

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Carl B. Winter Library
Moorhead, Minn.
10/24



WHAT FILM SERIES BOOSTED WNEW-TV'S MONDAY-FRIDAY 6:30-7:00 P.M.
TIME PERIOD FROM 4TH PLACE TO 1ST PLACE IN JUST ONE WEEK?*

166 HALF HOURS OF COLOR PROGRAMMING DISTRIBUTED EXCLUSIVELY BY



SCREEN GEMS



Ev Sherrick was a "test pilot" at twelve.

Today he tests materials to make cars safer.



Seven years before the "Spirit of St. Louis" landed near Paris, young Ev Sherrick was launching his first plane—a home-made model, powered by an outsized rubber band. His goal: to design the plane to fly as long as the power would last and to ensure a safe landing.

Now, some forty years later, as Chief Analyst of the Power Develop-

ment Stress Lab at GM's Technical Center, Everett Sherrick is still concerned with safe "landings"—safe arrivals on highways, instead of skyways.

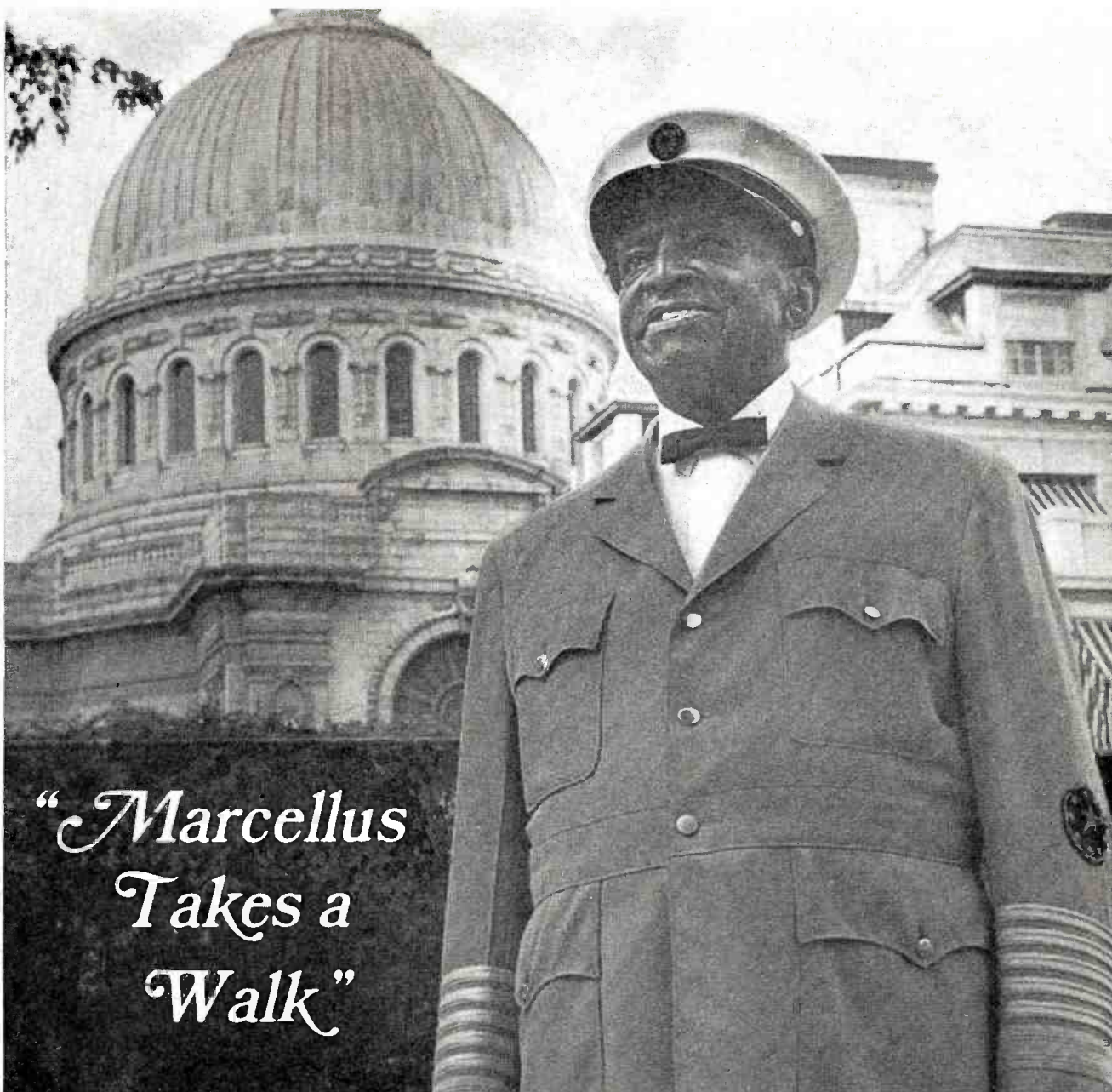
Ev started his GM career in 1925 with Cadillac Division as a draftsman, with emphasis on camshaft and crankshaft design. During World War II, he specialized on structural analysis for aircraft engines with GM's Allison

Division. Today, he heads up a group of engineering specialists who test for stress . . . study structural strength of durable materials day in and day out. Their tests are exhaustive, intensive and continuous . . . solely designed to put safer, stronger more reliable cars on the road.

We count on people like Ev Sherrick. They make General Motors tick.

General Motors is people making better things for you.





"Marcellus Takes a Walk"

UNITED STATES NAVAL ACADEMY
Annapolis, Maryland—21402

IN REPLY REFER TO:
PAO-265-66
19 September 1966

Dear Mr. Campbell:

On behalf of LCDR Romano, ENS McDonnell and Mr. Horner, I wish to thank you for the luncheon on Friday, September 16. It was a pleasure to join you and members of your staff for the preview showing of "Marcellus Takes a Walk."

As I mentioned to you, the program is excellent. It is tastefully and effectively done. We will have everyone "in the Yard" prepared to watch it on Tuesday, September 27, at 8 p.m.

Mr. Skaggs of American National has promised us a print of the film and I know it will get use both at the Academy and in other Navy offices around the country.

Again, thank you for the day and the program. We appreciate your support.

Very cordially,

Jack M. White
JACK M. WHITE
LCDR, USN
Public Affairs Officer

Mr. Donald P. Campbell
WMAR-TV
P. O. Box 1957
Baltimore 3, Maryland

■ "Marcellus Takes a Walk" is another color presentation in a continuing series of outstanding documentaries produced by WMAR-TV. Using only the station's facilities, the WMAR-TV News-Documentary Unit developed the idea, wrote, directed, filmed and narrated the program. The film was processed on WMAR-TV's new Filmline FE-50 colorfilm processor.

■ Marcellus Hall began work as a bell boy in 1912 at Carvel Hall in Annapolis. After serving in World War I he began conducting tours of Annapolis and the Naval Academy. His informal and warm style of talking endeared him to visitors. In 1965 Carvel Hall was torn down but Marcellus still conducts tours. "Marcellus Takes a Walk" is his tour of the Naval Academy.

*No wonder... In Maryland
Most People Watch **COLOR-FULL***

WMAR-TV



CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.



GET ON THE KRLD-TV BANDWAGON

Based on a platform of tops in entertainment and integrity in informational programming, Channel 4 has been the viewers' choice throughout the years — the most recent ARB Market Report credits KRLD-TV with delivering 19.4% more viewers than the 2nd station.*

Combine this with a rate card designed for a most efficient cost-per-thousand, and you have an outstanding buy in the nation's 12th ranked television market.

Mark your ballot for Channel 4 when placing the next television schedule in the Dallas-Fort Worth Market.

*July 1966 ARB Market
Report Television
Audience Estimates
Monday thru Sunday
9:00 A.M. to midnight
Average quarter-hour

represented nationally by ADVERTISING TIME SALES, INC.



KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

No anti-ad drive

While administration is interested in "consumer protection" as reflected in support of "truth in packaging," it isn't mounting offensive against advertising and advertisers per se. That, on good authority, is rejoinder to current insider reports that White House is mounting campaign to get at big-budget advertisers, primarily in television, who dominate market, purportedly at expense of small business competitors.

While there are those in federal establishment who would like to limit advertising budgets and curb big spenders, this viewpoint is not one shared in highest administration places or by any substantial segment of Congress. Some "evils" are recognized and one case repeatedly cited is Procter & Gamble's dominance and purportedly adverse effect it had upon Purex. In high quarters it's generally recognized that advertising stimulates economy.

Truman award

Former President Harry Truman will be recipient of annual award of merit of National Association of Educational Broadcasters at its convention this week in Kansas City. Award, not formally announced, is for his leadership in establishing 1952 reservations for educational television in "Sixth Report and Order" allocations.

Trigg-Vaughn sale

Announcement is expected this week that Trigg-Vaughn stations are being sold to major publisher. Earlier reports had indicated that Doubleday & Co., New York, was interested in group that includes seven radio stations, two operating VHF's and one UHF not on air. Trigg-Vaughn owns KROD-AM-FM-TV (ch. 4) El Paso; KOSA-AM-TV (ch. 7) Odessa, Tex.; KDEF-AM-FM Albuquerque, N. M.; KHOW Denver; KRNO San Bernardino, Calif., and has construction permit for KDTV(TV) (ch. 39) Dallas.

Burnett on prowl

One top agency that often has tried to meet broadcasters on their own home ground to explore common problems, Leo Burnett Co., will have its sales promotion executive at Broadcasters Promotion Association's convention in St. Louis Nov. 14-16. Lloyd A. Grissom will have BPA suite for in-depth, informal talks about whole

CLOSED CIRCUIT[®]

"gray area" of station merchandising. Purpose is purely fact-finding. Question: Is there an "average" standard of merchandising in radio-TV?

On key

Broadcast Music Inc.'s transition from old rates to new ones 12.5% higher for radio station use of BMI music (BROADCASTING, June 27) apparently has been accomplished without incident. Officials say "virtually 100%" of licensees under old contracts have signed new ones, only exceptions being few broadcasters who have been away, misunderstood procedures or misplaced new contracts.

They say there have been no holdouts and that those still unsigned are expected to be in fold as soon as formalities are cleared away. New rates went into effect Oct. 1, and contracts yet to be entered will be retroactive to that date.

Status symbol

Is President Johnson developing "anti-network" complex because of his recent swings at network news comments which offended him. Inside answer is that network news organizations ought to feel complimented because in so doing President was giving them same treatment he has been dishing out to newspapers (by name) and to certain newspaper columnists and pundits.

In Oct. 13 Wilmington, Del., off-the-cuff talk and later at his news conference in Washington, President Johnson made observations that for first time were regarded as oblique criticism of network commentators (see page 47). What bothered networks was notion that President thought network heads individually are responsible for comments. President Johnson, who knows news media and newsmen, was using favorite political ploy in referring to "three network" power and control.

Carnegie at deadline

Unless there's eleventh hour change, main thrust of Carnegie Commission report on support of noncommercial television will be: Legislation to create agency to direct underwriting of non-commercial programing through imposition of excise tax (possibly 10%)

on all new set sales for period of about 10 years, to be supplemented, if needed, out of federal funds. Magic figure reportedly is \$200 million per year.

Despite tight security, word to this end seemed undisputed or at least isn't refuted, after meeting of 12 members of commission in Beverly Hills, Calif., Oct. 13-15. There's prospect that at least another "final" session will be held to review report now being drafted by staff. Sentiment for "tax" on advertising media seems to have evaporated.

ABC sells CBS

Macy's may not sell Gimbel's, but ABC Films is reported to be delighted with having made its first sale to stations owned by rival CBS. ABC Films' 90-minute live *New Year's Eve with Guy Lombardo* special has been bought by two CBS-owned TV stations—WBBM-TV Chicago and KMOX-TV St. Louis.

Treyz quits NTS

Oliver Treyz, Overmyer Network president, has severed his operational association with National Television Sales Inc., New York, and is now out of station representative business. Mr. Treyz retains stock interest in NTS but no longer is active in rep's management. Divorce proceeded quietly to permit orderly transition as Mr. Treyz assumed his new post at Overmyer Network. Officials say there's now no operational connection between Overmyer Communications (station-owner), Overmyer Network or NTS, which reps most Overmyer-owned stations. NTS officials say appointment of Eastern Representatives by WBMV-TV Atlanta is isolated action, doesn't indicate defection of other Overmyer stations from NTS list.

It's only pesos

ABC-TV, which is paying \$4 million for exclusive privilege of covering 1968 summer Olympic games, is having difficulties with host country, Mexico. Problem is that U. S. network has been unable to get details of logistics and technical coverage. Additionally, one story has it that all Mexicans would give ABC for its money is rights to hold down few geographic locations.

Last year, a significant number of Cleveland-area viewers began moving to WJW-TV. Cautiously, we labeled this a trend. Now the latest Nielsen Reports and also ARB overwhelmingly validate this trend. WJW-TV is clearly the Cleveland leader. It's no longer a trend. It's a fact. Check into it — then us.*

Thank you, Mr. Nielsen

for telling us that trend is now a fact.

