. Send photo and resume to WITL.

This job requires you to be a sensitive artist with the hide of a Rhinoceros and the stamina of a race horse. It is a top selling job with a great station. You must also have a strong back. Carrying money to the bank is no job for a weak spine. Call Mrs. Parson, WLEE-Radio, Richmond, Virginia, 288-2835.

Announcers

Daytime radio station located on the beautiful eastern shore of Maryland about to lose announcer because of draft. We present an exciting opportunity for a third class beginner or with some experience. Please send tape, resume and photo immediately to Box H-57, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Expanding midwest fulltimer needs pro midwestern announcer with interest in news, and endorsed third. Will provide thorough news training to accompany basic interest. Salary open—to \$150. Replies to Box H-336, BROADCASTING.

Texas medium market top 40 expanding with TV. Must add new announcer with production experience. Must be experienced. Excellent salary and benefits. Permanence. Box J-48, BROADCASTING.

Announcer . . . 3rd class . . . with experience. Midwest. Send resume to Box J-82, BROADCASTING.

Opportunity in one of nation's fastest growing markets for experienced announcer. Must have third class ticket. No rock or C&W. Top quality middle-of-road good music. Must be good commercial man. We have top news and will train you in news if you have the voice. Opening in top time segment. If meet requirements will start minimum \$125.00 week. Send picture, tape and resume to Box J-98, BROADCASTING.

Experienced announcer. Permanent. Oregon coast. Tape, resume Box J-108, BROADCASTING.

Isn't it about time you left Smallville? If you can do good top 40, look into this young, dynamic organization. Great Lakes. Box J-113, BROADCASTING.

Experienced, well-qualified announcer for good listening station in central Virginia area. No problems! Permanent position! Send resume, tape, photo and salary required. Open now. Box J-121, BROADCASTING.

Have opening for morning announcer with third class endorsed. If interested please send tape and resume. Located in western South Dakota. Box J-131, BROADCASTING.

Announcers—(cont'd)

Move up! Established mid-Atlantic 5 kw has opening for MOR announcer-dj. First phone, no maintenance. Evening work, 5½ hours airtime, your show. Salary open. Send tape, details to Box J-136, BROADCASTING.

Ladies' man? The gals in this upper mid-west metro area are looking for a good dj to entertain them 10 a.m. to 3 p.m. If you have the lively personality that goes with top 40 music send tape, plx today. Immediate action. Box J-137, BROADCASTING.

Immediate opening for midnight to six top 40 dj. Important midwest station. Opportunity to advance. Rush tape and photo for reply by return mail. Box J-141, BROADCASTING.

Morning slot open for happy sound. Aggressive south Texas station. Rush tape and references. Box J-156, BROADCASTING.

Good music station needs announcer for early evening to midnight shift by mid-November. Must operate own board, have third class ticket, some experience required. Some TV possible, send tape, resume and photograph. Box J-168, BROADCASTING.

Experienced, mature announcer for small market station. Man who has had major market experience now wants security, good working conditions, and very good pay. Box J-185, BROADCASTING.

N. J. station with middle-of-road format seeks staff announcer with one year's experience. Good salary & benefits. Send tape and resume. Box J-187, BROADCASTING.

Experienced only. Sales ability desirable. Northwest. Good music station. Send resume, tape with news, commercials. Box J-209, BROADCASTING.

Announcer—immediately—desired to start at minimum \$100. More if ability warrants. Within 125 miles of N.Y.C. Box J-211, BROADCASTING.

Pacific northwest AM and FM with over three million persons in primary, looking for announcer with first phone. No top 40. Start at \$120.00 per week. Send details to Radio Station—KARI/KERI, Bellingham, Washington.

Mature announcer-salesman for better than average small market opportunity. Contact Dick Voight, Manager KATE Radio, Albert Lea, Minnesota.

Opening for 1st phone all-round announcer. Send complete details or phone Gene Lofler, KGEZ, Kalispell, Montana. 406-756-4331. (no collect calls).

One of country's top rated better music stations needs professional announcer with first phone. Pay well above AFTRA scale. Send tape & resume to Wally Nelskog, KIXI-AM-FM, 3rd & University, Seattle, Washington.

Immediate opening for an announcer who would also like sales. A good small midwest market. Excellent salary. Call: Manager, Ralph Meador, KLEX, 816-259-3232 or evenings 259-2544.

Broadcast station with Christian principles wants person capable of preparing morning local news via phone beat, plus afternoon board shift which includes Gospel and C&W shows. Total, approximately forty hours per week. We require neatness, reliability, good character, prefer man in thirties or older wanting permanent position. Clean well-equipped facilities, good pay for small market. Send tape, photo, salary requirement, resume including experience, and professional and personal references, to: B. D. Thornton, KMAM, Butler, Missouri 64730.

Announcers—(cont'd)

Announcer wanted for 5 kw in Missouri Bootheel. MOR, country and light rock. Fine market, best working conditions and salary. Contact Art Bell, PD, KMPL Radio, Sikeston, Missouri, Phone (314) GR 1-1520.

Want announcer with 1st phone. No maintenance. 10,000 watt NBC affiliate in college town of 25,000. Good salary, good future. Call or write KOAM Radio, Pittsburg, Kansas.

Permanent position for an experienced announcer and production man. Must be able to write and produce production spots. Ability to type is essential as your job will be half copy and production and half air work. Ideal city, mild climate, adjacent to Kings Country and Sequoia National Parks; good schools and junior college. We want draft-exempt man with proven record of stability. Send air check, production spots and references. Unless your character and job record will bear investigation, please do not apply. KONG-AM & FM, Visalia, California.

Immediate opening for day shift on C&W station in Black Hills. Consider beginner with ability. Write or call KRSD, Rapid City, South Dakota, Att: Marty Martinson.

Quality announcer—added opportunities if you can type, sports, remotes. Fine facilities. Beautiful community. To \$400.00 per month, plus benefits. If you live in New Mexico or adjacent state—Air mail tape and resume. Radio Station KRSN and KRSN-FM stereo, P. O. Box 749, Los Alamos, New Mexico.

Combo announcer with third class phone license with broadcast endorsement with good news delivery capability. Immediate opening right man. KVWM Showlow, Arizona.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

Immediate opening for experienced announcer with 3rd endorsed. Send tape and resume to WASA, Havre de Grace, Maryland.

Announcer-copywriter who can service accounts. Good opportunity to break into sales. Established station in a good small market. WBYS Canton, Illinois.

Announcer with 1st phone for middle-road station. Good salary for right person. Contact Dick Lindsay, WCVL Crawfordsville, Indiana.

Modern daytime small market station needs announcer yesterday. Announcer school graduates considered. Rush tape and resume, Jack Pullin, WDNT Dayton, Tenn. call 615-775-2331.

WELV, Ellenville, New York, Immediate opening for dj. Call J. Elkin. 914-647-5678.

Immediate opening for permanent staff announcer for 5,000 watt station. Salary open. Send tape and resume to WGOH Radio, Box 487, Grayson, Ky.

Immediate opening for 3rd class endorsed. Eastern North Carolina daytimer with bright middle-of-road sound. Salary open. WIAM, Williamston, N. C.

We're looking for a man that is more than a good announcer. He must have that certain something that will have the town talking. A happy MOR sound that leans a little left. 3rd class ticket a must. 6 to 10 am plus news shift from 11 am to 12:40 pm. 40 hour week. Salary open. Send tape, resume and picture if available to Ray Freeman, PD, WILM Radio, 920 King St., Wilmington, Del. 19801.

Immediate opening. Straight staff board announcer. 3rd endorsed required. Some experience preferred. Network station. WLDB, Atlantic City, New Jersey.

Young rocker, earn and learn, sell too, if desired. Modest format, heavy on pop music, sports and news. WLEN, P. O. Box 374, Adrian, Michigan.

Need beginning announcer with endorsed third phone to replace one returning to college. Ability to read and knowledge of good music essential. Rush tape to John Bowman, WLTN, Littleton, New Hampshire.

Experienced staff announcer with broadcast endorsement for well established CBS affiliate. WMBS Radio, Box 668, Uniontown, Penna.

Announcers—(cont'd)

First phone announcer engineer for middle of the road music and news station. \$105.00—\$115.00 depending upon experience. No maintenance. WMVR Sidney, Ohio. 513-492-4101.

WQMG needs two experienced announcers. Rush Tape, resume and photo to P. O. Box 6702, Greensboro, North Carolina.

Ohio MOR daytimer needs two announcers. Some station experience. Third ticket desired. Salary open. Contact WTNS Coshoc-ton, Ohio.

Top salary for ability. 100 miles from N.Y.C. Permanence and advancement. WVOB, Liberty, N. Y.

Midwest openings for announcers, newsman and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

DJ-announcer-pop or modern country music—Write or call Manager, Box 247, Harrodsburg, Kentucky, phone 734-4321. All applications considered.

Announcers needed immediately for middle-of-the-road format in historic, college town of Williamsburg, Virginia. Single station market with excellent opportunity for advancement. Combination announcer-sales considered. Must be a mature individual with ability to follow format. Send tape and resume to P. O. Box 180, Williamsburg, Virginia, 23185. No collect calls accepted.

Immediate opening for production minded top 40, bright, fast paced jock at #1 station in Green Bay, Wisconsin. Also have opening for news director. Day shift open. Rush tape and resume to Station Manager, P. O. Box 36, Green Bay, Wisconsin.

Technical

First phone. Will train beginners. AM directional and FM. \$110. Box J-105, BROADCASTING.

First phone engineer. Must be good maintenance man. Responsible position. Excellent wages. AM directional and FM stereo. Box J-106, BROADCASTING.

First class engineer needed now. Must have air experience. Country station with fast-paced Nashville sound in major east coast market. Send tape, resume and references. Top salary. Box J-144, BROADCASTING.

5,000 watt fulltime directional station, located in the deep south, in need of first class engineer-announcer: Light engineering: MOR-top 40 format. Reply to Box J-145, BROADCASTING.

First class licensed engineer with experience for work in a Los Angeles radio station. Box J-154, BROADCASTING.

Combo chief engineer for non-directional 1 kw AM-FM, Virginia MOR full-timer. Open now. Box J-160, BROADCASTING.

Announcer-chief engineer for KW Penna. daytimer. Profit plan. Good pay and equipment. Box J-181, BROADCASTING.

Engineer—first ticket. Experience not necessary but helpful; car required; transmitter duty, western Pennsylvania. Address Box J-231, Broadcasting.

Stuart Station KMNS 1 kw-directional—needs a first phone engineer, no announcing. Send resume to Harley Engle, KMNS Radio, P. O. Box 177, Sioux City, Iowa 51102 or call 712-258-0628.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

Engineer first phone as assistant chief 5 kw AM, 1 kw FM. Send resume: Radio Station WCHV, Rosehill Drive, Charlottesville, Virginia Att: Art Brown, Ph. 703-295-5121.

Wanted immediately—Chief engineer—Excellent salary. Write WELV, Ellenville, N. Y. or phone: J. Elkin, 914-647-5678.

In need of a first phone combo man. Light engineering. Good top 40 and middle of the road, 5000 watt directional station. Contact Carroll Hines: (601) 684-8140, WHNY.

Technical—(Cont'd)

WHWH Princeton, New Jersey, needs a first ticket engineer to assume day transmitter responsibility of six tower directional. No Saturday or Sunday work. Salary open. Apply Art Silver, Chief Engineer, Box 1350, Princeton, New Jersey or call 609-924-3600.

Need qualified first phone engineer for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Engineer—Experienced or inexperienced with 1st class ticket. Immediate opening for permanent position with northeastern Pennsylvania 5 kw directional. Good opportunity with fast growing chain. Call collect: Mr. Morgan, 717-346-4846.

Wanted: Young engineer with learning potential. Strictly maintenance. East. Telephone 215-696-3690.

Immediate opening, WIXY, Cleveland, Ohio. Varied, interesting work—5 tower directional plus some production work at studio-transmitter site. Hurry! Call Ralph Quay, (216) 749-7200.

NEWS

Newsman 100 miles NYC. No wire rewrite. Must cover local news, write, voice. Consider training beginner with talent. Salary \$90 up based on experience. Send resume, tape. Box J-202, BROADCASTING.

Number 1 R&B station on eastern seaboard looking for all-round newsman now. We offer full company benefits and retirement income plan. Send tape, resume, minimum salary expected immediately. Box J-218, BROADCASTING.

Northeast major market station wants a dedicated, experienced, radio newsman who knows how to write, and report radio news both from the desk and from the scene. Experience, aggressiveness, and voice important. Send tape and resume to ox J-232, BROADCASTING.

Newsman. Nite shift. 48 hours. Sunday off. Hard hitting three man crew. Strong local news. Warren Boldt, News director, KROS, Clinton, Iowa.

WDBJ-Radio in Roanoke, Virginia, has opening on 3-man news staff. College and some experience preferred. Contact Personnel Department giving previous employment and education details.

Production—Programing, Others

Man with program and sales experience in small market. Must have car. State salary. Box J-80, BROADCASTING.

Creative copywriter-producer. Top ten market, east coast. Send tapes, copy, resume. Your interest held in strict confidence. Write Box J-151, BROADCASTING.

Program director for small market station with top reputation. Must be willing to work air shift, assume programing responsibility. Box J-186, BROADCASTING.

Sports director, includes play-by-play and some announcing. New college requires expansion of sports department. Contact Dick Voight, Manager KATE Radio, Albert Lea, Minnesota.

Continuity/announcer—commercial copy experience. ability to head department. Approximate 2 hours airwork daily. Send background to George J. Volger, Gen. Mgr., KWPC, Muscatine, Iowa. 319-263-2442.

Program director for good music station. Must excel in production, news, special events and have good ear for music. Forward tape, picture, resume and salary requirements to John Garrison, WFTX, Box 7, Huntsville, Alabama, 35804.

RADIO

Situations Wanted—Management

Manager that has turned losers to profit—cut costs and hold them. Builds programing and sales development that builds solid foundation. Large family, best industry references. \$15,000.00 minimum. I know radio. Let's talk. Box J-117, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Experienced radio veteran seeks position—Manager or program director with MOR format. Resume and tape upon request. Write Box J-149, BROADCASTING.

Major market. Require contract, complete charge. General and/or sales manager. Top flight track: record, radio, television. Outstanding salesman, programmer, executive. 40, family, college. Box J-196, BROADCASTING.

Experienced manager, all phases, sales to production. 18 year broadcasting veteran. 39, family. Box J-197, BROADCASTING.

15 years successful operation and management as owner of multiple stations, seeking management in Broadcasting and allied fields, metropolitan New York area. Accountancy graduate strong on corporate and public relations. 40, married. Box J-228, BROADCASTING.

General Manager . . . 10 years experience . . . management . . . public relations . . . sales . . . news professional commercials. Married, 33 excellent references . . . Am interested in moving back to Florida. Presently employed as General Manager 314-223-4218 or 314-223-7394.

Sales

General manager—medium market station desires to move up to major market sales or sales management. No top 40. Married, dependable with wide experience and excellent references. Salary in five figures. Box J-112, BROADCASTING.

Dedicated radio executive desires sales management with adult-programmed station in city 150,000 up. Wide experience best references. Box J-132, BROADCASTING.

Experienced salesman, newsman, and sportscaster desires combination sales-sports position. College graduate. 7 years experience. Box J-174, BROADCASTING.

Sales manager with 8 years proven record, excellent references. Married. Must have good basic salary, plus commission, with valuable account hist. Prefer smaller market in Iowa or other midwest. Box J-212, BROADCASTING or phone 319-752-4619 after 6 pm.

Salesman. Reliable, consistent, productive. Adult format, South or east preferred. Box J-220, BROADCASTING.

Situations Wanted—Announcers

Creative airman, PD for three years. 10 years experience all phases, heavy on production, tape editing. 28, married, draft exempt. Looking for a future. Major market, \$10,000 minimum. Box J-120, BROADCASTING.

Beginner—combo man needs work. Hard worker. Will relocate from New York. No rock. Box J-146, BROADCASTING.

Announcer, 3rd, endorsed, 27, family, military completed. Experienced news, production. Presently employed, seeks dj position on rock, R&B, or C&W format. Box J-148, BROADCASTING.

Two night time pro's featuring top two voice act would like to boost your ratings. Music and dry but humorous comedy are both our fortes. (Metro only). P.S. Tired of selling pencils. Write Box J-162, BROADCASTING.

NEGRO dj—announcer, recent graduate of N.Y.S.A.S. 3rd phone. Single and will relocate. Box J-169, BROADCASTING.

Negro dj/announcer, salesman, endorsed presently employed with air time and in sales. Seeking advancement, prefer North Carolina but would consider elsewhere. Good background. Box J-172, BROADCASTING.

DJ—Experienced beginner, Third. Authoritative news. Draft deferred. Tapes. Will relocate. Box J-177, BROADCASTING.

Real bargain! Pro top-40, first phone, 4 years experience, last 2 1/4 in major market, wants to settle in southern college town. Talent, ability, best references, draft-free. Only \$650. Box J-180, BROADCASTING.

Announcers—(cont'd)

DJ-announcer, authoritative newscaster—willing to travel. Box J-188, BROADCASTING.

Wife is expanding—Announcer/husband needs more milk money. 4 years dj—also news, production and writing. Dedicated, hard worker! Broadcast utility man, college degree, can handle any assignment. Prefer middle-of-road. All this for your sound investment in the 135-150 work-week range. Tape on request. Box J-194, BROADCASTING.

Swinger—first phone. Groovy jock, lousy engineer. 35, married, kids. Box J-198, BROADCASTING.

First phone presently employed wishing to relocate in southeast or middle west, preferred. Box J-200, BROADCASTING.

Radio Announcer; 19 yrs. experience. Must permit "big bands" and segues. Employer must be experienced in production. Box J-203, BROADCASTING.

50 kw personality. Seek permanent position. Now on-air all night on 50 kw good music station northeast. From Sinatra to Tjader. N. Y., N. J. New England only. Personal interview of course. Box J-204, BROADCASTING.

Want college or professional play-by-play. Six years experience; TV; college graduate with family. Box J-205, BROADCASTING.

Sick, sick, sick of single-station market with its segmented programming. Want top forty or happy middle. Limited experience, want to learn. Draft exempt. Have third, training, ambition, ability. Box J-217, BROADCASTING.