WJW-TV/CLEVELAND

*NSI, June 1966; ARB, March, May, July 1966: 9 AM-Midnight 7 days, subject to qualification described in said reports.

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

Commerce Department group recommends major study of radio spectrum allocation. Sees nation's growth curtailed if problem is not resolved. Advocates big-budget agency for inquiry. See . . .

SPECTRUM UPHEAVAL . . . 27

FCC report on radio finances shows revenue of \$792.5 million in 1965, 0.3% increase over 1964. Report also shows local-time sales continue to rise while network sales slide to lowest percentage. See . . .

RADIO FILLS TILL . . . 70

Crowell-Collier & Macmillan faces loss of KFVB Los Angeles as FCC orders staff to prepare hearing on revocation of license because of payola charges. Proposed sale of station to Westinghouse jeopardized. See . . .

LICENSE THREATENED . . . 50

FCC industry advisory group estimates contribution of \$8 billion to \$13 billion to economy by land-mobile radio users. Panel also advocates more sharing of frequencies. See . . .

LAND-MOBILE CONTRIBUTION . . . 28

Second of eight NAB regional conferences hears another plea by land-mobile radio users in frequency allocation. Lockheed executive, representing manufacturers association, chides FCC "lack of vision." See . . .

ROUND 2 FOR NAB . . . 68

Recent controversy over "hyponing" stresses lack of policy on practice. Publicity raises potential of government action in field. Federal Trade Commission has shown interest in past with warnings. See . . .

WHAT IS HYPOING? . . . 66

NBC Radio Affiliates convention voices need for more personalized reporting of war in Vietnam. Also inquires about more background material on conflict. Extension of hourly newscasts applauded. See . . .

AFFILIATES ZERO IN . . . 54

Networks ponder changes in program offerings. Ad agency program officials see wholesale reshuffling at ABC, with network adding second movie night, NBC and CBS also seen making some changes. See . . .

SECOND SEASON . . . 56

FCC orders hearing into tariffs charged by Bell System to CATV operators. Ruling follows complaints by CATV industry alleging antitrust violations by phone firms in dealings with CATV. See . . .

HEARING ORDERED . . . 47

Association of National Advertisers opens 57th annual meeting. Over 700 registered for Colorado Springs parley. Procter & Gamble, NBC officers to address gathering aimed at discussing industry conditions. See . . .

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HEAR TO STAY

A SUCCESS STORY

A couple of years ago WNBC went to work as
The Conversation Station.

Not talk.

Conversation.

With people.

We set out to involve them. To hold their attention
all day long.

We succeeded. So well, in fact, that we have
now achieved our highest Pulse rating since April, 1960—
placing us solidly among the top five New York radio stations.*

We are also 97 per cent teen-free, which—if you're looking
for an adult audience—would rank us third.

So you had better grow accustomed to the fact that
The Conversation Station is switched on in New York.

We're here to stay.

WNBC  **660**
RADIO

The Conversation Station

Big Wilson / Dr. Joyce Brothers / Sterling Yates / Mimi Benzell
Lee Leonard / Bill Mazer / Brad Crandall / Long John Nebel

*Pulse, 6:00 AM-Midnight, Monday-Friday. Rank is based on July-August 1966 share of audience.
Audience and related data are based on estimates provided by Pulse, and are subject to the
qualifications issued by that rating service. Copies of such qualifications available upon request.

Top 50 rule may have breathed its last

LOEVINGER SWING VOTE IN KAISER-GLOBE APPROVAL

FCC has approved sale of WXHR-AM-FM-TV (ch. 56) Cambridge-Boston to Kaiser Broadcasting Co. and Boston Globe Newspaper Co. In process, it appeared to doom policy and proposed rule designed to slow multiple owners' growth in top-50 markets.

Commissioner Lee Loevinger, who had been with majority in 4 to 3 vote in June 1965 to issue rulemaking and adopt interim policy, indicated in statement Friday that in case of UHF's, he now favors different, less restrictive approach.

He was with majority in 4 to 3 vote Thursday to approve, without hearing, application for assignment of licenses of properties from Harvey Radio Laboratories to WKBG Inc., owned by Kaiser and Globe. Price is \$1.75 million.

Action, announced Friday (Oct. 21) resulted in ream of paper, with all commissioners explaining individual votes in six separate statements.

Approval of application required exception to policy calling for hearing on application which would result in broadcaster owning more than three television stations (no more than two VHF) in top-50 markets. Policy supports proposed rule which would apply same limits.

Kaiser owns four UHF's in top markets, and Boston is fifth largest market. Commission has granted exceptions in three earlier cases.

With Commissioner Loevinger in majority last week were Chairman Rosel H. Hyde, Commissioners Robert E. Lee and James J. Wadsworth. They had opposed rulemaking and policy.

Dissenting were Commissioners Kenneth A. Cox and Robert T. Bartley, who had supported them, and Nicholas Johnson. Commissioner Johnson succeeded former Chairman E. William Henry, who had supported proposed new limits.

Accordingly, Commissioner Loevinger's new position indicates that proposed rule cannot be adopted in present form.

Mr. Loevinger, stating that multiple-ownership policy should differentiate between VHF and UHF stations, said he sees no danger to public interest in enterprise owning "as many as five UHF stations" in top-50 markets. Commissioner Lee concurred in statement.

Commissioner Johnson, in his dissenting statement, takes no position on

substance of policy, and says he won't until he has had chance to review it. (He was named to FCC in July). He said he has "serious questions about the underlying conception of the problem" and its proposed solution.

But he felt "most reasonable and administratively workable course" for FCC is to hold to its proposed policy as drafted. He said it would provide guidance for those "who must be somewhat unsettled at best by the quantity of conflicting opinions" he and colleagues reached in Boston case.

Kaiser stations are WKBS-TV Burlington, N.J.-Philadelphia, WKBD-TV Detroit, KMTW-TV Corona-Los Angeles, KFOG-FM and KHJK-TV (not on air), both San Francisco.

Dal-Worth says 'vested interests' are after it

Dal-Worth Microwave Inc., whose proposal to use microwave facilities to feed nonbroadcast programming to CATV systems caused spate of criticism, replied last week to its opposition in strong language.

Dallas firm told FCC that oppositions filed on behalf of three trade associations and 12 Texas TV's represented "acknowledged combination of vested interests dedicated to but one basic objective—maintenance of the status quo and preservation of their own limited monopoly." Dal-Worth wants to provide three channels of non-broadcast service from unidentified source in Dallas area to five common carriers for relay to their CATV customers (BROADCASTING, July 4).

Most opponents had charged that Dal-Worth proposal constituted plan for pay TV based on CATV originations (BROADCASTING, Sept. 9).

MM's revenues up 24%

Metromedia Inc., major group station operator with other media interests, had 24% increase in nine-month revenues and slight increase in per-share earnings compared with same period last year. Metromedia board declared regular quarterly dividend of 20 cents per share common payable Dec. 15 to stockholders of record Nov. 23, bringing total

dividends to 80 cents per share this year compared to last year's 70 cents.

Thirty-nine weeks ended Oct. 2:

	1966	1965
Earnings per share	\$1.75	\$1.73
Gross revenue	91,021,795	74,372,720
Net income	3,775,527	3,654,198
Number of shares outstanding	2,156,728	1,089,610

FCC worried on control of Columbia Pictures

Reports of French bank's interest in acquiring 34% interest in Columbia Pictures Corp. has led to FCC warning that violations of Communications Act and commission rules may be in making (BROADCASTING, Oct. 17).

Commission on Friday (Oct. 21) sent letter to Columbia Pictures asking for report on status of reported efforts of the Banque de Paris et des Pays Bas.

Columbia is parent corporation of Screen Gems Inc., which owns or controls six stations—KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico, and WVUE-TV New Orleans.

Accordingly, commission said proposed stock acquisition would raise serious questions in view of Communications Act prohibiting acquisition of actual control of licenses without commission consent and barring aliens from owning more than 25% of holding companies, such as Columbia.

Commission, in requesting status report, asked specifically if change of control—actual or legal—of Columbia Pictures is contemplated without regard to law and commission regulations.

Record figures for Time Inc.

Time Inc. reports record earnings for third quarter and first nine months of 1966. Time noted all major divisions, including its broadcast operations, contributed to increased revenues and earnings. Figures do not include capital gain on \$1.6 million sale (before taxes) of its stock held in Communications Satellite Corp. Gain will appear in fourth-quarter results.

Nine months ended Sept. 30:

	1966	1965
Earned per share	\$3.60	\$2.87
Revenues	361,284,000	318,830,000
Operating income	43,346,000	32,842,000
Income	24,769,000	19,343,000
Shares outstanding	6,878,000	6,734,000

Still neck and neck

CBS-TV and NBC-TV were close in average nighttime rating—CBS-TV led by nose—in Nielsen multimarket ratings

WEEK'S HEADLINERS



Mr. Campbell



Mr. Doss

George W. Campbell, who had been executive VP of Peoples Broadcasting Corp., Columbus, Ohio, elected VP and general manager, succeeding **Herbert E. Evans** as chief operating executive. Mr. Evans retires after seven years as president. **Bowman Doss** becomes new president, while his former position, general chairman of board, is abolished. **Clark Pollock**, director of operations, elected VP-operations. Mr. Doss is also president of Nationwide Mutual Insurance Co., which is parent organization of PBC. PBC stations include WRFB-AM-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland, and WATE-AM-

FM Knoxville, Tenn.

Bruce Dodge, executive VP, Gumbinner-North, New York, elected president, succeeding **Milton Goodman**, who



Mr. Dodge

becomes chairman of executive committee. Lawrence C. Gumbinner is board chairman. One of North Advertising's founders in 1955, Mr. Dodge retained his title of executive VP in 1964 when North was merged in New York with The L. C. Gumbinner Agency (North, with offices in Chicago, has continued affiliation with Gumbinner-North). Gumbinner-North bills some \$20 million a year and plans to add space in New York to accommodate expansion in business. With Mr. Dodge's election, agency said, Mr. Goodman will be free to devote more time to creative work for clients.

Carl Lindemann, vice president for sports at NBC-TV, said he had tried to contact NFL about subject but had received no reply. He said NBC has open date on weekend of Jan. 15 and that network definitely would be interested in championship clash. However, that date conflicts with NFL All Star game, and presumably members of top NFL team would be on All Star team. Same would apply in case of AFL on Jan. 8, date of its All Star contest.

Comsat proposes Pacific tariffs

Communications Satellite Corp. Friday (Oct. 21) proposed rates for television use of first satellite over Pacific Ocean and indicated it would also lower TV rates across Atlantic when second unit is orbited over Atlantic.

Both satellites scheduled to be launched within next few weeks with first slated for Oct. 26 (see page 68).

Filing with FCC would set up rates to common carriers through whom TV users must deal for satellite transmission.

Rate from Comsat earth station at Brewster Flat, Wash., to Hawaii would be \$1,500 for first 10 minutes and \$42 for each additional minute for black-and-white transmission on one channel. Service between Brewster Flat to satellite for broadcast to Japan would be \$1,200 for first 10 minutes and \$36 additional. From Hawaii to satellite for transmission to Japan charge would amount to \$1,100 for first 10 minutes and \$30 additional. Charge from earth station to satellite means Japan would impose rate for other half.

Comsat proposed rate 25% higher than black-and-white tariff for color rate in Pacific area.

Planned new Atlantic tariff would apply universal rate rather than higher rate for peak-use hours. Suggested rate would be \$1,100 for one-way black-and-white channel for first 10 minutes and \$30 for each additional minute. This compares with \$3,000 plus \$48 for peak hours and \$1,800 plus \$32 for nonpeak hours over Atlantic. Color TV rates over Atlantic would be reduced from 50% above black-and-white to 25% more.

Squier joins NET

Robert D. Squier, chief of television production for U. S. Information Agency, joins National Educational Television Nov. 28 as special assistant to John F. White, NET president. Mr. Squier will be based in Washington and provide liaison for NET with government agencies.

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

report for week ended Oct. 16. CBS rating was 18.4, NBC's 18.0 and ABC's 16.7. In wins by half-hour periods and nights of week: CBS, 16 half-hours, Wednesday, Thursday, Friday and Saturday; NBC, 20 half-hours, Tuesday; ABC, 13 half-hours, Monday and Sunday.

FCC broadens domestic satellite inquiry

FCC has asked for comment on whether it has authority to license kind of domestic-satellite system Ford Foundation has proposed as means of aiding educational television.

Commission, in notice Friday, (Oct. 21) expanding pending inquiry on possible establishment of privately owned communications-satellite system, also asked what kind of legislation would be appropriate if FCC lacks needed authority. Ford has proposed creation of nonprofit corporation to operate satellite system that would serve TV networks and use profits to support educational television (BROADCASTING, Aug. 1).