1st phone top 40 jock—no screamer—steady—reliable—pro—excellent production. \$150 a week or best offer. Will consider all. Box J-219, BROADCASTING.

Negro lady dj/announcer. Well trained beginner. Beautiful voice and definitely different. Third class endorsement. Will relocate. Box J-222, BROADCASTING.

Experienced newsman from Caribbean, college, broadcasting school graduate. Desires announcing career. Will relocate. Box J-223, BROADCASTING.

Gospel dj-announcer. Family man, 3rd phone. Willing to relocate. Box J-224, BROADCASTING.

DJ/newsman. Experienced. Mature, dependable. Will relocate—but prefer east coast market. Service obligation completed. 3rd class endorsed. Phone 212-654-1000 or Write Box J-226, BROADCASTING.

Talk-telephone personality available—3 weeks. . . Top TV-radio-major city credits—has news background—associations, also—theatre-sports—glib-controversial. (Call evenings 212-TE 2-8562) Write Box J-229, BROADCASTING.

Negro. First phone. Six years experience. Age 29. Available now. Box J-234, BROADCASTING.

I have been in the middle of the road for 21 months, 3 weeks, 4 days. 22 years old. Draft exempt. Will relocate anywhere for top 40. J-235, BROADCASTING.

First phone, good news, top-forty, experience. Here it is 813-982-5471.

Although Alligator shoes are very popular—the majority of Alligators do not wear them! Morning personality, college degree, major market experience. First phone want PD. Operations director. 301-MU 6-1863, 2232 Coralhorn, Baltimore.

Major market, middle-road professional air personality and/or program director. Bright, smooth, sincere approach. 11 years experience. 612-533-5118.

Major market (Louisville) humorist victim of format change. 11 years MOR experience. \$150. 502-964-4025.

Announcer needs new position now . . . 21 months experience in major Michigan markets have done news, FM format, AM personality. Draft free, 3rd, prefer FM or MOR, some college, married. Call 313-742-6878 evenings.

Announcers—(cont'd)

12 years experience . . . Interested in moving back to homestate of Florida. Do top professional work in news . . . commercials . . . bright and happy sound of good music morning show. Prefer radio-TV combo if possible. Excellent references. Married. Presently employed. 314-223-4218 or 314-223-7394.

Technical

Chief engineer-announcer-AM-FM-DA experience. Box J-158, BROADCASTING.

Chief engineer. Twelve years experience announcing through management. B.S. degree business administration. West Virginia preferred. All offers considered. Box J-190, BROADCASTING.

First phone. AM-FM-TV. Downie, 105 S. 21st Street, Philadelphia, Penna. 19103.

NEWS

Medium market newsman wants to move up. Ten years as news director. Strong air work. Excellent background. College. \$850 minimum. Write Box J-152, BROADCASTING.

Experienced newsman, 1st phone, interest in listeners and local news; solid delivery; creative writer with ideas and ability to gather write and edit news. You pay, I produce results. Box J-170, BROADCASTING.

Production—Programming, Others

Available: Marinated Egghead—with feet in commercial broadcasting and head in international broadcast clouds. Desires to come back to earth via radio/TV spot as writer-producer of editorials and documentaries, moderator of discussion programs and broadcaster of offbeat topical commentary. Community relations a strong suit. Box J-150, BROADCASTING.

Top 40 only, 3 1/2 years experience as dj desires first position as program director. Must have free hand. \$135 min. Box J-163, BROADCASTING.

Creative writing position—commercial copy, continuity, scripts. MA graduate. Radio announcing/continuity experience. Married, with growing family, military completed. Desire market East or South. Box J-167, BROADCASTING.

Experienced girl in radio traffic, copy, announcing—3rd. wants to relocate. Box J-175, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to commercials, news, quality music. Box J-179, BROADCASTING.

Seven years experience television and radio including air work, programming, promotion. Presently program director 10,000 watt middle of road station plus television air assignments. Presently earning \$9,000. Seek opportunity in major market. Box J-182, BROADCASTING.

Air personality with first ticket would like to shine as your program director. Know formats and production. 35, married. Box J-199, BROADCASTING.

Prodigious producer of creative copy, attested by steady stream of satisfied clients, seeks steady sunshine! Presently continuity director in big mid-west market. Extensive experience in news, sports, 9 years in present position. Now seeking greater opportunities in warmer climate. Excellent work record. Top references. Age 29. Box J-207, BROADCASTING.

Will trade—Solid background for solid future. Program director—Personality-administration. Box J-216, BROADCASTING.

Is a writer-announcer-production man worth \$10,000? Let my resume prove it. 12 years as radio writer-director-announcer. 6 years ad agency writer. Winner of 2 RAB national awards. Fast, imaginative, work best under pressure. Married, 3 children. Send for tapes, Box J-233, BROADCASTING.

Production—Programing, Others

continued

Big ratings—mean big dollars. Are you prepared for the next Pulse/Hooper survey period? Sound needs brightening up? Production sounds ragged? Can't afford a high-priced production man? Let Theme Productions' young, capable, staff—with modern ideas—be your production man. Send for free demonstration tape—indicate present type of programing. Theme Productions, Inc., 13305 Dexter Avenue, Detroit, Michigan 48238. Phone (313) 933-4643. "The Sound of Things to Come."

TELEVISION

HELP WANTED

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

TV local/regional account executive needed by leading southeastern CBS affiliate on top 50 marketlist. An excellent opportunity for a small market man to move up, or, for someone interested in making the big move into television. Protected account list and good compensation plan. Send complete resume, or call Bruce Georgi, Sales Manager, WFMV-TV, Greensboro, N. C.

If you are ready to retire or enter into semi-retirement in the Phoenix, Arizona, area, you will be interested in this opportunity. We want to locate a man who has vast experience and knowledge nationally of the television station management and programing departments. This is a sales position for organizing television station cooperation with the largest motion picture film producer in the southwest, located in Phoenix. We have a unique program and a unique opportunity for the right man. Our plans call for some travel, but we plan primarily to bring the prospects to Phoenix by air as our guests to view the production facilities. This is a feature motion picture opportunity and television commercial opportunity. All replies will be held in confidence. Please send resume of your qualifications to: E. L. Barrett, President, Elba Corporation, P. O. Box 7085, Park Hill Station, Denver, Colorado. 80207.

Announcers

Midwest medium-size television and radio stations seeking sports director. Top college play-by-play as well as key television shows. Send resume to Box J-171, BROADCASTING.

TV-Radio announcer. TV weather and upbeat MOR radio shift. Other TV also available. Regional mid-Atlantic station. Send tape, picture, resume and salary requirements. Position now open. Box J-189, BROADCASTING.

Sports and commercial announcer. Prefer southwesterer with minimum one year radio experience. Group station will offer fine future to good, stable man. Contact Program Director, KBTX-TV Bryan, Texas.

Technical

Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-166, BROADCASTING.

Immediate opening for engineer with first class license in upper midwest full power VHF station. experience not required. Write Box J-123, BROADCASTING.

Leading metropolitan full power Rocky Mountain station has immediate opening for first phone TV engineer. Experience helpful but not necessary. Desire to learn and advance essential. Box J-191, BROADCASTING.

Quality station needs six engineers to fill expanded production schedule. Salary scale goes to \$210 a week and right men will start at top. Box J-215, BROADCASTING.

KGUN-TV, in Tucson, Second largest city in Arizona, needs an engineer with first or second phone. Opportunity to join progressive growing Gilmore Group, of stations. Contact Studio supervisor, Box 5147, Tucson, Arizona.

Technical—(Cont'd)

University of Hawaii ETV currently has openings for TV Broadcast engineers. Applicants must have TV experience and hold a current first class telephone license. Submit resume to H. Cronin, KHET, University of Hawaii, 1776 University Ave., Honolulu, Hawaii.

Needed immediately—Two control room engineers for expanding ETV operation. Minimum 2nd class license. Color experience helpful. Send resume to Mr. Brent, WHRO-TV, 5200 Hampton Blvd., Norfolk, Va. 23508.

Permanent position available on transmitter staff full color VHF operation. Excellent working conditions and salary commensurate with ability. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

WTOC-AM-FM-TV Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief Engineer, WTOC, P. O. Box 858, Savannah, Georgia 31402.

Immediate opening—Television technician. 1st phone required. Contact Charles W. Baker, C. E., WTPA-TV, Harrisburg, Pa.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota. Contact Robert Ridgway, North Dakota Broadcasting Co., Inc., Box 1231, Fargo, North Dakota, or call 701-235-4461.

Experienced television engineer to maintain and operate CATV mobile unit and assume responsibility for technical aspects of video tape production. Salary \$10,000 and up depending upon qualifications and experience. Write P. O. Box 174, Northfield, Minnesota.

NEWS

Newsman wanted for New York state television operation. Good appearance, good interview technique for soft work, good ad-lib ability. Want hard-worker with track record in news. Send photo and job history with audio tape. Box J-122, BROADCASTING.

Production—Programing, Others

Director-producer with at least three years commercial television experience to join expanding staff in southeast. Send resume, recent photo and desired salary. Box J-22, BROADCASTING.

News & commercial photographer wanted for small market TV-radio operation pleasantly located mid-Atlantic area. Experienced news sense plus 16mm SOF and silent, stills, processing. Send resume, references, photo to Box J-61, BROADCASTING.

Wanted: Experienced writer or announcer/writer combo for TV and AM. Send copy samples, full resume including picture. Box J-91, BROADCASTING.

Film editor: Must have experience in film make-up, editing and shipping. Good opportunity for a man from a smaller market to grow with a new station in a large eastern market. Box J-147, BROADCASTING.

Midwest NBC-TV outlet needs imaginative, production-minded, experienced commercial writer. Send sample copy, resume and salary requirements to Box J-206, BROADCASTING.

TELEVISION

Situations Wanted

Announcers

Top television personality—25 years experience—Specializing in interviews and audience participation . . . Seasoned announcer, newscaster . . . All-round performer. Excellent references. Tape, resume, pictures available. Write to: Box J-165, BROADCASTING.

Seven years experience television and radio including air work, programing, promotion. Presently program director 10,000 watt middle of road station plus television air assignments. Presently earning \$9,000. Seek opportunity in major market. Box J-183, BROADCASTING.

Announcers—(cont'd)

NBC affiliate booth announcer desires more challenge—work—opportunity. 3rd, mature. Box J-221, BROADCASTING.

Technical

Chief engineer experienced planning, construction and operation including transmitter color proof, studio color film-video tape. Prefer south or southwest. For interview write Box J-101, BROADCASTING.

Consulting engineer seeks permanent position as working chief. Box J-159, BROADCASTING.

NEWS

Interested in these qualifications? News—on camera, writing, legislative. 14 years. Program promotion—3 station PD. Married, 2 children. Phone 513-592-9700.

Young public relations man wants back into television news. Strong on legwork, 16mm photography. Would like chance to find and develop documentary film possibilities in addition to regular work. 1966 graduate of University of Missouri School of Journalism. Write Kelt Locke, 5211 Yellowstone, Cheyenne, Wyo. 82001.

Production—Programing, Others

Operations—program manager. Sixteen years experience. College graduate looking for challenging position with future. Hard working, responsible person. Box J-3, BROADCASTING.

BS in TV, 2 years commercial experience; Producing, directing, filming, editing of over 250 TV—film programs. Married, draft exempt, 25, salary above \$6,000. Box J-161, BROADCASTING.

Seven years experience television and radio including air work, programing, promotion. Presently program director, 10,000 watt middle of road station plus television air assignments. Presently earning \$9,000. Seek opportunity in major market. Box J-184, BROADCASTING.

Creative position sought by articulate producer—on camera personality, just back from handling top international shows in Sydney, Australia. University degree, married, 32, excellent personal background. Box J-201, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

VT 1100 with Amtec. Box J-77, BROADCASTING.

Wanted—Four late model monochrome cameras for remote use. Both 3" and 4½" considered. State age, condition and price. Box J-157, BROADCASTING.

Will pay off, buy or take over your lease on automated program equipment. For station in west. If you are not getting the most from your system get out from under it. State model, condition, price. Box J-178, BROADCASTING.

Needed right away—one Nems-Clarke field strength meter for AM field strength readings Dick Cook, WHAN Radio, Rt. 1, Box 495, Haines City, Fla. 33844.

FOR SALE

Equipment

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYS-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214, 446-4780.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

FOR SALE—(Cont'd)

Check our listings for your equipment requirements . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Automation—Complete operating system by Audiomation Labs. Good condition. Switching circuitry incorporates Zenith timers. Three 10-inch reversing decks. \$4,000. WCOA Radio, P. O. Box 1669, Pensacola, Fla. 32502.

Raytheon microwave complete, RCA cameras and videotape in quantity. 212-EN 2-5680 or Box J-153, BROADCASTING.

Copper in stock—Sheet, plate, bar, rod, strip, strap and wire. Swager Tower Corp., Fremont, Indiana.

Gates 1 kw FM transmitter. excellent condition—taken out for larger power \$2,800. 4 bay Collins ring tuned to 102.5—\$500. 1 complete Gates remote \$475. \$3500 for package. WRVB-FM, P. O. Box 504, Madison, Wisconsin 53701.

For Sale: 3 Marconi, 2 Ampex video tape mobile unit. Slide chain, vertical interval switcher, complete audio facilities, 5 tons of air conditioning, paneled control lounge. Absolutely the finest in the west coast. Box J-192, BROADCASTING.

3/4" rigid transmission line. Bullets. 3 elbows. Gas barrier. 2 expansion joints. Rigid insulated hangars. WFDD-FM, Winston-Salem, North Carolina. Telephone 919-725-9711 (218 or 264).

New Copper ground wire immediately available 25,160 ft. #10 soft drawn copper ground wire. FOB San Antonio. Phone KCOR—512-CA 5-2751, Nathan Safir.

G.E. Phono cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N. Y. 13152.

For Sale: Amtec unit model 1060. Like new. Originally cost \$7,750.00. Our price \$5,000.00. Box J-193, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

Available: Trademark "TELEBRIEFS". Box J-46, BROADCASTING.

"Sponsorettes," 50 successful sales ideas per week for hard to sell accounts—\$1.00 weekly—50¢ for sample week or write for free information—Nationwide Stations, Inc. Commodore Perry Hotel, Toledo, Ohio.

Astrological Forecast Scripts—daily, \$4.00 per week. Box 8241, Pittsburgh, Pa. 15217.

Something slipping? Try Vita Drive rubber drive cleaner on your tape playback equipment. Recommended by many stations. \$1.25 1 oz. bottle. Postage prepaid. NO COD's. Friend's Manufacturers, 135 N. 4th Street, Philadelphia, Pa. 19106.

INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818—18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

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.

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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 19, January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Oct. 10—Nov. 14—Jan. 2—Feb. 6. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted—Management

Management Opening

Group operator needs experienced General Manager for 50 kilowatt station. We are located in one of the top 5 markets. Opening immediately available.

Box J-89, Broadcasting.

Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

REGIONAL SALES MANAGERS \$25-35,000—YEARLY

AA-1 rated, 18 year old Nat'l Promotional Advertising Firm has openings for Regional Sales Managers. Must have car. Travel Tri-State area. Duties consist of hiring, training and supervising sales groups selling special low priced Radio Contract to local merchants. Company Executive will assist during training period. \$300.00 per week draw to start. Furnish resume and 3 references.

John Burroughs, President,
Universal Publicizers, Inc.,
919 N. Michigan Avenue,
Chicago, Illinois 60611.

Announcers

SPORTS ANNOUNCER

CXKL in Calgary, a member of one of Canada's largest broadcasting chains, is seeking a fulltime sports announcer, to cover a regular schedule of sportscasts plus a variety of play-by-play assignments. Both Canadian and American citizens will be considered, but applicants should be familiar with Canadian sports, including Canadian football, hockey, horse racing and curling. Remuneration is negotiable on a salary plus talent basis. Interested applicants should send an audition tape, resume, and two personal references to:

Dave Lyman
Program Director
CXKL
Calgary, Alberta.

NEWS

There is an opening

on the Radio WKLO News staff for an experienced newsmen. Strong air work and reporting ability a must. Send resume, photo, air check, and salary requirement to Allen Bryan, News Director, Radio WKLO, 307 W. Walnut, Louisville, Kentucky 40202.

An equal opportunity employer.

TELEVISION—Help Wanted

Technical

WHEC—TV & AM Rochester, New York

Has immediate opening for 2 experienced technicians. Must have 1st class license. Contact R. K. Blackburn or Walter Lynch, collect 716-546-5670. If personal interview required, will be at our expense.

TELEVISION BROADCAST TECHNICIANS

Major Television Network has permanent positions In New York

Applicants must have a minimum of 2 years technical training at college or technical school; first class radio-telephone license; practical experience in either broadcast operations, maintenance or comparable experience in electronics field.

Please submit detailed resume to:
Box B-1589, 125 W. 41 St., N.Y. 36.

VTR Maintenance Man

needed to keep six Ampex machines in top condition. If you think you are one of the best, join a station where nothing but the best will do. Annual salary in the five figure bracket.

Box J-214, Broadcasting.

NEWS

NEWSMAN

Major Midwest station has opening for a top newsman. Must have good on-the-air appearance and delivery. Send picture and full background information to:

Box J-164, Broadcasting.

Production—Programing, Others

TV Station in

large mid-west market is looking for creative talent—writers, and producers with exciting new ideas and award-winning ambitions.

Write: Box H-328, Broadcasting

TELEVISION

Situations Wanted Management

CATV EXECUTIVE Looking For a Job

I believe my name is well known to the leaders of the industry for successful operation in all phases of CATV System or group Operation. I want a job where I can continue to help a system or Group Ownership fulfill its maximum potential
Charles Wigutow
78 Jane St., N.Y. 14, N.Y.
Phone 212 Chelsea 3-0142.

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A courteous confidential service for Broadcasters
1615 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

BUSINESS OPPORTUNITY

CATV Investment

System ready for construction. Potential over 75,000 households. Seeking company to participate financially. Located in poor reception area in Pennsylvania.

Box J-225, Broadcasting.

FOR SALE—Stations

Continued

South Florida Single Station Market

Needs owner manager, excellent potential.

\$42,500 on terms.

Box J-195, Broadcasting.

For Sale AM-FM

Single station market in Kansas
Gross 70,000 much more potential.
\$150,000 with terms.

Box J-166, Broadcasting.

TEXAS

Single station, market of 20,000. Real estate and buildings included at seven times annual cash flow.