Commission notice, which expands inquiry to include questions on domestic satellite service by common carriers, asks carriers intending to use domestic

system for description of their plans; and, assuming it has legal authority, commission asks under what circumstances it should authorize use of domestic system, and to whom.

Fourth of July is still an open date

Senate Friday (Oct. 21) passed bill containing provision enabling football league merger and sent it to White House for signature, but while merger now seemed assured, question of championship clash between two leagues appeared unclear.

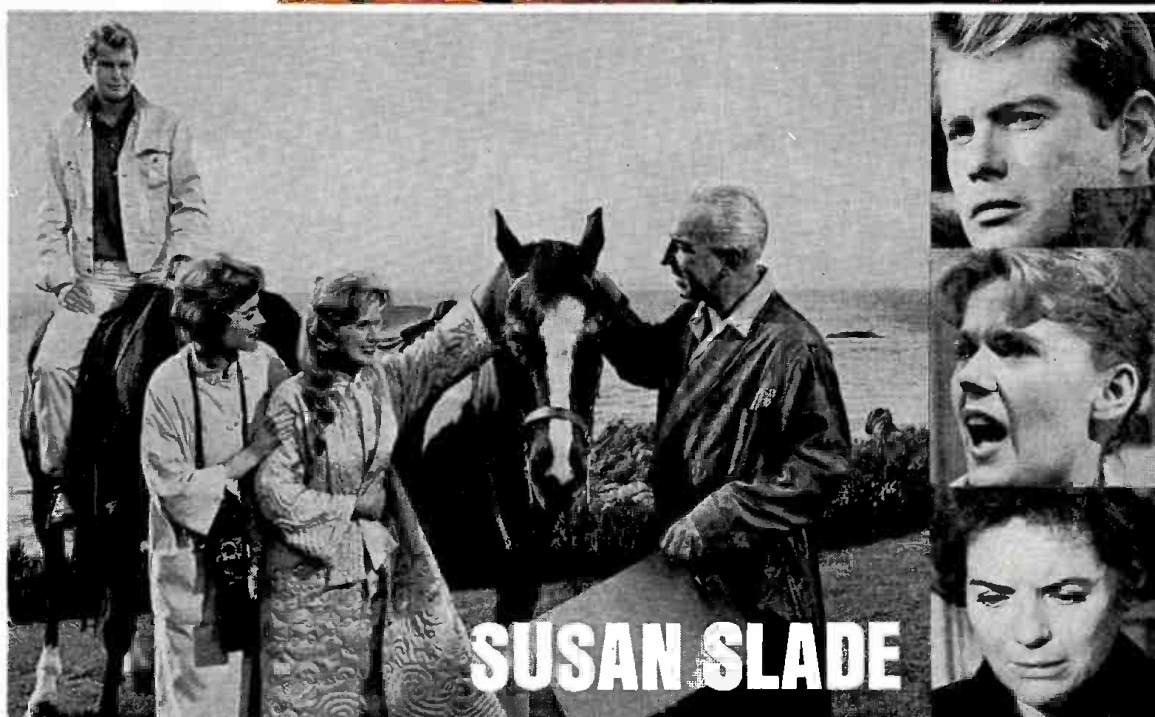
Various reports placed championship clash on Jan. 7 or 8 in either Rose Bowl in Pasadena, Calif., or Miami. Question also remained on which network would carry telecast of game. NBC and CBS, who carry American and National Football League games, respectively, each have football telecasts for Jan. 8 and NBC carries collegiate Senior Bowl game Jan. 7. One report suggested AFL-NFL championship game might be part of doubleheader.

Sources in NFL headquarters, however, insisted nothing had been decided yet and that networks had not been contacted.

Debbie Reynolds

Barry Nelson

Michael Rennie



Troy Donahue

Connie Stevens

Dorothy McGuire

Two of the big ones in **OO** from

another great selection of feature motion pictures for television



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

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

DATEBOOK

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

■ Indicates first or revised listing.

OCTOBER

Oct. 23-25—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 23-26—The 57th annual meeting of the Association of National Advertisers. Neil H. McElroy, chairman of the board, Procter & Gamble Co., is keynote speaker. Prime subjects of meeting: advertising's role in the economy, the effects of government regulation and the social responsibilities of business. Also on program: Jules Backman, economist and research professor, New York University, who at ANA's request is examining the role and contribution of advertising to the economy; John Hobson, chairman, Hobson, Bates & Partners Ltd. Workshops for industrial products, consumer durables and services and consumer package products to be held concurrently on Oct. 24 afternoon; session Oct. 25 morning: "Our customers and our media for reaching them," with Julian Goodman, NBC president; Milton Rokeach, professor of psychology at Michigan State University, and Hobart Lewis, president and executive editor, *The Reader's Digest*. Sessions Oct. 26 morning on creative ideas include company case reports, Liggett & Myers Tobacco (Samuel White, vice president-marketing, and H. C. Robinson Jr., director of brand management), Allis Chalmers Manufacturing (Charles W. Parker Jr., vice president-public relations and marketing division) and Mattel Inc. (Herbert Holland, vice president-marketing, and Jack Jones, vice president-advertising), and Stan Freberg on "How Good Are Today's Ads?" Broadmoor hotel, Colorado Springs.

Oct. 23-26—Forty-second annual convention of the National Association of Educational Broadcasters. Keynote speaker is Fred Friendly, consultant to the Ford Foundation and Edward R. Murrow professor at the school of journalism of Columbia University. Muehlebach hotel, Kansas City, Mo.

Oct. 23-26—Sixth public-service conference in radio and television programming sponsored by Westinghouse Broadcasting Co. will examine the problems of urban America. A "Mayor's panel," including John V. Lindsay, New York; Jerome Cavanaugh, Detroit; Alfonso Cervantes, St. Louis; A. V. Sorensen, Omaha; Milton Graham, Phoenix, and Glenn Hearn, Huntsville, Ala., will be a highlight of the program. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

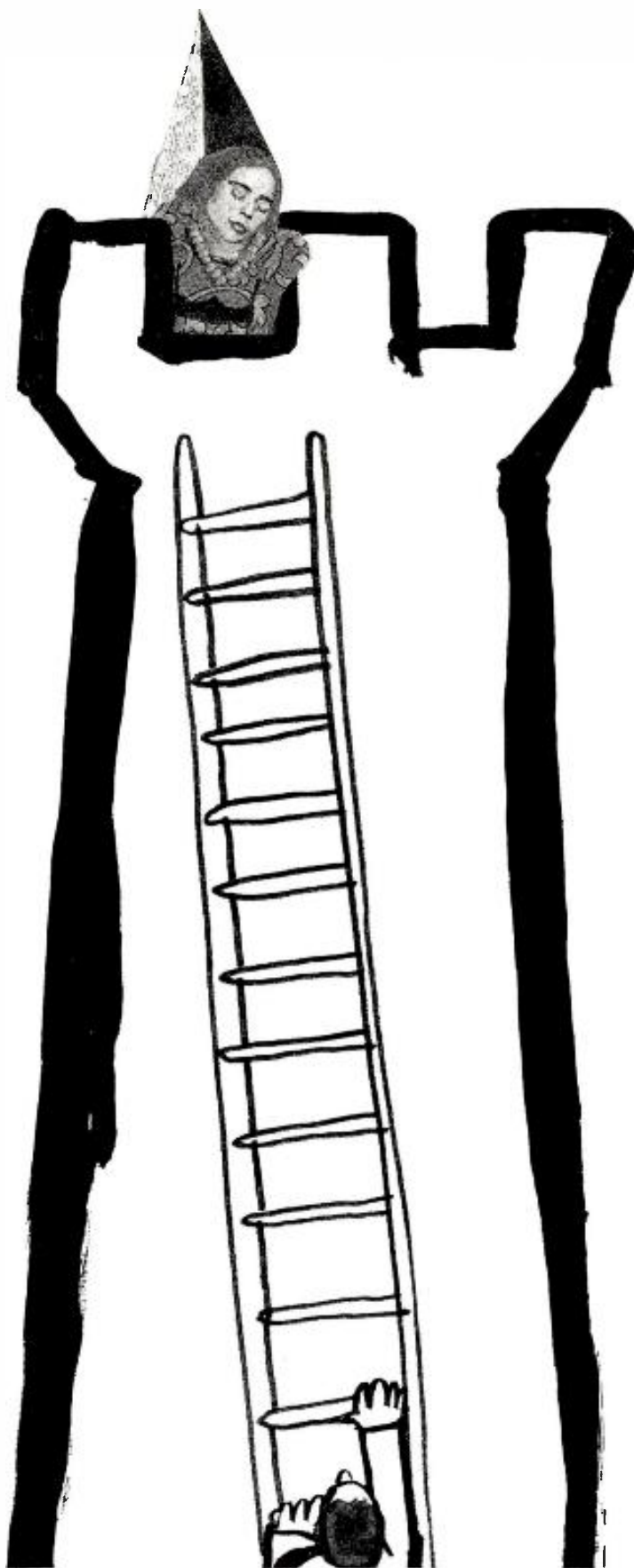
Oct. 24-26—Annual fall convention of Kentucky Broadcasters Association. Dam Village State Park, Gilbertsville.

■ Oct. 25—International Radio and Television Society newsmaker luncheon. Abdul Rahman Pazhwak, former ambassador to the UN for Afghanistan and now president of the UN General Assembly, is the speaker. Waldorf-Astoria hotel, New York.

■ Oct. 25—Founders' Day luncheon of the new Hollywood Radio and Television Society, featuring ABC-TV news team reporting on national impact of the California elections. Beverly Wilshire hotel, Beverly Hills, Calif.

■ Oct. 25-26—Eastern Annual conference of the American Association of Advertising Agencies. Speakers include Dr. Philip Hauser, University of Chicago professor; Dr. Graham B. Balne Jr. of Harvard University health service; Dr. Marshall McLuhan, University of Toronto's director of the Center for Culture and Technology; Bruce Morrow of WABC New York; Sylvester L. Weaver Jr., *Garry Moore Show* executive producer; John Crichton, president of AAAA, and Thomas B. Adams,

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NAB FALL CONFERENCES

- 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.

Campbell-Ewald president and AAAA board chairman. Margaret Hockaday of Hockaday Associates; Alfred L. Goldman of Benton & Bowles; Bernard Kahn of Grey Advertising; Dermott F. McCarthy of Young & Rubicam; Gene Accas of Leo Burnett; Dr. Thomas Coffin of NBC. Plaza hotel, New York.

Oct. 25-Nov. 2 — Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

Oct. 26-29—Nineteenth annual convention of the Tennessee Association of Broadcasters. Speakers include FCC Commissioner James Wadsworth; Robert Pauley, president, ABC Radio; Miles David, president, Radio Advertising Bureau; Arthur Meyerhoff, president, Arthur Meyerhoff & Associates; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Governor Frank Clement. Sheraton-Peabody hotel, Memphis.

Oct. 27—Luncheon meeting of the Federal Communications Bar Association. Speaker will be FCC Chairman Rosel H. Hyde. Willard hotel, Washington.

■Oct. 27—Fall luncheon of the Broadcasting Executives Club of New England featuring the comedy team of Bob and Ray. Sheraton-Plaza hotel, Boston.

Oct. 27-30—Meeting of the West Virginia-Mid Atlantic Community TV Associations. Greenbrier hotel, White Sulphur Springs, W. Va.

Oct. 28-29—Fall meeting of the Maryland-D. C.-Delaware Broadcasters' Association. Speakers include Vincent Waslewski, president of the National Association of Broadcasters. Marriott/Key Bridge, Arlington, Va.

Oct. 29-31—Bible Communication Congress sponsored by the Educational Communication Association. Bud Collyer, of CBS-TV's *To Tell the Truth*, will speak at the broadcasting and film luncheon. Hotel Washington, Washington. Registration details may be received from ECA, P. O. Box 7712, Washington.

NOVEMBER

Nov. 1—New deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three TV stations, not more than two of them VHF's, in the top 50 television markets.

■Nov. 2-3—Annual fall meeting of the Pennsylvania Community Antenna Television Association. Speakers include E. Stratford Smith, Lew Cohen and Jack Cole, Washington communications attorneys. Pittsburgh Hilton, Pittsburgh.

Nov. 2-13 — 4th (International Film Trade Fair) Film forum sponsored by Ceskoslovensky Filmexport. Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

Nov. 3—Third annual FM Day of Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 4—Fall meeting, Mid-America CATV Assn. Skirvin hotel, Oklahoma City.

Nov. 7-9—1966 convention of the Association Canadienne de la Radio et de la Tele-

vision de Langue Francaise. The keynote speaker will be the Honorable Daniel Johnson, premier of the Province of Quebec. Westbury hotel, Toronto.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical director, Computer Usage Co. Waldorf-Astoria hotel, New York.

■Nov. 9—Annual meeting of shareholders of Seven Arts Productions Ltd. to elect 10 directors and to transact other business. Royal York hotel, Toronto.

Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society. Pittsburgh.

Nov. 10—New deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire. Former deadline was Oct. 1.

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; Charles A. Sweeny, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, Storz Broadcasting Co. Hilton hotel, Portland, Ore.

■Nov. 11-13—Fall meeting of the Ohio Associated Press Broadcasters Association, Christopher Inn, Columbus.

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

■Nov. 14—Third annual New York area Emmy Awards luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Mayor John V. Lindsay will be the guest speaker. New York Hilton hotel, New York.

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

Nov. 14-16—1966 convention/seminar of the Broadcasters' Promotion Association. Chase-Park Plaza hotel, St. Louis.

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

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

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National

■Indicates first or revised listing.

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

- Oct. 24—Tropicana hotel, Las Vegas (Region 8).
Oct. 26—Radisson 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).

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No. 100 went to WLBW-TV in Miami—one of an order of five. Sixty have gone to independent stations, the remainder to network-owned stations, TV-station groups, the U.S. Government and foreign broadcasters.

To keep pace with the unprecedented demands for these new cameras, facilities have been expanded so that RCA is now turning out the TK-42 at a rate of 30 per month. Nearly 300 are expected to be in service by the next NAB in April 1967.

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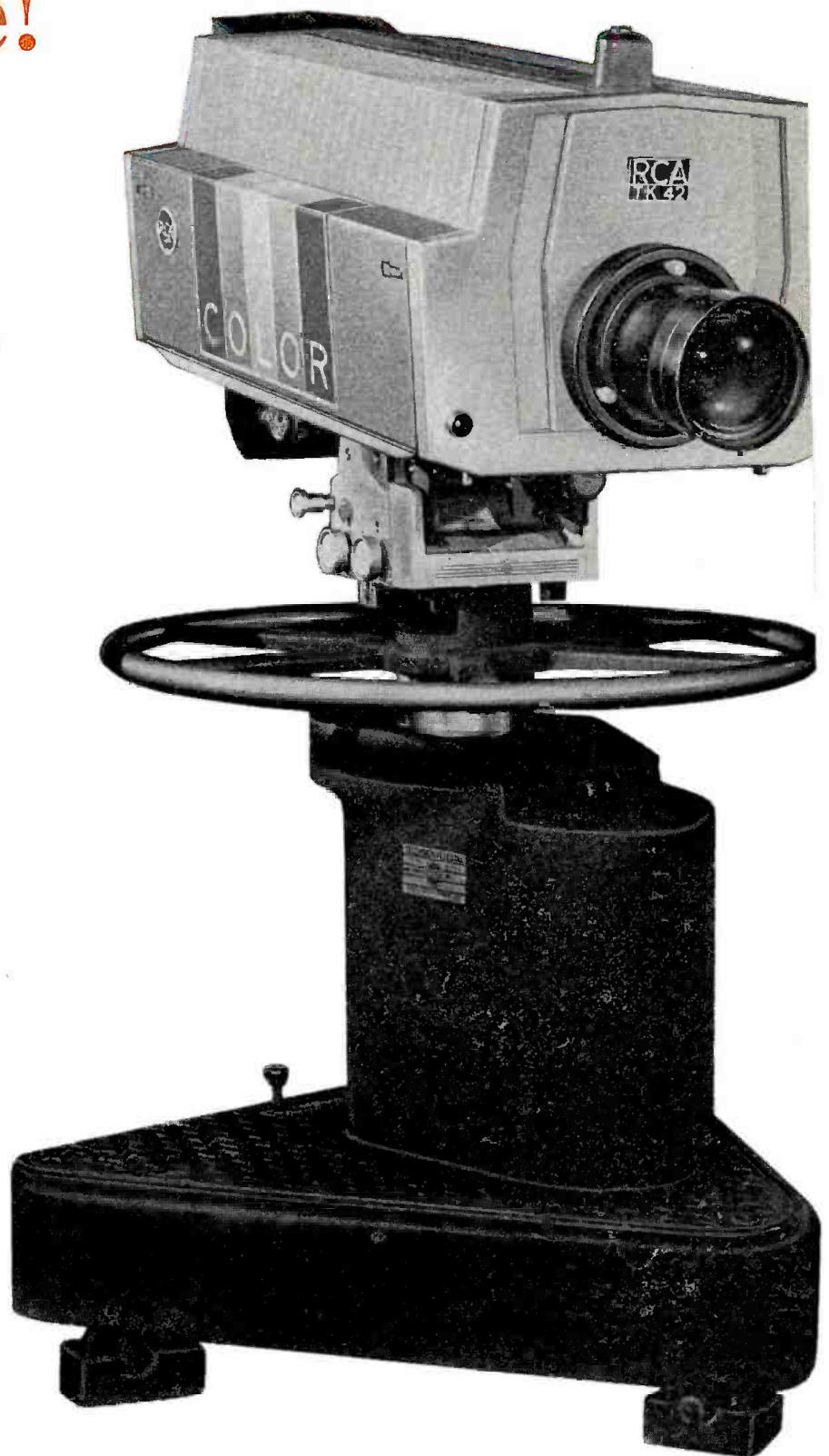
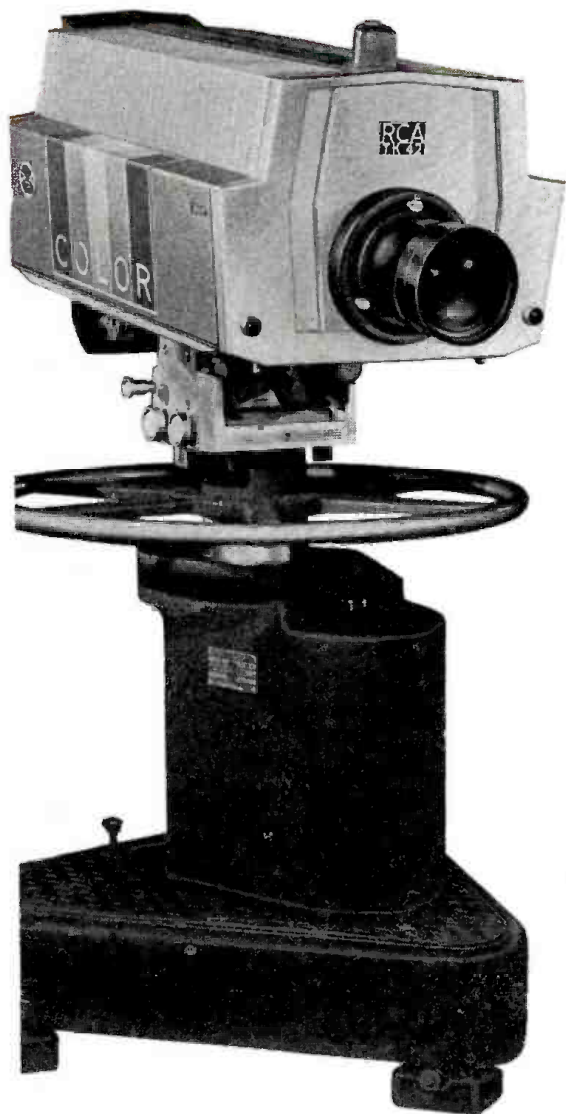
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For more information about the TK-42 Color Camera call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



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8. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

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10. Circulation:

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O. Total paid circulation 27,556* 28,278**

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F. Office use, left-over, unaccounted, spoiled after printing 356* 514**

G. Total (sum of E & F—should equal net press run shown in A) 29,188* 30,000**

I certify that the statements made by me are correct and complete.

MAURICE H. LONG

Vice President and General Manager

*Average no. copies each issue during preceding 12 months.

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BROADCASTING delivers more paid circulation annually than the combined paid circulation of the four vertical competitive publications.

Association of Broadcasters. Purdue University, Lafayette, Ind.

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

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

DECEMBER

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

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

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

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

JANUARY

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

Jan. 14—New deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

■Jan. 23-27—National Association of Broad-

casters joint board meeting. Continental Hilton, Mexico City.

FEBRUARY

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

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

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

MARCH

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

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

APRIL

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

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

MAY

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

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

JUNE

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

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OPEN MIKE®

Industry-wide retirement

EDITOR: After observing the broadcasting scene for over 10 years as an announcer-personality, I have become increasingly aware of something our industry needs that most other businesses do have—some kind of retirement plan that individual employees can look forward to.

As it stands now, you can be employed at a station (in any capacity) for most of your life, and, as the years pass, (unless you are fortunate enough to work for a station that is part of a larger corporation) face only the most meager retirement income. The smaller stations—which make up the bulk of this country's broadcasting industry—find it too costly, with the relatively

small number of employees, to set up a retirement plan. This is not meant as a criticism; if I had a station, I couldn't do it either.

What I have in mind is the establishment of some sort of industry-wide plan—mutual fund, group annuity, or whatever would serve the purpose—that as many broadcasting employees as possible could participate in. With many participants, individual cost could be quite low. Perhaps, also, in the case of unemployment (a situation not uncommon in this business), members could be allowed to borrow against their retirement investment. Firemen and other trade groups have such plans. So could our industry.

As I envision it, anyone in broadcasting, including management, could par-

ticipate in a national association, which would be concerned only with administration of the retirement plan. The whole industry, not just employees, would benefit from the increase in personnel stability.

The important thing is simply the matter of getting the ball rolling. I don't care who gets it going, but as the word gets around, if enough interested persons contact me, I'll do my best to get the idea started.—*Jerry Gordon, 1901 Jamestown Drive, Sacramento, Calif. 95815.*

Wide problem

EDITOR: Your article on the complexities of adapting anamorphic movies for television exhibition (BROADCASTING, Oct. 3) is most interesting and may explain why Walt Disney and a few other TV-conscious film makers long ago decided to revert to Mr. Edison's standard frame, employing wide-angle projection and vertical cropping to achieve a wide-screen effect theatrically.

The movie industry's current confusion over aspect ratios and how to achieve them, points out a problem that television may itself face, albeit in the remote future.—*Tom Bratter, Las Vegas, Nev.*

Stringers for agencies

EDITOR: I'm very tired of being told that half the population of the United States is 25 years old or younger and then ignoring the fact that this means half the population of the United States is 25 years old or older. It is this older half of the population that is 100% in the earning category and not broken down by babies, 2-year-olds, 5-year-olds, etc. My five children are part of this youth market and their purchasing power is 50 cents per week. I feel that most advertising dollars are wasted on this youth market.

For example, car manufacturers and car dealers buy time on youth radio stations and TV programs because they have the ratings, yet only about 9% of the people who buy cars are under 25. These advertisers miss 91% of the people who buy cars because the time-buyer buys the numbers and says he doesn't know each market well enough to do otherwise. Therefore, it would behoove agencies to have "stringers" in each market they buy to advise them how best to aim at the most profitable age group.

The client could afford this stringer organization much better than he can afford to waste his advertising dollars—*Tom Mulvey, vice president, KMYR(FM) Denver.*

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Prologue To The Balloting

On Nov. 8, the American ballot will be doing more than electing Governors, Senators and members of the House of Representatives.

It will be expressing public sentiment on such vital issues as Vietnam, civil rights and inflation. For this reason - and others - it promises to be the most meaningful off-year election in recent memory.

Sunday, to familiarize viewers with the contenders and issues in the main political races, NBC News is presenting the first of two "Campaign and the Candidates" programs. Both will be in color.

Anchored by NBC News correspondent Edwin Newman, Sunday's special-6:30 to 7:30 pm EST-concentrates on the nation's key gubernatorial contests. (The Nov. 6 "Campaign and the Candidates"

focuses on Congressional races.) On Sunday's program, NBC News cameras will be covering in depth such pivotal races as Brown-Reagan in California; Rockefeller-O'Connor-Roosevelt-Adams in New York; and Romney-Ferency-Horvath in Michigan; as well as the governorship contests in Alabama, Arkansas and Georgia.

The two "Campaign and the Candidates" specials are designed to serve as an informative prologue to Election Night itself, when Chet Huntley, David Brinkley and their NBC News colleagues again will be providing viewers with the finest Election Night coverage in broadcast journalism.

NBC  NEWS

from a very special network

"YOU'RE ONTO A **G**OOD THING"



The Little Rock Arts Center is the product of a deep devotion to the visual and performing arts. Arkansas and Oklahoma patrons have created other talent monuments in the Little Rock Community Theatre, Tulsa's famous Little Theatre, Oklahoma City's unique Lyric Theatre and the Mummer's Theatre-in-the-Round.

Griffin-Leake Television, Inc., too, is conscious of the challenge to present tasteful, talented television for such an audience in Arkansas and Oklahoma . . . and diligently does so.

**GRIFFIN-
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KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY

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reflects this land of
expression*

THE ARKANSAS ARTS CENTER

MONDAY MEMO

from ROBERT R. RIEMENSCHNEIDER, The Quaker Oats Co., Chicago

Television is key to triple new-product introduction



The new products: Aunt Jemima Syrup . . . Ken-L-Ration Burger . . . Instant Oatmeal

A marketing milestone is being established this fall as the Quaker Oats Co. introduces not one but three major new products on a national basis at the same time. The key marketing tool: television.