Box J-210, Broadcasting.

NORTHERN CALIFORNIA
AM Single Station market
Showing profit but needs good owner-manager
Asking \$50,000 with 25 percent down.

Box J-227, Broadcasting.

STATION MANAGERS:

If you invest \$15M in a radio station @ 29% down, this would buy you a \$50,000 property. Not much of a station. Whereas the same \$15M investment can return \$52M a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail:

Mr. V. R. Good, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

FOR SALE

BROADCAST SCHOOL FOR SALE

1965 Gross over \$76,000
Cash flow over \$30,000
Priced at \$75,000. 29% down-terms
Box H-315, Broadcasting

FOR SALE—Stations

CALIFORNIA AM AND FM

Daytime AM with 5kw potential and full-time FM in one of the fastest growing and most desirable living areas in the state. Has shown good growth with absentee ownership. Presently grossing \$80,000 and profitable but should do well over \$100,000 with active owner-management. Firm price is \$160,000 but excellent terms with low down payment available.

Box J-110, Broadcasting.

SOUTHWEST

Single station full-timer; also FM. City population 25,000 and growing. \$235,000.00 cash.

Box G-173, Broadcasting.

Fix Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

S.E.	small	daytime	\$ 67M	terms
M.W.	medium	UHF-TV	350M	cash
S.E.	medium	daytime	135M	29%
M.W.	metro	AM-FM	1.3MM	nego
N.E.	suburban	daytime	500M	terms

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

Continued from page 110

application, dismissed as moot motion by Lunde Corp., and retained in hearing its application; and continued hearing of Sept. 14 to date to be set by subsequent order. Action Sept. 9.

■ Formalized by order certain agreements and rulings reached at prehearing conference on Sept. 7, scheduled certain procedural dates, and continued hearing to Nov. 15, in proceeding on applications of KFIZ Broadcasting Co. and Fond du Lac County Broadcasting Co., Fond du Lac, Wis. Action Sept. 7.

By Hearing Examiner Isadore A. Honig

■ On examiner's own motion, continued further prehearing conference from Sept. 20 to Sept. 29, and Sept. 29 hearing to later date to be determined at further prehearing conference in proceeding on applications of Olmstead County Broadcasting Co. and North Central Video Inc. for new FM's in Rochester, Minn. Action Sept. 13.

■ In Reno-Las Vegas, Nev.-Idaho Falls, Idaho, AM consolidated proceeding, granted petition by Meyer Gold (KLUC), Las Vegas, and dismissed, but with prejudice, his application; by separate action, granted petition by Radio Nevada for leave to amend its application to reflect participation of its principals in TV elsewhere which is subject of pending assignment application. Action Sept. 12.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Cosmopolitan Enterprises Inc. for continuance of hearing from Sept. 15 to Oct. 31 in proceeding on its application and that of H. H. Huntley for new AM's in Edna and Yoakum, Texas, respectively. Action Sept. 13.

■ In proceeding on applications of T. V. Broadcasters Inc. and Tri-City Broadcasting Co. for new TV's to operate on channel 55 in Vineland, N. J., granted (1) request by Broadcast Bureau for extension of time to Sept. 28 to file responses to pleadings by Tri-City, and (2) Tri-City's motion for continuance of hearing from Sept. 14 to Oct. 13. Action Sept. 12.

■ Continued hearing from Oct. 12 to Oct. 25 in proceeding on applications of Lynn Mountain Broadcasting and WBEJ Inc. for new FM's in Elizabethton, Tenn. Action Sept. 9.

■ On examiner's own motion, continued further hearing from Sept. 26 to Sept. 27 in proceeding on AM applications of KWEN Broadcasting Co., Port Arthur and Woodland Broadcasting Co., Video, both Texas. Action Sept. 7.

By Hearing Examiner Jay A. Kyle

■ Ordered resumption of hearing for Sept. 22 in proceeding on AM applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, all New Jersey. Action Sept. 13.

■ Granted motion by Harriscope Inc. for waiver of that part sec. 1.580 of rules providing that notice be published during three weeks next succeeding date of notice of hearing, and notice be broadcast second week following notice of hearing, and accepted notices as being in substantial compliance with rules in proceeding on its application and that of Family Broadcasting Inc. for new AM's in Casper and LaGrange, both Wyoming, respectively. Action Sept. 12.

By Hearing Examiner Forest L. McClenning

■ Pursuant to agreements reached at informal conference of Sept. 8, continued from Sept. 14 to Sept. 23 date for exchange of written exhibits in proceeding on application of Black Hawk Broadcasting Co., Waterloo, Iowa. Action Sept. 13.

■ On examiner's own motion, scheduled further prehearing conference for Sept. 29 in proceeding on application of Selma Television Inc., Selma, Ala. Action Sept. 7.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to agreements reached at prehearing conference of Sept. 9 scheduled certain procedural dates and continued hearing to Dec. 6 in proceeding on petition by Midwest Television Inc., San Diego, for relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area. Action Sept. 12.

■ In proceeding on applications of Trend Radio Inc. and James Broadcasting Co., both Jamestown, N. Y., for new UHF TV granted request of James Broadcasting Co. and scheduled further prehearing conference for Sept. 19. Action Sept. 7.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of Royal Broadcasting Co. and Radio KHAI Inc., both Honolulu, granted petition of Broadcast Bureau to the extent of cancelling hearing scheduled Sept. 13. New date for hearing will be set. Action Sept. 7.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at prehearing conference of Sept. 12, continued hearing from Oct. 24 to Oct. 25 in proceeding on applications of 1400 Corp. for renewal of license of KBMI Henderson, Nev., et al. Action Sept. 12.

■ Pursuant to agreement reached at prehearing conference of Sept. 9 continued hearing of Sept. 29 to date to be fixed at further prehearing conference in proceeding on AM applications of KJRD Inc., Monroe, and Mount-Ed-Lynn, Inc., Mount-lake Terrace, Wash. (Doc. 16765-6). Action Sept. 9.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of September 13

WTSJ San Juan P. R.—Granted license covering commercial TV station.

KEDA San Antonio Tex.—Granted license covering AM station.

WFOR-FM Hattiesburg, Miss.—Granted license covering FM station with specification of type trans.

WOMS(FM) Hamilton, Ohio—Granted license covering installation of new trans. and ant., change in ERP and ant. height.

WJMC-FM Rice Lake, Wis.—Granted license covering installation of new trans., change in ERP.

WAVO-FM Decatur, Ga.—Granted license covering replacing of transmission line.

KLGS(FM) Los Gatos, Calif.—Granted license covering FM station with specification of type trans.

WRAY-FM Princeton, Ind.—Granted license covering installation of new trans., change in ERP.

Actions of September 12

KSOU-TV Sioux Falls, S. D.—Granted CP to change ERP to 285 kw vis. 39.8 kw, aur. change trans. location to Rowena, change type ant., increase ant. height to 2000 ft.; condition.

WTWO(TV) Terre Haute, Ind.—Granted license covering new commercial TV station. WSEE(TV) Erie, Pa.—Granted license covering changes in transmission lines.

KSAN-TV San Francisco—Granted license covering commercial TV station.

WBJA-TV Binghamton, N. Y.—Granted mod. of license to reduce aur. ERP to 39.8 kw.

*KOED-TV Tulsa, Okla.—Granted CP to change ERP to 259 kw vis., 37 kw aur.; ant. height 1270 ft.; change type transmitter.

WAAT Trenton, N. J.—Granted CP to install trans. at new main trans. location for auxiliary purposes only.

WHYN Springfield, Mass.—Granted license to use former auxiliary trans. at main trans. location as alternate main nighttime and auxiliary daytime trans.

WAIR-FM Winston-Salem, N. C.—Granted license covering change in ant.-trans. location, installation of new trans. and ant., and decrease in ant. height.

KBER-FM San Antonio, Tex.—Granted license covering new FM station with specification of type trans.

WSVL-FM Shelbyville, Ind.—Granted license covering installation of new trans., change in ERP.

WWTU-FM Cadillac, Mich.—Granted license covering changes in transmitting equipment.

WTPA-FM Harrisburg, Pa.—Granted license covering installation of new trans., change ERP.

KRUS-FM Ruston, La.—Granted license covering FM station.

*WTSR(FM) Trenton, N. J.—Granted license covering noncommercial educational FM station.

Granted extensions of completion dates as follows: KEOR Atoka, Okla., to Feb. 22, 1967; KISN Vancouver, Wash., to Dec. 5, 1967; WJJD Chicago, to Nov. 8; KCCN Honolulu, to Dec. 1; *WBHS(FM) Warwick, R. I., to Nov. 25; WNAT-FM Natchez, Miss., to Mar. 4, 1967; WRAL-FM Raleigh, N. C., to Nov. 1; WVOZ-FM Carolina, P. R., to Dec. 1; WABC-FM New York, to Mar. 28, 1967; WOKZ-FM Alton, Ill., to Nov. 1.

Actions of September 9

WPGH(FM) Pittsburgh—Waived sec. 73.210(a) of rules and granted mod. of CP to change studio location to New Kensington, with Pittsburgh station identification to continue; change type trans. and type ant.; conditions.

*WRIU(FM) Kingston, R. I.—Granted CP to change ant.-trans. location; remote control permitted.