This month and running through December Quaker has undertaken the heaviest network TV campaign in its history. The purpose—to introduce:

- Instant Oatmeal—A new easy-to-serve version of Quaker Oats, the leader in the hot cereal field.

- Ken-L-Ration Burger—Ken-L-Ration's entry in the semi-moist dog food field.

- Aunt Jemima Syrup—This is a blend of maple and sugar syrups being marketed under the name that is synonymous with pancakes.

TV Oriented ▪ All three of these products have been test-marketed successfully. All also lend themselves well to television exploitation. The agency is J. Walter Thompson Co.

The fact that a major food manufacturer is introducing three new products simultaneously is in itself very unusual and presents some unique problems.

The advertising schedule must be designed to fulfill very specific functions during the introduction period. Among these are:

- (1) To provide the broadest possible reach as quickly as possible.
- (2) To provide reach to the primary consumer of these products—the younger housewife with the larger family.
- (3) To obtain this reach on a cost-efficient basis.
- (4) To select programs having an environment compatible with the advertising of these kinds of food products.
- (5) To time the schedule to coincide with the planned national introduction of the products.

Building Blocks ▪ This season the Quaker Oats Co. again co-sponsors *F-Troop* (Thursday 8-8:30 p.m.) and *Bewitched* (Thursday 9-9:30 p.m.) on ABC-TV. Both are established, well-

rated and cost-efficient vehicles which provide the desired audience composition. They are the base upon which the balance of our expanded network schedule had to be built.

In developing the balance of the schedule we analyzed, with the agency, all availabilities during the October-December period on all three networks from the standpoint of potential reach, cost efficiency and audience composition objectives. We then made our buys based on these criteria.

As a general rule, schedules using the same number of commercials and the same average rating per commercial over a period of time will achieve approximately the same unduplicated reach and the same frequency of consumer contact. But for our introduction of these new products to be most effective we had to develop schedules which would achieve the greatest possible *unduplicated* reach in a very compressed time period. Then we could permit the balance of the schedule to develop the desired frequency.

The broadest possible instantaneous reach of course is achieved when commercials are aired simultaneously on all three networks. This was accomplished in several instances. The next best op-

portunity for rapid exposure is the placing of commercials on two of the three networks at the same time. We were able to do that too.

Self-Competitive ▪ Whenever availabilities in the desired program permitted, the schedule has been developed to capitalize on this "self-competitive" commercial technique, especially during the initial weeks of the campaign. An example of the kind of unduplicated reach that can be achieved is seen in our Oct. 13 schedule. On that date Quaker had commercials on *F Troop* on ABC-TV, *Jericho* on CBS-TV and *Daniel Boone* on NBC-TV, all between 8-8:30 p.m. We estimate our commercials reached about 60% of all U.S. TV homes on that one night.

The use of this technique, particularly in the first month of the introductory period, has enabled the schedule to build up maximum reach very rapidly. Subsequent commercials will build frequency contact with the consumer. All of this has been accomplished with the full cooperation of the networks who completely understood the objectives.

The complete schedule ultimately will give the three new products exposure on 17 different programs on all three networks.



Competing against yourself with commercials on multiple networks is a twist that comes naturally to The Quaker Oats Co.'s media director, Bob Riemenschneider. For well over dozen years he had been in agency media work, largely broadcast, before he joined Quaker in 1964. This present campaign is being handled by J. Walter Thompson Co.'s Chicago office. TVB says Quaker put 87% of its \$22.2 million ad budget in TV last year, split evenly, network and spot.

Every radio and television station should continually present the sound of different drums. The broadcaster has the biggest podium or soapbox a community can have. Many very different opinions should be heard from it. Encouraged by it. And even amplified by it. Even if some of these opinions may cause the rising of hackles.

It's the responsibility of the broadcaster to do more than just reflect current popular thinking and taste. There are opinions and ideas which are not yet popular. But are, nonetheless, extremely valid. And they may cause people to rethink or reaffirm their present opinions. And they must cause a definite widening of scope and lifting of horizons.

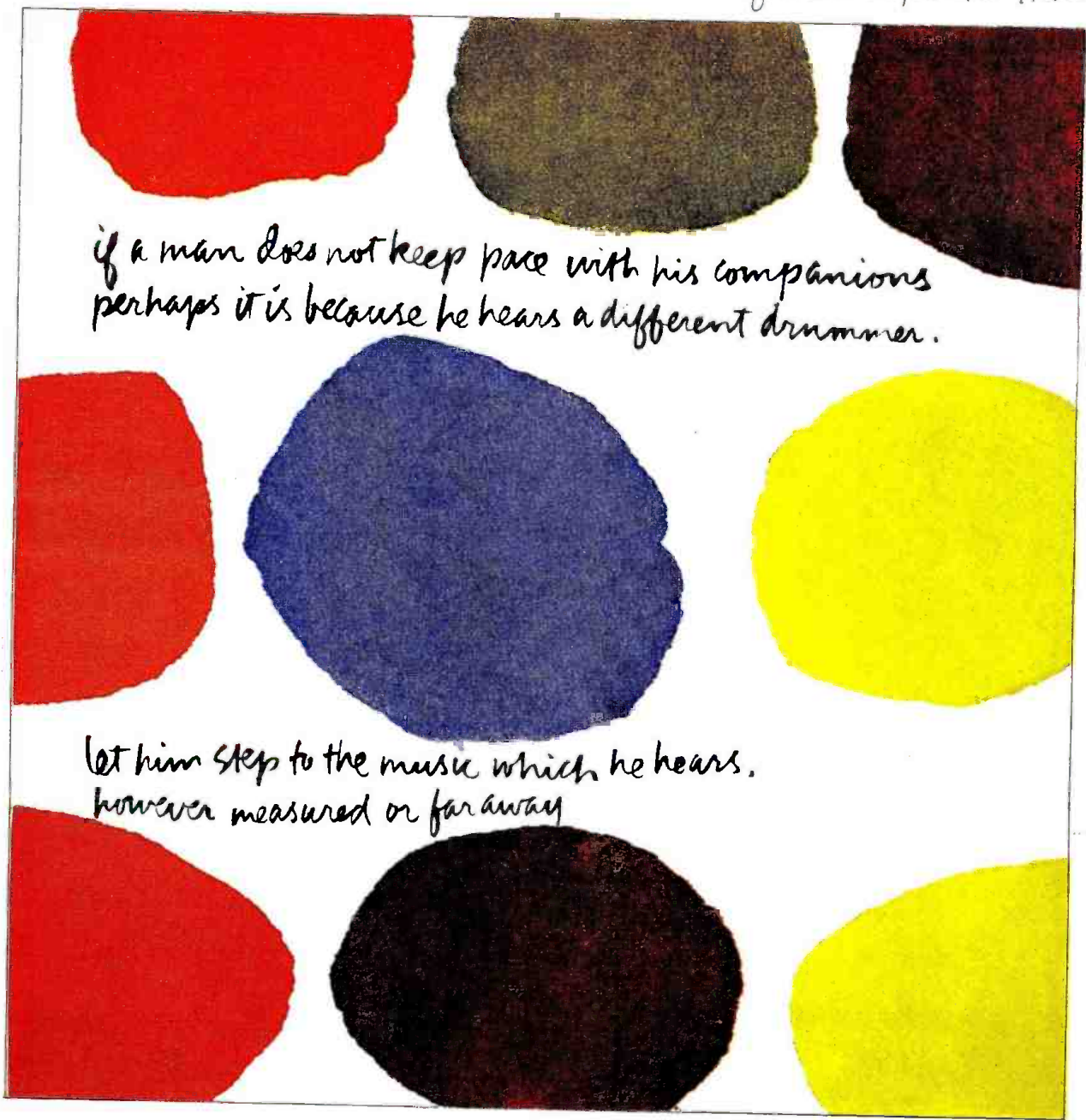
It is this climate that nurtures new thinking, and permits existing ideas to grow bigger. It is this climate that today's broadcasters seek to create.



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

WESTINGHOUSE BROADCASTING COMPANY

Sister Mary Conita 1Hm



if a man does not keep pace with his companions
perhaps it is because he hears a different drummer.

let him step to the music which he hears,
however measured or far away

Only 19 more to go!



WBTV ranks 20th among 185 CBS affiliates - ahead of Kansas City, Milwaukee, Houston, Providence and Cincinnati (tie).*

WBTV's "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.**

WBTV delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse*** — reaching 505,400 homes each week.****

WBTV
CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV/WBT-FM/WBTV/
WBTV/Jefferson Productions
Represented Nationally by
Television Advertising



**BUY
THE
BIG
ONE
WBTV**



Representatives, Inc.

* ARB/65 TMA (avg. qtr. hr. 9 am-mid., M-S)

** Mar./66 ARB

*** ARB/65 TMA (ADC prime-time)

**** ARB/65 Coverage Study

Spectrum upheaval in making?

Commerce science panel recommends major study
of space allocation for greatest national service:
FCC reluctant to give problem to another agency

A great debate on how to make the most effective use of the radio spectrum in the face of increasing demands on it is expected to be kicked off some time within the next month with the issuance of a report of a blue-ribbon science panel assembled under the aegis of the Department of Commerce.

The report, still in draft form, recommends that a research organization be created to develop the informational "tools" that would be used by other agencies of government in achieving "the overall effectiveness of utilization of the electromagnetic spectrum" (BROADCASTING, Oct. 17).

But at the heart of the recommenda-

tion are two proposals that those familiar with the draft see as providing seeds for debate:

- National policy should be aimed at "optimizing" the use of the spectrum on the basis of the "overall value to the nation" of the existing and future telecommunications services; "quantitative values" of the telecommunications services, among other factors, would be considered by those responsible for allocating spectrum space.

- The research group should be lodged in the Department of Commerce and provided with annual appropriations ranging from \$10 million, initially, up to \$50 million.

The panel—officially, the Telecommunication Science Panel—concedes the problems are enormous and the expense it suggests considerable. But it points to what it sees as a grim alternative to the effort it recommends—it is "to accept the fact that at some time in the future the lack of telecommunications must be a major factor in limiting the rate of growth of the nation."

Silent Crisis ■ The title of the draft underlines the seriousness with which the panel views the problem: "Electromagnetic Spectrum Utilization—the Silent Crisis."

The draft, noting the tremendous growth in numbers and kinds of elec-

Evaluating spectrum use by revenues of users

Television may be the glamour girl of the broadcast service but for sharp-pencil boys who concern themselves with such arcane subjects as revenue-per-megacycle of spectrum space AM radio has its own fascination.

An ad hoc committee—the Telecommunication Science Panel—established by the Department of Commerce to study the problem of spectrum management, analyzed the revenues the various services generate per megacycle, and came up with some "striking" contrasts. AM's revenue-per-megacycle ratio was found 187 times more favorable than TV.

The findings take on special significance in view of the panel's recommendation that a research committee be established that would seek to improve the "overall" effectiveness of the utilization of spectrum by, among other things, developing quantitative measures of the relative value to the nation of the various telecommunications services.

The panel notes that of the more

than \$20 billion which telecommunications services contribute to the Gross National Product, broadcasting accounts for more than \$10 billion. Last week, land-mobile users estimated the economic value of their service accounts for \$8 billion to \$13 billion (see above).

Radio's Portion ■ In comparing the broadcast services, the panel used only the index of total station revenues. It found that AM radio, with revenues last year of \$800 million, and with 1.07 megacycle bandwidth assigned to it, produced \$750 million of revenue per megacycle.

FM, with revenues of \$23 million and 20 megacycles assigned to it, produced \$1.1 million per megacycle; and television, with revenues of \$2 billion and with 492 megacycles assigned to it, \$4 million.

The panel noted that TV revenues are growing several times more rapidly than radio revenues, and from a base 2½ times larger. It added that present use of VHF television yields about \$50 million per mega-

cycle, allowing for sales and service along with revenue.

The findings are in the panel's draft report which has been prepared for the Department of Commerce. The report also includes a rundown, in descending order of annual expenditures or revenue, of spectrum users, as originally compiled by an earlier governmental study group: Military uses for command and guidance of friendly forces and weapons, for detection, and surveillance, deception and destruction of hostile weapons, activities and forces; television broadcast; mobile communications to and from aircraft; ships and land vehicles; navigation; long-distance radio relay of telephone calls; AM and FM broadcast; public safety by law enforcement agencies, fire services, civil defenses; space telecommunication; geodasy (branch of surveying), atmospheric research; Voice of America broadcasts; citizens' band; amateur radio, dissemination of time and frequency standards.

\$8-\$13 billion land-mobile users contribution, Cox group told

The contribution of land-mobile radio services users to the national economy is estimated between \$8 billion and \$13 billion annually, a special investigating committee revealed last week.

This estimate was given by an operational working group to the Advisory Committee for Land Mobile Radio Services, which held one of its periodical executive board meetings in San Francisco last week. The committee (LMAC), established by the Federal Communications Commission in the spring of 1964, is studying ways of making more effective use of present radio spectrum allocations. Under the chairmanship of Commissioner Kenneth A. Cox, the committee is probing all possible means, including testing the feasibility of land-mobile users sharing VHF or UHF channels, to alleviate serious frequency congestion that now exists in the nation's largest cities.

LMAC executive committee member R. L. Casselberry, of the General Electric Co., Lynchburg, Va., and chairman of the group making



Commissioner Cox

the economic report, concluded "that the contribution to the national economy provided by land mobile users through use of the radio frequency spectrum is certainly in excess of \$8 billion annually and probably ap-

proaches \$13 billion annually." Included in this study were the value of land mobile radio users in public safety transportation and industry. Not included were evaluations for amateur radio, citizens band and common carrier use.

Sharing Suggested ■ The 20 out of 26 LMAC executive committee members and 20 more industry observers attending the full-day session held at the Standard Oil Co. of California building on Market Street, heard and discussed a frequency utilization and administrative subcommittee report that called for more extensive interservice sharing of frequencies as a short term remedy for land mobile radio's congestion problems. Subcommittee chairman William R. Stump of American Telephone & Telegraph, New York, suggested that interservice sharing be expanded among licensees in services having effective frequency coordination, compatible operations and comparable disciplinary standards. Initially sharing would be on frequencies that are unassigned in the local area involved

tromagnetic communications services since World War II—and the constantly growing demand on spectrum space as a result of such technological advances as space communications—calls the spectrum "a silent partner vital to all our national enterprises."

It notes that services using the spectrum contribute far more than \$20 billion annually to the Gross National Product. The economic values of broadcasting, which occupies 82% of non-government allocations of the spectrum below 1,000 megacycles, are said to exceed more than \$10 billion—in terms of station revenues (\$2.8 billion), manufacture of sets (\$5.04 billion), and annual servicing (\$3 billion).

But the silent partner, the draft adds, "is suffering from a disease which we can identify as 'accelerating paralysis'." There is no known cure, according to the report, "and very little effort to find one."

Accordingly, the panel said, an organization to seek the cure should be created; an organization that would have a "high level of competence," that would be dedicated to research on the overall problem of spectrum utilization—not on any specific segment of it—and to the development of the necessary tools—not to their application.

Logical Home ■ The logical place for such an organization, the panel concludes, is the Commerce Department, whose "main mission relates to the overall economy of the nation," which has "much of the raw economic data" needed and which "can be objective since it is not primarily a using agency and since it has no direct allocating or regulatory responsibilities with respect to telecommunications."

At present, there is no overall research organization. The FCC allocates and regulates the nongovernment use of the spectrum. The director of telecommunications management (in the executive office of the President) is responsible for the federal agencies' portion of the spectrum.

The panel, whose members were drawn from industry, universities and research organizations, was created nine months ago by Assistant Secretary of Commerce Herbert Holloman, chairman of the department's Technical Advisory Board. The study was made with the cooperation of the FCC, Department of Telecommunications Management and The Department of Defense, but Commerce appears to have taken the lead from those government agencies in attacking a problem of increasing concern to government and industry.

The draft was submitted to Commerce Secretary John T. Connor Tuesday in a meeting attended by FCC Chairman Rosel H. Hyde, Commissioners Lee Loevinger, Robert T. Bartley and Nicholas Johnson, and James D. O'Connell, the director of telecommunications management who functions as telecommunications adviser to the President. The report was expected to be released last week, but was held up for some revisions. However, the changes are not expected to affect the conclusions or recommendations.

Once the report is accepted, the next step is uncertain. Conceivably, Commerce could ask interested agencies for their comments, seek the requested funds from the administration, or ask for legislation in the next Congress.

Controversy? ■ In any event, there were signs last week the report will spark considerable controversy. Neither Mr. O'Connell nor the FCC may be willing to cede what they consider part of their responsibility to a new agency. Mr. O'Connell has drafted a proposed spectrum-allocation study of his own which is to be submitted to the President. It proposes that a study be done by his office and the FCC.

FCC commissioners, who had been briefed on the report two weeks ago,

but as unassigned channels become exhausted, sharing would start on loaded channels as well, beginning with the less-crowded ones.

Mr. Stump's group found in New York, Philadelphia, Chicago and Los Angeles that the percentage of all of the 173 megacycles band frequencies allocated to the land-mobile services theoretically unassigned and available for regular two-way mobile-service use averages out to only 3.6%. To point out the seriousness of the situation the 3.6% figure was contrasted with the 12% annual growth experienced by land-mobile services in these areas during the last five years.

Objections Raised ■ The committee's recommendation for frequency sharing was approved over the strenuous objections of public safety representatives attending. They indicated that they do not want to get involved in sharing public safety frequencies with nonpublic safety users.

Among other actions taken at the meeting, the executive board approved another working group's report recommending that channels in the 450 megacycles range be split from 50 kilocycles width to 25 kilo-

cycles. Docket 13847, pending before the FCC for several years, would implement similar co-channel loading.

Throughout the long day, LMAC committee members, representing such diverse public and private interests as state and municipal police and fire departments, forestry service, the petroleum industry, the National Association of Manufacturers, Radio Corp. of America, citizen band associations, gas and electric companies and Association of American Railroads, made it clear to FCC Commissioner Cox and observers that all the actions taken would just bring "a measure of frequency relief." They agreed that the committee recommendations were "only ways to live until the commission finds a way to find a politically palatable way to reallocate channels."

The advisory committee, which hopes to complete all of its reports and submit them to the FCC by next April, adjourned with the generally expressed determination "that we're going to get some space from someone." The source was not pinpointed, but it was obvious that the reference was to the broadcasting industry.

agreed that considerably more information must be obtained. But some have expressed doubts as to the wisdom of attempting to attach dollar values to telecommunications services in connection with efforts to allocate spectrum space.

The sociological and economic aspects of the problem should be dealt with by Congress or the FCC, not by a group in Commerce, one commissioner said last week. He indicated greater support for Mr. O'Connell's proposal, which would provide for a strictly engineering approach.

Commissioner Robert T. Bartley said he is "against creating more government agencies." And, like other commissioners, he expressed the view the commission itself could do the necessary research, and more economically than by the proposed research organization. However, he thought it would be difficult for the FCC to get the needed funds from Congress on a continuing basis.

Commissioner Nicholas Johnson said he agreed with the panel's view as to the need for "more empirical data, more data, more analyses, more efforts to rationalize the means by which we arrive at decisions." He would not commit himself as to his ultimate conclu-

sions regarding the panel's recommendations, but he predicted the eventual establishment of a research group resembling the one proposed by the panel.

New Approach ■ The panel's principal concern was over what it feels is the almost complete lack of effort to provide the means needed to improve the "overall use of the spectrum." It noted that "appreciable" efforts are being made to improve the effectiveness of specific services within specific frequencies.

"Better-organized and more informed judgments as to the relative values of the various telecommunications services to the nation will be required for the spectrum allocation process and for the organization of research projects directed primarily to more effective overall spectrum utilization," the draft says, adding:

"It is essential that planning and research be organized now in economics and sociology, and be expanded in science and technology, if the nation is to have the tools it will need to make intelligent decisions with regard to spectrum utilization in the future."

The panel notes that in other areas of the economy, the price paid for a commodity establishes its value. But

this measure, the panel points out, is missing in connection with rights to the spectrum (except to the degree broadcast rights are transferred as part of a station sale).

"It is this deficiency that lies at the heart of the problem faced by the panel, and has been largely responsible for the panel's recommendation that a research organization be established which would include economic studies in its program."

"The research group, which should be operated and financed at levels commensurate with its potential value in the national interest," would provide the commission, DTM, Department of State and other government agencies and academic institutions interested in telecommunications "with the economic, social and technical information needed to provide a valid basis for judgments which affect the overall effectiveness of use of the spectrum," the panel says.

It would also conduct or promote research programs which are needed to improve the overall effectiveness of the use of the spectrum but which may not be included in the nation's scientific and technological research programs.

Program Plans ■ The panel described the organization it is proposing by describing the program it would follow:

It would identify the specific activities in the nation in which telecommunications play a role and develop an understanding of that role. Then it would develop quantitative measures of the relative values to the nation, at present and in the future, of each of the activities; from there it would develop quantitative measures of the dependence of each of these and their respective rates of growth on telecommunications.

The group next would develop relative quantitative values to the nation of each type of telecommunication service and more specifically the value of each type of service to each activity in which it plays a role. And it would develop appropriate methods for disseminating the information it obtains to the "customers,"—that is, the FCC, DTM, among others.

The organization would also identify the technical opportunities in the future development of telecommunications, determine the degree to which they may need spectrum space "and develop measures of their relative importance in enhancing the growth of the nation." And, finally, it would stimulate and execute or sponsor research and development programs which would supplement existing programs as needed.

The panel sees the organization as having two phases in its life history. The first, which would last five to 10 years, would consist largely of collecting and processing data and testing methods of analysis.

If the organization is successful in

developing the new research tools, it will move into a second phase in which information is collected, analyzed and disseminated routinely, according to the panel.

Further development of the research methods would also continue.

The panel said it could not determine the correct budget for the initial operation of the organization. But it proposes initial appropriations "supporting growth to the \$10-million level" as "an indication of the importance which the government attaches to the

program." As for years beyond the initial stage, the level of support should be determined by the organization's effectiveness. But, "assuming that the organization is successful, an annual budget of \$50 million would not necessarily be excessive, since that sum is a modest ¼ of 1% of the part of the GNP generated by atmospheric telecommunications."

Members of the panel are Dr. James Hillier, RCA, chairman; Ross Bateman, Telecom Inc.; Dr. L. V. Berkner, Southwest Center for Advanced Studies; Pro-

fessor H. G. Booker, University of California; Dr. Cullen M. Crain, the RAND Corp.; Dr. W. L. Everitt, University of Illinois; Mr. R. P. Gifford, General Electric Co.; Dean W. H. Meckling, University of Rochester; Professor P. M. Morse, Massachusetts Institute of Technology; Professor W. R. Rambo, Stanford University; Mr. Siegfried Reiger, Communication Satellite Corp.; Dr. Ernst Weber, Polytechnic Institute of Brooklyn; and Professor H. J. Zimmermann, Massachusetts Institute of Technology.

BROADCAST ADVERTISING

Ready, set, go for ANA meeting

P&G's McElroy to keynote

Colorado Springs sessions;

5 business meetings set

The Association of National Advertisers opens business sessions of its 57th annual meeting in Colorado Springs today with an evaluative eye on the present and a speculative eye on the future. Over 700 are registered to attend the four-day session.

Neil H. McElroy, board chairman of Procter & Gamble, was set to deliver the conference keynote on business, government and consumer relations. John Hobson, board chairman of Hob-

son Bates & Partners, is expected to speak on the social and economic effects of advertising.

Julian Goodman, NBC president, is scheduled to speak tomorrow (Oct. 25) with a talk titled "TV, a perspective on tomorrow."

First-day meetings will include three concurrent sessions on the role and weight of advertising in relation to other marketing factors, one covering industrial advertising, one on consumer services and durable goods and another on package goods.

At the package-goods session James Peckham, vice president of A. C. Nielsen Co., will discuss the measurement of sales effectiveness of advertising; Henry Schachte, executive vice president of the J. Walter Thompson Co., will speak on the agency's role in fixing ad budgets, and management consultant Clarence Eldridge will deliver a speech titled "How much advertising?"

Mr. Eldridge is also expected to deliver the first three of a series of mono-

graphs he's preparing for the ANA. They'll deal with marketing and the problems of growth.

Case Histories ■ Another of the conference's five business meetings will be devoted to three case histories of creativity, led by toy manufacturer Mattel Inc. which will make a presentation called "R&D plus TV plus marketing squared divided by Mattel equals 52 Santas." The other case histories will be presented by Liggett & Myers Tobacco Co. and Allis-Chalmers Manufacturing.

Dr. Milton Rokeach, professor of psychology at Michigan State University, will discuss consumer behavior, and Hobart Lewis, president and executive director of *Reader's Digest*, will talk on "reading, writing & response."

Progress of talent-union negotiations with the Screen Actors Guild and American Federation of Television & Radio Artists will be discussed in closed session today.

Nominating-committee selections for ANA offices in the coming year are Sam Thurm, Lever Bros. advertising vice president, for chairman; Joseph Getlin, vice-president of marketing for Ralston-Purina Co., for vice chairman, and Peter Allport for reelection to the presidency.

Wire about 'The Hero' confuses agency

The William Esty Co. in New York last week received a surprising wire. It came from an organization called the National Association for Better Broadcasting. What made the wire different, according to an Esty spokesman, is that what sounded like a self-righteous organization didn't want to bury the agency, it wanted to praise it.