WGMR-FM Tyrone, Pa.—Granted license covering installation of second main trans. WCRA-FM Effingham, Ill.—Granted license covering change in ERP, ant. height, installation of new trans. and ant. with change in ant. system, specify type trans.

WACT-FM Tuscaloosa, Ala.—Granted license covering new FM station with specification of type trans.

KPFA(FM) Berkeley, California—Granted license covering use of main ant. as alternate main ant.

WGOV-FM Valdosta, Ga.—Granted mod. of CP covering operation by remote control.

Granted renewal of license for following stations and co-pending auxiliaries: WAVY Portsmouth, Va.; WAYB Waynesboro, Va.; WBLT Bedford, Va.; WBRG Lynchburg, Va.; WBZE Wheeling, W. Va.; WCMS-AM-FM Norfolk, Va.; WCYB Bristol, Va.; WEER Warrenton, Va.; WPEM Martinsburg, W. Va.; WETZ New Martinsville, W. Va.; WHAG Halfway, Md.; WHIS Bluefield, W. Va.; WITH-AM-FM Baltimore; WINX Rockville, Md.; WJMA Orange, Va.; WKBA Vinton, Va.; WKLK Blackstone, Va.; WKWS Rocky Mount, Va.; WLOG Logan, W. Va.; WMEK Chase City, Va.; WMHI Braddock Heights, Md.; WOLD Marion, Va.; WOVE Welch, W. Va.; WPDK Clarksburg, W. Va.; WQVA Quantico, Va.; WRAP Norfolk, Va.; WRIC Richlands, Va.; WRNL Richmond, Va.; WSER Elkton, Md.; WSGB Sutton W. Va.; WSID-AM-FM Baltimore; WSMO La Plata, Md.; WSVS-AM-FM Crewe, Va.; WTAP-AM-FM Parkersburg, W. Va.; WTOP Washington; WWNR Beckley, W. Va.; WYRE Annapolis, Md.; WYSR Franklin, Va.; WFAN(FM) Washington; WKEY-FM Covington, Va.; WRFK-FM Richmond, Va.; *WAMU-FM Washington; *WBJC(FM) Baltimore; *WEMC(FM) Harrisonburg, Va.;

Broadcasting

THE AUTHORITY OF TELEVISION AND RADIO

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Payment enclosed

City _____ State _____ Zip _____

Bill me

*WMUL(FM) Huntington, W. Va., and
*WTJU(FM) Charlottesville, Va.

WKBH La Crosse, Wis.—Granted mod. of license covering operation by remote control; conditions.

*KUSC(FM) Los Angeles—Granted CP to install new trans., increase ERP to 16.5 kw; remote control permitted.

KATT Woodland, Calif.—Granted mod. of license to operate trans. by remote control.

Actions of September 8

*WNYE-TV New York—Granted mod. of CP to change type ant. and type trans.

WJAR-TV Providence, R. I.—Granted license covering changes in existing station.

*WGTS(FM) Takoma Park, Md.—Granted license covering installation of new trans., increase in ERP.

WVMI-FM Biloxi, Miss.—Granted license covering FM station with specification of type trans.

WSJM(FM) St. Joseph, Mich.—Granted license covering FM station; specify type trans.

KVOE-FM Emporia, Kan.—Granted license covering FM station.

WHBC-FM Canton, Ohio—Granted license covering installation of new ant., change in ERP and ant. height.

KOWN-FM Escondido, Calif.—Granted license covering FM station with specification of type trans., type ant.

Granted licenses covering FM stations as follows: WVSC-FM Somerset, Pa.; WGBA-FM Columbus, Ga.; WBNO-FM Bryan, Ohio.

Granted renewal of licenses for following main stations and co-pending auxiliaries: KMYC Marysville, Calif.; KRZY Albuquerque, N. M.; WABI Bangor, Me.; WAGM Presque Isle, Me.; WDOV Dover, Del.; *WITF-TV Hershey, Pa.; WKPA New Kensington, Pa.; WLSH Lansford, Pa.; WNCN (FM) New York; *WRTI-FM Philadelphia; WSME Sanford, Me.; WTLB Utica, N. Y.

Actions of September 7

KBJM Lemmon, S. D.—Granted increased daytime power on 1400 kc, U, from 250 w to 1 kw; conditions.

WLOH Princeton, W. Va.—Granted increased daytime power on 1490 kc, U, from 250 w to 1 kw; conditions.

KTEL Walla Walla, Wash.—Granted increased daytime power on 1490 kc, U, from 250 w to 1 kw, and install new trans.; conditions.

WLOE Leaksville, N. C.—Granted increased daytime power on 1490 kc, U, from

250 w to 1 kw, and install new trans.; remote control permitted; conditions.

Actions of September 6

WYTI Rocky Mount, Va.—Remote control permitted.

WFRA Franklin, Pa.—Remote control permitted.

WCWA-FM Toledo, Ohio—Granted mod. of license to operate trans. by remote control.

Actions of September 2

WAMY Amory, Miss.—Granted change of remote control authority.

Granted following stations mod. of license to operate trans. by remote control: WIOG Ironton, Ohio; WLAU Laurel, Miss.; KLOG Kelso, Wash.; WBLO Evergreen, Ala.; KPRS-AM-FM Kansas City, Mo.; WPBS Philadelphia.

KIMO Hilo, Hawaii—Remote control permitted.

Action of August 24

KIFI-TV Idaho Falls—Granted mod. of license to change name to The Post Company.

BROADCAST ACTION

By Commission

■ Commission on Sept. 13 granted request by National Association of Radiotelephone Systems for extension of time to Sept. 30 to file reply comments in matter of amendment of parts 2 and 74 of rules to make available for allocation to land mobile radio services seven additional channels in the 150.8-162 mc band.

Fines

ORDER OF FORFEITURE

■ By memorandum opinion and order, commission ordered George T. Herneich, permittee of KAIT-TV Jonesboro, Ark., to forfeit \$1,000 for rebroadcasting programs of two other stations without their authorization and for numerous violations of logging rules. This was amount stated in June 2 notice of apparent liability. Action Sept. 7.

Rulemakings

AMENDED

■ By report and order in Doc. 16681, commission amended its TV table of assignments to add channel 7 to Dickinson, N. D. Assignment had been requested by Meyer Broadcasting Co., Bismarck, to enable Colored Tower Inc. which rebroadcasts programs of KFVR-TV on translator station

K07GV at Dickinson, to become high power station under sec. 74.702(g) of rules. Action Sept. 7.

PETITIONS FOR RULEMAKINGS FILED

Walter J. Brown, Thomson, Ga.—Requests institution of rulemaking proceedings looking toward amendment of table of FM assignments set forth in sec. 73.202 of commission rules to add channel 269A at Thomson. Received Aug. 31.

KETX Livingston, Tex.—Requests amendment of rules so as to assign channel 221 to Livingston and requests waiver of sec. 73.208(a)(4) of rules, or assignment of another channel to Livingston that will meet separation requirements. Received Aug. 16 and amended Sept. 6.

CATV request for waiver

Putnam All-Channel Cablevision Inc., Greencastle, Ind., requests waiver to carry WFAM-TV LaFayette, WTIU(TV) Bloomington, both Indiana; WCIA(TV) Champaign, Ill., and one of three (WHAS-TV, WAVE-TV, WLKY-TV) from Louisville, Ky.

Cascade Cable Television Co., Jackson and Blackman township, both Michigan, requests waivers to carry WKBD-TV and WTVS(TV), both Detroit.

New call letters requested

Park Rapids, Minn.—De La Hunt Broadcasting Corp. Request KPRM-FM.

San Angelo, Tex.—Solar Broadcasting Co. Request KWFR-FM.

*Lebamon, Tenn.—Cumberland College of Tennessee. Requests WFMQ(FM).

*Austin, Tex.—Capitol Broadcasting Association. Request KMFA(FM).

Mexico, Mo.—Audrian Broadcasting Corp. Requests KWWR-FM.

*Las Vegas, N. M.—New Mexico Highlands University. Requests KEDP(FM).

KUHL-FM Pasadena, Tex.—Industrial Broadcasting Co. Requests KIKK-FM.

Titusville, Fla.—WRMF Inc. Requests WRMF-FM.

Corinth, Miss.—The Progressive Broadcasting Co. Requests WXCW-FM.

KUBO San Antonio, Tex.—Turner Broadcasting Corp. Requests KBUC.

Sandusky, Mich.—Sanilac Broadcasting Co. Requests WMIC.

Sparta, N. C.—H. Sid Comer. Requests WCOK.

WIHS-TV Boston—Storer Broadcasting Co. Requests WSBK-TV.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 14. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Concord, Calif.—Five firms have applied for a franchise: State Video Cable Inc., Palo Alto; Colorvision Cable Co., Martinez; General Electric Co.; Televue Systems Inc., Dublin, and Western Communications Inc., San Francisco, all California. Colorvision has a franchise in Pleasant Hill and Martinez, both Calif., General Electric was awarded the Walnut Creek, Calif. franchise. Televue Systems is operating in Pittsburg-Antioch and has a franchise in Clayton, both California. Western Communications is a subsidiary of Newhall Land & Farming Co. and the San Francisco Chronicle.

Manteca, Calif.—General Electric Cablevision Corp., Fresno, Calif., has applied for a franchise. The firm proposes a \$20 installation fee and a monthly charge of \$5.