Esty was congratulated, on behalf of its client, R. J. Reynolds Tobacco Co., for sponsoring NBC-TV's *The Hero* series. The agency was urged to keep the program on the air so that it could attract the audience it deserves. Esty was cautioned, however, that premature cancellation of the comedy series would reaffirm the belief that only ratings determine which program lives or dies.

Reportedly similar appeals also

were wired to all the show's sponsors and network program executives. *The Hero* has not been enjoying what are usually considered viable ratings so far and rumor has it scheduled for an early demise (see page 56).

What apparently confused Esty still more about the wire was the agency's unfamiliarity with the National Association for Better Broadcasting. A Los Angeles-based, non-profit corporation, the organization was established in 1949 by Frank Orme under the more familiar name of the National Association for Better Radio and Television (NAF-BRAT). Its stated aim is "to promote the advancement of the public interest in broadcasting." The organization's name change took place last August.

Network-TV corporate ads total \$19.6 million

The total corporate advertising investment on network television in 1965, representing expenditures of 56 advertisers, was \$19,676,000. The figures, supplied by the Television Bureau of Advertising, were reported in the October issue of *Public Relations Journal*. The *Journal* is published by the Public Relations Society of America.

In an editorial the *Journal* noted that \$225 million was spent on public relations advertising in 1965 and that there should be a slight increase through 1966.

The TVB figures show the leaders in

PITTSBURGH IS THE COLORFUL GOLDEN TRIANGLE AND FULL COLOR WIIC-TV 11



Caley Augustine, WIIC-TV Director of Public Relations and Promotion, discusses the development of historic Point State Park with Pittsburgh Mayor, Joseph M. Barr.

no smoke. plenty of fire.

Pittsburgh used to be called the Smoky City. No more! A fantastically successful smoke control program is only part of Pittsburgh's world-famous renaissance. Another part is WIIC-TV 11,

Pittsburgh's #1 color station. No smoke screen. Just fired-up audience enthusiasm. Check top spot avails with General Sales Manager Roger Rice or your Petry-TV man.

Get your
Pittsburghers on



FULL COLOR WIIC-TV 11

Basic NBC Television Affiliate

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

**We interrupt
our regular schedule**

**...for events
of major significance**

**...and just
for the fun of it!**

During the next three weeks you can see some of the most compelling television ever concentrated within so short a period. It embraces a series of special broadcasts reporting on the President's mission to the Far East; the biennial elections; and the nation's newest venture in the conquest of space.

Moreover, there will be special entertainment for everyone: a hilarious display of talent by two of the greatest comic spirits of our time... a fascinating exploration into man's earliest ancestry... a thrilling contest between two of the nation's great football teams... and for the young in heart, a delightful Halloween fantasy and a pageant of youthful beauty.

What happier interruption could you wish than this exciting diversity of news and entertainment? And, when it's over, what greater satisfaction than the pleasure of returning to the most popular regular program schedule in television!

CBS



The President in Asia
special broadcasts
through Tuesday, November 1

© United Features Syndicate Inc.



Lucy in London
Monday, October 24
8:30-9:30 pm



It's the Great Pumpkin,
Charlie Brown
Thursday, October 27
8:30-9:00 pm



1966 Elections
Tuesday, November 8
7:30 pm to conclusion



Gemini 12
Wednesday, November 9
launching time to be announced

© National Geographic Society



NFL Football:
Chicago vs St. Louis
Monday, October 31
9:30 pm to conclusion



Dr. Leakey and the Dawn of Man
Saturday, November 5
7:30-8:30 pm



Miss Teenage America Pageant
Saturday, November 5
10:00-11:30 pm



Clown Alley, with Red Skelton
Wednesday, November 9
10:00-11:00 pm

WOR presentation stresses mature audience

The value to advertisers of reaching a mature audience ranging from 35 to 64 is underlined in a new presentation prepared by WOR New York.

The study was created by WOR from statistics compiled from government and private-industry sources to challenge a widespread belief that the under-25 audience is a premium one. The presentation stresses that both in terms of income and in annual expenditures for household goods and services, food, gas, and oil, the over-35 group exceeds the under-35 category by a considerable margin.

Focusing on the New York market, the presentation points out that there is a higher percentage of its total population over 35 than the national average and claims that WOR is the leading station in the area to reach "the biggest, wealthiest, free-spending audience in the nation."

The presentation has already been



Mr. Biraben (l), Mr. McNicol

made to more than 40 advertisers and agencies in the Midwest by Jacques Biraben, vice president of WOR-AM sales, and William McNicol, manager of sales.

using network TV for corporate purposes were AT&T (\$3.1 million); Prudential Insurance Co. (\$3.1 million); Xerox Corp. (\$1.5 million); Gulf Oil Corp. (\$1.4 million); Chrysler Corp. (\$1.2 million); Shell Oil Co. (\$1 million).

Six firms spent their entire network budgets on corporate advertising: Prudential; Holiday Inns of America (\$385,600); American Medical Association (\$373,600); Hughes Tool Co. (\$171,000); Timken Roller Bearing (\$25,000); Gulf American Land (\$7,300).

FTC gains a point in P&G-Clorox merger

The Supreme Court has agreed to hear the Federal Trade Commission's appeal in that agency's attempt to dissolve the Procter & Gamble-Clorox merger. The FTC's 1963 order against the merger was dismissed by the U. S. Sixth Circuit Court of Appeals in Cincinnati in March, and the commission petitioned for a further appeal to the Supreme Court.

In granting the appeal, the court ignored the circuit court's three-judge unanimous decision that "this protracted litigation . . . should come to a close" (BROADCASTING, March 21). P&G purchased Clorox Co., Oakland, Calif., in 1957.

One of the arguments used by the FTC, and rejected by the circuit court as unsound, was the contention that

P&G could pass along to Clorox the benefits of its television discounts, hence strengthening Clorox's already strong market position. Further, the commission speculated, P&G's potential advertising resources could serve to keep possible competitors of Clorox from challenging Clorox's share of the bleach market.

The circuit court decision specifically rejected these arguments. "The fact that a merger may result in some economies," the circuit court said, "is no reason to condemn it." The court also said that it cannot be assumed that Procter & Gamble would transfer advertising money from its other products just to destroy Clorox competitors.

Since the FTC issued its P&G-Clorox order, it has embodied similar arguments in another decision. General Foods' acquisition of S.O.S. Co. was ruled an antitrust violation in March. In an initial decision, an FTC hearing examiner said that based on the FTC's arguments in the P&G-Clorox order he had no choice but to find against the General Foods-S.O.S. merger.

Truth-in-advertising bill finally off Hill

Congress passed and sent to the White House the controversial truth-in-packaging bill last week after House members confronted Senate negotiators with a take-it-or-leave-it ultimatum when they met to confer on their versions of

the bill.

After the Senate negotiators accepted the House bill, which eliminated some of the Senate's stronger provisions, both houses quickly passed the measure. The final bill leaves out the authority to have the government implement mandatory package size standards on consumer products. House Commerce Committee members who were cool to the entire bill had insisted on dropping this provision before they voted out the bill. They also received a promise from Chairman Harley O. Staggers (D-W. Va.) that he would insist on the House language when the House-Senate conference met to negotiate on the differences. The Senate team accepted the bill as the House proposed, but one influential Senator vowed he would tackle the issue again next year.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, described the measure as a good labeling bill rather than a truth-in-packaging bill. He said the House conferees would not compromise even on minor issues. He added he would press for a meaningful packaging bill next year.

Representative Staggers and Senator Phillip A. Hart (D-Mich.), who authored the bill and for years patiently fought for it, said the eventual bill was a good one. Senator Hart even called it a stronger bill than his version. He said the mandatory package standards would have involved a mass of red tape.

The bill, deemed important by the food and advertising industry, provides for more accuracy and clarity in labeling. It also does away with statements such as "giant half quart" and "cents off" promotions.

Warwick & Legler reorganizes staff

A reorganization of the executive creative staff of Warwick & Legler, New York, and the addition of key personnel were announced last week by John P. Warwick, president.

The new creative team will be established under the direction of Dick Lord, vice president and creative director. Working with Mr. Lord will be Gene Federico, who recently joined W&L as vice president and associate creative director; Timothy Sheehan, who has joined the agency as vice president in charge of TV-radio production; James Ross, with W&L for 18 years who has been named vice president in charge of art; Marvin Goldman, who has been named vice president in charge of TV-graphics, and Jack Lambert, who continues as vice president, copy chief.

Only the sunshine covers South Florida better than WTVJ ✱



**✱WTVJ
is first
in South Florida...
and has been
for 17 straight
years.**

(Largest share of audience, 9 AM to midnight, in all surveys over last 17 years. Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate



Now...

Dr. Kildare	Bonnie Prudden	The Girl from U.N.C.L.E.	Flipper
Eleventh Hour	Zero One	Daktari	Please Don't Eat The Daisies
The Lieutenant	Northwest Passage	The Rounders	Off To See The Wizard
Sam Benedict	National Velvet	Jericho	The Grinch Who Stole Christmas
Cain's Hundred	Thin Man	The Man from U.N.C.L.E.	The Rise & Fall of The Third Reich
The Islanders	Our Gang	Tom & Jerry	
Asphalt Jungle	Cartoons		
	Features		

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COMPANY

McIntyre offers to withdraw lists

But proposal to ARB, Nielsen doesn't prompt quick acceptances

O. E. McIntyre Inc., mail-marketing subsidiary of Metromedia, volunteered last week to stop supplying the lists of households used by two rating services in their local audience measurements (BROADCASTING, Oct. 17), but there was no immediate certainty that the offer would be accepted.

The offer was made after a controversy arose when WNEW-TV New York, also owned by Metromedia, announced an audience-promotion contest for which McIntyre handled the mailing (see page 66). The controversy produced no charge that the secrecy of the rating firm's sample lists had been violated but some WNEW-TV competitors wanted to

know what safeguards were in effect.

John W. Kluge, chairman and president of Metromedia, said McIntyre's offer to discontinue service to the rating companies, American Research Bureau and A. C. Nielsen Co., was made to keep the integrity of the research samples beyond question.

Neither Nielsen nor ARB jumped to accept the offer, however.

A Nielsen official said his company's contract with McIntyre is firm for another 12 months and that "some security safeguard alternatives" were being explored as possibilities for making present security measures even tighter.

An ARB spokesman indicated his firm did not want to terminate its McIntyre contract but would withhold comment until it had heard formally from the Broadcast Rating Council.

Council Told Too ■ Both ARB and Nielsen have services accredited by the rating council, and Mr. Kluge and Randall P. McIntyre, president of the direct-mail firm, communicated their withdrawal offer to the council as well as to the two rating services.

Both services have repeatedly asserted confidence in the secrecy of the household lists they respectively get from

McIntyre.

Termination of this service would mean a loss to McIntyre estimated unofficially but authoritatively at more than \$100,000 a year and probably close to \$200,000.

Without putting a dollar value on it, Mr. Kluge said that "Metromedia's gesture in voluntarily relinquishing substantial McIntyre billings emphasizes the company's genuine concern for preserving the objectivity of broadcast research for the entire industry."

Whatever the services now pay McIntyre, observers thought it likely they would have to pay more for equivalent service from other sources. McIntyre has one of the largest mailing lists in the country; the ARB and Nielsen samples for their local reports are drawn from it by computer.

Mr. Kluge emphasized that "there never has been any connection, no matter how remote, between the McIntyre company's providing sample lists to the rating services and its wholly unrelated other activities."

He also noted that "the implementation of this resignation will, of course, have to be effected in accordance with contractual obligations and so as not to disrupt the current measurement activities" of the rating firms.

Commercials in production . . .

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

Heller Corp., 1606 North Highland, Los Angeles 90028.

General Motors Corp., Flint Mich. (Buick cars); six 60's for radio, musical. Hugh Heller, production manager. Agency: McCann-Erickson Detroit. John Franks, agency producer.

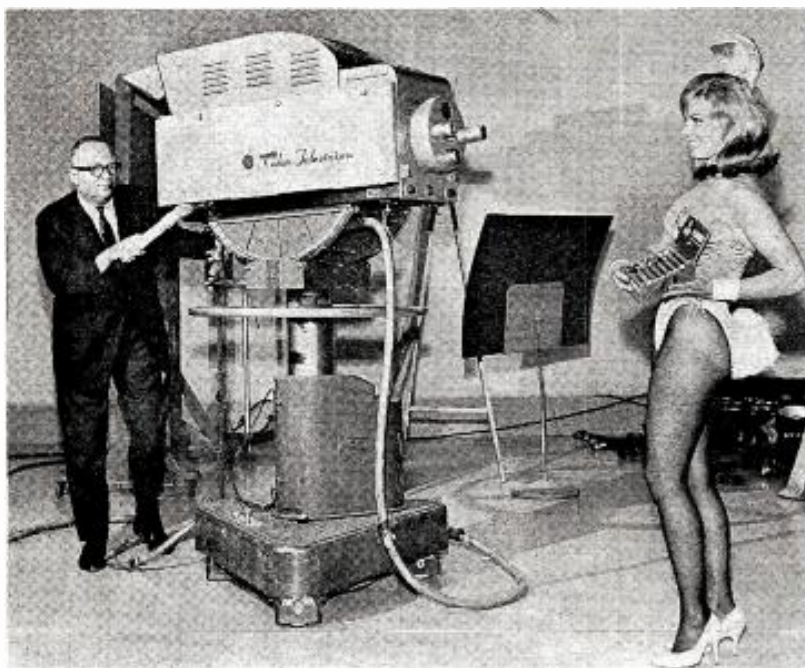
Valley Federal Savings & Loan Association, Van Nuys, Calif. (services); six 60's for radio, humor and music. Hugh Heller, production manager. Agency: Eastman Advertising, Van Nuys. Robert Eastman, agency producer.