Pacific Palisades, Calif.—Four firms applied for a franchise: Community Cablecasting; Theta Communications Corp., a joint venture of Hughes Aircraft and Teleprompter Corp.; H&B Communications Corp., and Malibu Cable Systems-TV Master Antennas Systems.

■ St. Helena, Calif.—Redwood Television Cable has been granted a franchise. The firm will charge a \$10 installation fee and

\$5 monthly. They will pay 2% of their annual gross receipts to the city.

Santa Monica, Calif.—Applications were presented by Theta Communications Corp., a joint venture of Hughes Aircraft Co. and Teleprompter Corp.; H&B Communications Corp.; Malibu Cable-Systems-TV Master Antennas System; American Cablevision Corp.; Pacific Pipeline Construction Co., and Community Cablecasting Corp.

Pueblo, Colo.—Pueblo-Vumore Inc. has applied for a franchise.

■ Morrison, Ill.—The Inter City Cable Co., a subsidiary of the Rock Island Broadcasting Co., which operates WHEF-TV Rock Island, Ill., has been awarded a 20-year franchise.

■ Columbus, Kan.—Systems Inc. has been granted a 20-year nonexclusive franchise. The ordinance replaced a previous one that was voided by the city after construction was not started within a year after its enactment.

■ Glen Gardner, N.J.—Washington Cable Co. has been granted a franchise for a 12-channel system. Installation fee will be \$10 with a monthly charge of \$5. Washington Cable Co. has also applied in Hampton borough, N. J.

Spencer village, N. Y.—Shippos Line Construction Co., Ithaca, N. Y., has applied for a franchise. The company will charge \$40 for installation and \$4 monthly. It will provide a five-channel system.

Morrisville, Pa.—Commercial Services Antenna System, Trenton, N. J. (Richard M. Hardin, president), has applied for a franchise. The firm will provide a 12-channel system. The proposed installation fee will be \$15 to \$20, with a monthly charge of \$5.

■ Norwood, Pa.—The Philadelphia Com-

munity Antenna Co. has been granted a franchise. The company will provide 18 channels. It will charge \$7.50 for installation and a monthly rate of \$3.95 to \$4.95.

■ Unity, Pa.—WHJB Inc., Greensburg, Pa., has been granted a 25-year franchise.

Sturgis, S. D.—Three firms have applied for a franchise: Sturgis Radio Co.; South Dakota Cable TV Inc., and Multi-Pix Inc.

■ Baytown, Tex.—Baytown Community Antenna Television Inc. has been granted a 12-year franchise. Mr. Rufus Honeycutt and Dr. Donald Hullum are owners.

Wausau, Wis.—Teltron Inc., a subsidiary of The Journal Co. (Robert K. Drew, vice president and business manager) has applied for a franchise.

FCC CATV ACTION

■ Commission directed Back Mountain Telecable Inc. to show cause why it should not be ordered to cease and desist from further operation of its CATV systems in Dallas borough, Dallas township and Kingstons township, all Pennsylvania, by extending signals of KYW-TV Philadelphia, and WNEW-TV, WOR-TV and WPIX(TV) all New York, beyond their grade B contours in violation of sec. 74.1107 of rules and by failing to notify TV's within whose predicted grade B contours systems lie of commencement of CATV operation in violation sec. 74.1105, and in Lehman township, Lake township and "Harveys Lake" Pennsylvania areas in violation of sec. 74.1107.

These areas are within predicted grade A contours of Scranton-Wilkes-Barre WBRE-TV, WDAU-TV and WNEP-TV. Hearing was ordered, at conclusion of which examiner will certify record to commission. Action Sept. 7.

WHAT is broadcasting all about? It isn't slick Hollywood talent demeaning a new television assignment, while dreaming about feature films. It isn't some high financier operator who would rather play Wall Street than talk to Main Street.

Broadcasting is much more a boy of 10 named Arch Leonard Madsen, living outside Provo, Utah, in 1923, intrigued by a wondrous new thing called radio, building crystal sets and then becoming a ham operator. It's the same young man, now a freshman in high school and a member of the Army Amateur Radio System, drilling for three hours every Monday night on U.S. Army frequencies with his ham transmitter. It's Arch Madsen, 18, in charge of radio operations for Fort Missoula, Mont., operating WUBL as a relay point between WVY, the IX Army Corps station in San Francisco and WAR Washington, the top army station in the country. Finally, it's Mr. Arch Leonard Madsen, influential president of Bonneville International Corp. of Salt Lake City—holder of the majority or substantial stock in 18 stations—a seasoned man of 53 who helped put two commercial stations on the air and a regional network in business, worked for four different station operations and two industry trade organizations; at present, deeply involved in community activities as well, raising \$27,000 so that a local symphony orchestra can go to Europe for a music festival.

Caring ■ Broadcasting is about people who care about broadcasting at least as much as they do about making money. Broadcasting is about people who care about other people and use broadcasting to help them. Broadcasting is about people who recognize broadcasting for the immense service it can perform and plow back into it some of that which they take.

People like Arch Madsen pioneered, built and developed the broadcasting business the way the Mormons settled and made the state of Utah flower: through hard work and devotion.

Consider how, when he was building and operating point-to-point communications stations for the U.S. Army, he tried for a college education at Brigham Young University, only to be frustrated by lack of tuition. Yet the alumni association of BYU was to honor him many years later for his distinguished service on behalf of the school.

Consider, too, how after having made the switch from the technical to the commercial side of broadcasting, he helped put KLBW on the air in Salt Lake by working 18 hours a day, 7 days a week, announcing a 40-hour shift, writing all the copy and sweeping out the place at the end of the day. It

Always radio: from ham to group president

wasn't then, for bread alone that 17 years later he went to work for the Radio Advertising Bureau to sell the medium that first attracted him. He

WEEK'S PROFILE



Arch Leonard Madsen—president, Bonneville International Corp., Salt Lake City (Corporation of the President of the Church of Jesus Christ of Latter Day Saints). b. Dec. 4, 1913, near Provo, Utah; Brigham Young University, University of Montana, University of Utah, 1933-35; built and operated point-to-point stations for the Army Signal Corp., 1933-35; relief transmitter operator, KSL Salt Lake City, 1935-36; built and operated KSUB Cedar City, Utah, 1936-37; commercial manager KLBW Salt Lake, 1937-38; vice president, general manager KSL Salt Lake City, 1944-47; vice president, International Network, 1947-48; vice president and general manager KOVO Provo, 1948-52; elected to board of directors of Radio Advertising Bureau, 1952; joined RAB as director of member services, New York, 1954-58; assistant to vice president and general manager of WLS Chicago, 1958-59; assistant executive director of the Association of Maximum Service Telecasters, Washington, 1959-61; president KSL-AM-FM-TV, 1961-present; president, WNYW, 1962-present; president, KIRO-AM-FM-TV, 1964-present; president, Bonneville International Corp., 1965-present; president, WRFM(FM) 1966; president, Community TV of Utah, Inc., 1965-present; m. Margaret Higginbotham of Ogden, Utah, March 30, 1938; children: Erik, 25, Meg, 22, Alan, 20, Maren, 15, Anita, 9; Member: board of directors, Skyline Television Network; board of directors, Deseret News Publishing Co.; board of directors, AMST; Television Board of Directors, National Association of Broadcasters.

felt radio was being sold down the river for television and wanted to help reinvigorate it. The nostalgia and the love, of wonderful working and building days past, are still strong in Arch Madsen.

Optimist ■ Now with five FM, four AM and five shortwave radio stations under his wing at Bonneville (as well as four VHF), he describes himself as a "perpetual optimist" about radio. "It's coming back," he says. "Maybe it won't have the same prominence it once did, but it's still going to be very important to communications."

Though one of the West's top broadcasting executives and a board member of five important organizations, he refuses to set aside his technical, as well as his radio, past. The surest way for a stranger to generate an animated reply from Arch Madsen is to talk broadcast engineering shop with him. "I still get into the technical end of things," he happily acknowledges. "Although I tell my engineers I stopped when they left the triode, I'm intrigued by all the technical aspects of the business."

But there isn't much time left over for pure kicks in Arch Madsen's life these days. He's a thoroughly committed man, usually working an 11-hour or longer day on broadcasting or community affairs. He contacts most of the Bonneville properties by telephone at least every other day.

Circuit Swing ■ Periodically, too, he'll make the swing around Bonneville's circuit, from Broadcast House headquarters of KSL-AM-FM-TV on Social Hall Avenue in Salt Lake City by air to KID-AM-FM-TV Idaho Falls and KBOI-AM-FM-TV Boise, Idaho, (both minority holdings of Bonneville International Corp., itself 100% owned by the Mormon Church), then on to WNYW New York,—what amounts to five international short wave facilities—and WRFM (FM) New York, the group's newest property and finally back west to KIRO-AM-FM-TV Seattle. In between times he somehow manages to do such diverse things as arrange for the Utah Symphony Orchestra to go to Greece for the Athens festival, perform missionary work for the Association of Maximum Service Telecasters and represent the U.S.—as he just did—at the annual convention of the Brazilian Broadcasters Association.

Despite this constant demand and pressure, Arch Madsen considers himself "one of the luckiest guys ever born." How come? The answer gives the key to what broadcasting really is all about. Says Arch Leonard Madsen: "I don't know of any job any person could ever have that is more of a challenge, is more interesting, and actually more significant than really trying to operate a broadcasting facility the way it ought to be operated."

Hazards of the craft

THE personal risks that newsmen must accept in covering mob actions were demonstrated again last week in Grenada, Miss. A news crew from WDSU-TV New Orleans was stoned by whites who objected to the filming of their harassment of Negro children. Local police looked on without taking action.

Television newsmen are in an especially vulnerable position when demonstrations erupt in the streets. They must carry equipment that makes them conspicuous. They must get close enough to the scene of agitation to take pictures of what is going on.

Still there is no way for television journalists to avoid the hazards of riot coverage. When mobs gather, their actions, in all their ugliness, must be recorded.

However dangerous the assignment, the television newsman must go on covering the racial story. Tensions between white and black must eventually be relieved, and the process will be hastened more by exposure than by suppression.

The 21-inch mouth

JERRY LEWIS, the comedian who became television's colossal tragedy, is firing spitballs again. He told a press agent-arranged news conference in Boston that he won't return to TV until they (whoever they are) return it to its creators.

Jerry goofed his punch line. He didn't desert TV. TV deserted him—but only after the TV audience had deserted him first. Mr. Lewis's excursion into big-time television variety in 1963 was a 13-week disaster.

He might take a cue from his erstwhile partner, Dean Martin, who is doing very well in his second season on NBC. Mr. Martin has managed to blend an abundant singing talent with a pleasant personality to achieve the fame that has eluded Mr. Lewis and his big mouth.

For the historians

RADIO's miraculous first generation is fading into history.

Seldom does a week go by without the death of one or more pioneers—men not necessarily of great national prominence or of great personal wealth, but men who in the 1920's dedicated themselves to the evolution of a new mass medium. The pickings were slim but there was adventure and excitement in the creation of what they envisioned as a new art form, profession and business.

In the past few weeks the deaths of three such personages were recorded. Arthur W. Scharfeld, Washington attorney whose scholarly attainments are reflected in communications law, died at 63. Nine days ago Andrew G. Haley, Washington attorney who pioneered not only in communications law, but was perhaps the first lawyer on earth to invade the new law of outer space, died at 61. These men possessed a touch of genius along with vision.

And last week saw the death, at 80, of Earl J. Glade, who founded KSL Salt Lake City in 1922 and later turned it over to the Mormon Church, serving as its operating head for two decades. Mr. Glade was an educator turned broadcaster and after relinquishing the active direction of KSL in 1943, began a new career in public service. He served as mayor of Salt Lake City for three consecutive terms, but he never lost his interest in broadcasting. His son, bearing his name, also made broadcasting his main interest

and just this month became the director of broadcast services at Brigham Young University, after managing KBOI-AM-FM-TV Boise, Idaho.

Broadcasting today bears only faint resemblance to the radio of the 20's when 500 watts were "superpower," when total employment was numbered in the hundreds (against the hundreds of thousands today) and when the radio system's total revenue amounted to less than today's gross of a single TV station in a major market. Yet these men and a few score like them cut the pattern that is today's free-enterprise broadcasting structure. The present and future generations owe them a prayer and an everlasting debt.

Se habla espanol

SPANISH-language America, as described in a series of reports elsewhere in this issue, is a growing market whose responsiveness to programming in the mother tongue offers a sales opportunity that many advertisers are taking, but far too many are overlooking.

Like the market itself, the number of advertisers using Spanish-language stations is increasing. Their broadcast billings currently come to around \$11 million a year—no staggering figure by today's advertising standards but approximately twice the total five years ago.

In radio, the loyalty of Spanish-language audiences—loyalty both to the stations and to their advertisers—has shown itself repeatedly over the years. As yet, television has produced only a scattering of stations specializing in Spanish, but there is no doubt that the number will increase as the number of TV stations increases.

One of the biggest impediments in the way of Spanish-language advertising is the apparent unwillingness of many advertisers even to test it. They seem to feel that they do not need to speak Spanish to reach Spanish speakers. Yet the records are filled with examples of companies that tested and stayed.

The roster of companies using Spanish radio and television is perhaps one of the best sales tools that Spanish broadcasters can offer. Discerning companies like Reynolds Tobacco, Quaker Oats, Coca-Cola, Pepsi Cola, Lever Brothers and the Pet and Carnation milk companies are in the front ranks. These are not advertisers that allocate budgets needlessly. Their continued—and growing—support speaks for the sales effectiveness of Spanish-language broadcasting and sets an example for companies that remain unconvinced.



Drawn for BROADCASTING by Sid Hix
"I'm from your local TV station . . . I wonder if your son would be interested in selling his film library?"

Here's that new Collins Speech Console you've been hearing about



We've stepped up production to give OFF-THE-SHELF Delivery

Users across the nation are praising the new Collins 212S-1 Speech Console. They're talking about its:

- Noiseless photoconductive cells (no pops, clicks or hums).
- Reduction in wiring (less wire: less noise).
- Elimination of worn or dirty mechanical contacts (ending your most troublesome maintenance problem).
- Accessibility for fast, easy trouble-shooting (re-

place solid-state amplifiers and control elements with quick shuffle of circuit cards).

- Stereo and monaural designs (to fit your need).

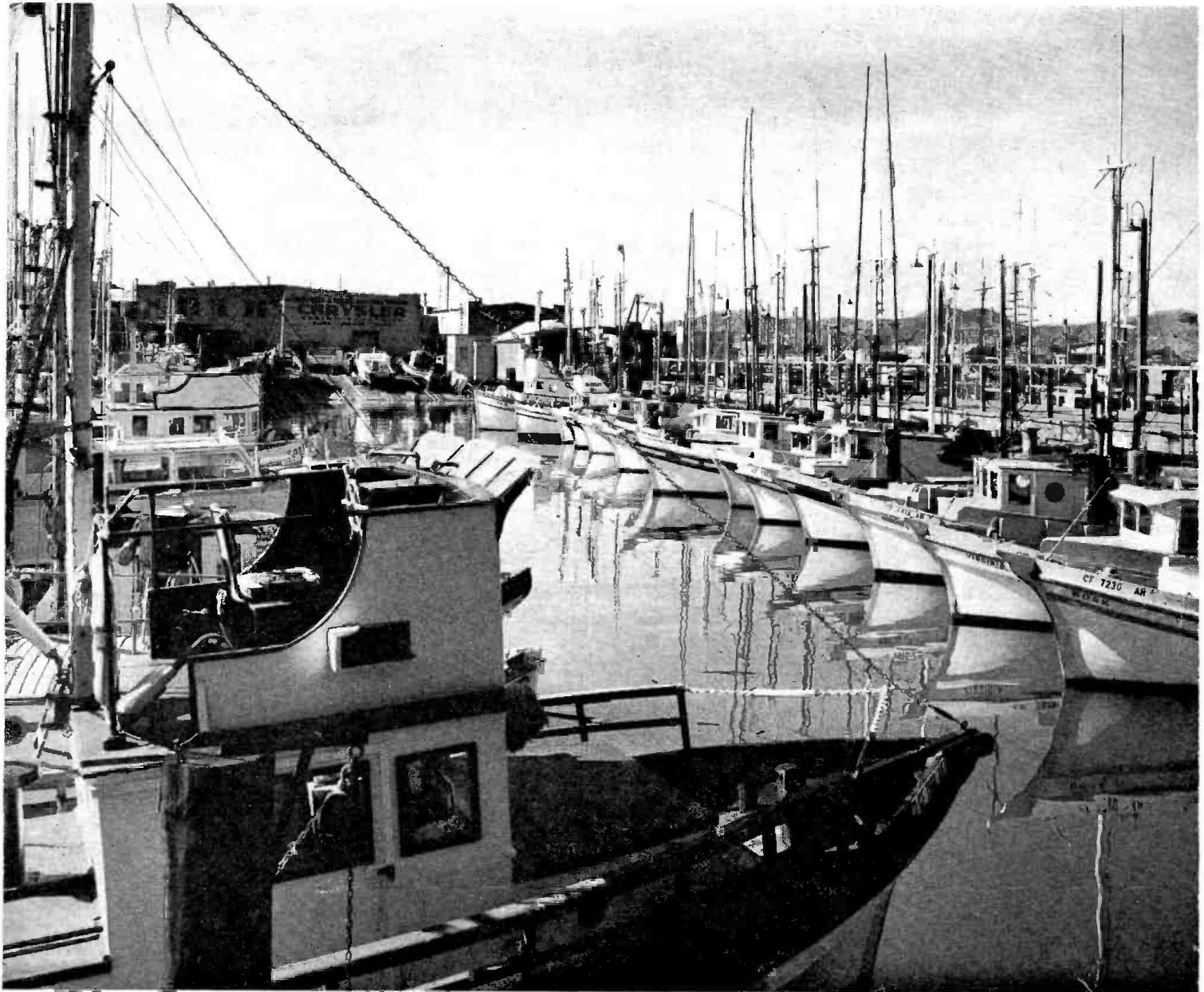
Acceptance of the 212S-1 has been rapid and widespread. With each installation, demand has increased. To meet this demand, we've gone to an off-the-shelf production schedule.

Compare this Console with any on the market. Then contact your nearest Collins sales engineer.

COMMUNICATION / COMPUTATION / CONTROL



If you lived in San Francisco...



...you'd be sold on KRON-TV