Quartet Films Inc., 5631 Hollywood Boulevard, Hollywood 90028.

Laclede Gas Co., St. Louis (gas and oil); one 60, one 20, one 8 for TV, animation on film, color. Michael Lah, producer. Agency: D'Arcy Advertising, St. Louis. Bob Johnson, agency producer.

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

Buitoni Foods Corp., South Hackensack, N. J. (marinara sauce); two 60's for TV, live on tape, color. J. Robert Breton, production manager. Agency: Albert Frank-Guenther Law, New York.



COMMERCIAL PREVIEW: Playboy Bunny Chocolate

"You don't have to be a Playboy to enjoy Playboy Bunny Chocolates," Chicago Playboy Club's Bunny Jan squeaks delightedly as she hippy hops into Midwest living rooms. Late this month campaigns will start on both TV and radio to introduce the new 10 cent candy roll in Chicago

and Milwaukee with national expansion to follow. A series of new color video-tape commercials were produced at WGN-TV Chicago by Bozell & Jacobs there for Leaf Brands. Trying out the WGN-TV color camera is Marshall Leaf, Leaf vice president.

Lawrence Butner, account executive and agency producer.

Philadelphia National Bank, Philadelphia (services); one 10 for TV, live on tape. S. J. Cox, production manager. Agency: Albert Frank-Guenther Law, Philadelphia. Tony Trezza, agency producer.

Paul Kim & Lew Gifford Productions Inc., 342 Madison Avenue, New York 10017.

AT&T, New York (Bell system); one 60 for TV, live on film, color. Julia Whalen, production manager. Agency: N. W. Ayer & Son, New York. Carl Reiter, account executive and agency producer.

Liberty Mutual Insurance Co., Boston (insurance); one 60 for TV, live and animated on film, color. Julia Whalen, production manager. Agency: BBDO, Boston.

A. E. Staley Manufacturing Co., Decatur, Ill. (Sno-Bol liquid bathroom cleaner); one 60 for TV, live and animated on film, color. Julia Whalen, production manager. Agency: Clyne Maxon, New York. Ron Colby, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Quality Stamps, Memphis (trading stamps); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Blistex Inc., Chicago (Chap Stick); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Media Advertising Service, Atlanta. Charles Temkin, account executive.

Ashland Oil & Refining Co., Ashland, Ky. (gas and oil); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Ralph H. Jones Co., Cincinnati. Ed Carter, account executive.

Spartan Coffee, Grand Rapids, Mich. (coffee); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

WXYZ-TV, 20777 West 10 Mile Road, Southfield, Mich. 48076.

J. L. Hudson Co., Detroit (Shops of Europe); three 20's for TV, live on tape. Ralph Dawson, production manager. Agency: Reilly Bird Associates Inc., Detroit. Donn Shelton, account executive. Robert Murphy, agency producer.

RSCC, Detroit (Romney for governor); 30 various lengths for TV, live on tape. Ralph Dawson, production manager. Agency: McCann-Erickson, Detroit. Walker Graham, account executive. Louis Centlivre, agency producer.

800 stations ask for antismoking spots

More than 800 radio stations have asked the U.S. Public Health Service for spot announcements on the health hazards of cigarette smoking, according to an announcement last week by the government agency.

The health service and its national clearinghouse on smoking and health originally mailed spot announcements stressing the association between lung cancer and cigarette smoking. It also asked station managers to request further announcements if they desired. The announcements emphasize the findings of the surgeon general's 1964 report on smoking and health. Some 800 stations throughout the country responded to the offer, the service said.

Go west, adman

That's the advice of California bankman at western AAAA meet

More than 250 agency people attending the western region convention of the American Association of Advertising Agencies in San Diego's Hotel Del Coronado last week heard an economist describe the quickest growth in the country—that of the West. Defining the West as the states of Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming, Ray Jalow, chief economist and director of economic research and planning for the United Bank of California, claimed that in total wealth and income, the West surpasses every nation with the exception of the United States and the



Mr. Marsteller



Mr. Ross

Soviet Union.

Among the western growth patterns cited by Mr. Jalow were: population up 60% in the past 15 years, per-capita income 11% higher than the rest of the nation, an economic base generating 18% of the nation's personal income, industries providing 16% of all jobs in the country and manufacturing accounting for 15% of the entire U.S. total.

Concluded Mr. Jalow: "With all these expected growth potentials in industrial development, income, and purchase power for the western region we can one day look for Wilshire Boulevard to be a competitive advertising center with New York's Madison Avenue."

Small and Medium ■ AAAA members attending the four-day convention (Oct. 16-19) also were given information especially oriented toward small and medium agencies, as well as branch offices of larger agencies. Among other speakers, they heard William A. Marsteller, head of New York-based Marsteller Inc., say that small advertising agencies need to be so involved with

such dreary things as finance and accounting, hiring and firing, and client contact that they sometimes don't have a chance to be as creative as their bigger brothers. Another speaker, Robert Ross, vice president of Leo Burnett Co., Chicago reassured his audience that the computer will never replace the creative man in advertising. Instead, Mr. Ross indicated, it will help the creative man decide on what appeal works and offer him an almost limitless choice of approaches. The computer, he said, "cannot and does not write copy or come up with ideas. But it collects information and arranges it in guidelines for the creative strategy while generating a rich mine of information for the writer to utilize."

Other featured speakers included Richard H. Holton, chairman of the President's advisory council on consumer affairs and professor of business administration at the University of California in Berkeley, and Charles T. Lipscomb Jr., chairman of the executive committee of the Bureau of Newspaper Advertising, New York. Two management panels, composed mostly of members of the national board of directors of the AAAA, discussed both "how to run your agency better" and "how to serve your clients better."

John Caples, BBDO, New York used "25 years of copy testing" as the subject for an address, while Frank Preucil, supervisor, photographic and color reproduction, Graphic Arts Technical Foundation, Chicago, talked about "the magic of color." In addition, Gordon Weber, Benton & Bowles Inc., New York and Saul Bass, Saul Bass & Associates, Los Angeles, spoke on "the color revolution" and "thoughts on film," respectively.

Advertising won't sell a product that's poor

Advertising's first responsibility is "to believe in what we are selling," and its second is "to help sell what we believe in," William Bernbach, president of Doyle Dane Bernbach, said last week in accepting the "Pulse Man of the Year" award at the 25th anniversary luncheon of the Pulse Inc.

"The greatest ingredient in any advertising is the product itself," he asserted, noting that if the product is poor, "artful, persuasive advertising" will only cause it to "fail faster" by getting "more people to know how bad it is."

Mr. Bernbach called upon communication experts to put their skills to work in helping to sell democracy and capitalism, improvements in education, better medical facilities and similar ob-



from Omaha

WOW Radio and Television Farm Director Arnold Peterson predicts

"increased prosperity for the Nebraska-Iowa farmer and for everyone who does business with him."

Based on a long, hard look at the agricultural situation in Nebraska and Iowa, Mr. Peterson, one of the nation's most respected farm broadcast authorities forecasts: *"Nebraska's winter wheat is expected to set an all-time record of 35 bushels an acre. The USDA estimates an unprecedented 70 bushel per acre yield for Nebraska corn. Soybean production in both states is up. And Iowa farmers are expecting record yields in both oats and hay."*

"The outlook in cattle production continues to be bright. Cattle pasturelands are virtually at peak capacity. Beef production cannot maintain pace with consumer demand over the long haul, consequently returns to producers will continue to rise."

"Hog prices are high. Pork production is uniquely adapted to farms and hogs will continue to be a vital segment of the farm economy in Iowa and Nebraska."

"The midwest, especially Nebraska and Iowa, heartland of grain production in this country, will continue to increase yields through more fertilizer, more irrigation, more equipment, more capital. In short, this means increased prosperity for the farmer and for everyone who does business with him."

That's the up-to-date picture of the nation's richest farm belt — Nebraska and Iowa. Brightest in years! So it makes good business sense to reach these productive and prosperous farmers with strong selling messages on WOW Radio and WOW-TV Omaha — the long-time farm program leaders in Nebraska and Iowa. Call your Blair man for the full story.

WOW AM TV **CBS** Omaha, Nebr.

**the
Meredith
bunch**



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

jectives.

"You and I can no longer isolate our lives," he said. "It just won't work. What happens to society is going to affect us with ever-increasing rapidity. The world has progressed to the point where its most powerful force is public opinion. And I believe that in this new, complex, dynamic world it is not the great book or the epic play, as once was the case, that will shape that opinion, but we who understand mass media and the techniques of mass persuasion."

Mr. Bernbach was presented to the agency, advertiser and broadcaster guests at the luncheon, held Wednesday in New York, as a "master of disciplined creativity, an original craftsman who inspires his staff to produce, and his clients to run, memorable advertising."

The presentation was made by Dr. Sydney Roslow, president of Pulse, who himself was given a surprise 25th anniversary honor—a scroll signed by some 35 broadcasting and agency executives who designated themselves "a statistically significant sample" paying tribute to Dr. Roslow's "devoted services to the broadcast and broadcast-advertising industries."

Unanswered questions about antismoking group

An organization calling itself the American Anti-Smoking Association, which has asked broadcasting stations throughout the country to air free public-service announcements on its behalf, has caused raised eyebrows in some government agencies.

Letters from the organization, which describes itself as "a public-service non-profit health educational corporation dedicated to saving human lives," apparently went to broadcasting stations late last month. The group asked broadcasters "under the regulations pertaining to the operation of radio stations in the public interest . . . to join us in an errand of mercy."

It told of the thousands of persons who would die from ailments attributed to smoking cigarettes. Broadcasters were then asked to use a public-service announcement, urging persons interested in giving up smoking to write to the organization for more information. A Washington post office box number was given for replies. No telephone is listed for the association.

The letter also asked radio stations to inform the group if they used their announcements. In return the organization's "report to the United States Public Health Service will include, in detail, the splendid cooperation of your station."

Officials in the Public Health Service's clearinghouse on smoking in Washington, however, reported they have

never heard of the American Anti-Smoking Association or the person who signed its letter, except through broadcaster inquiries. The Federal Trade Commission unit that investigates food and drug advertising, including cigarettes, also said its only knowledge of the organization came from broadcaster complaints. The FTC said it would send its information to other authorities for further scrutiny.

Congressional sources who have been interested in cigarette smoking and health and tobacco industry spokesmen, who keep track of antismoking organizations, also said they weren't aware of the group.

Hill conferees agree on tax deduction

Legislation that would revamp financing for presidential elections and, its author says, make unnecessary Section 315 of the Communications Act which, provides for equal time in political campaigns, won agreement from Senate and House conferees last week.

The measure, allowing each taxpayer to donate \$1 toward a presidential campaign fund by simply checking a box on his income tax return, was attached in the Senate to an unrelated bill. The entire bill then won the backing of House members in a conference to negotiate differences between each chamber's version of the bill. The compromise package would also have to be agreed to in both the Senate and House before adjournment, which was expected momentarily.

Senate Russell B. Long (D-La.), Majority Whip, said the provision could generate enough funds to give major presidential candidates a sufficient amount to buy as much TV time as they needed, thereby solving the nagging equal-time dilemma for broadcasters. It was estimated the measure might create a fund of from \$70 million to \$100 million for major party candidates.

Crown Zellerbach picks D'Arcy

Some \$1.5 million in advertising billings—almost all of it spent for spot television—changed hands last week when Crown Zellerbach Corp. appointed D'Arcy Advertising Corp. to handle its consumer products sales division account soon after ending an almost six-year relationship with Doyle Dane Bernbach Inc.

The San Francisco-based paper-products marketer set Dec. 31 as the effective date for the new appointment. The account will be handled out of



from Kansas City

George Stephens, KCMO Radio and Television Director of Agriculture, agrees:

"There is more grass roots optimism about the future of agriculture in Kansas and Missouri than in many years."

In an assessment of agricultural conditions in Kansas and Missouri, Mr. Stephens points out: "A 30% increase in 1967 wheat acreage allotments will be a big shot in the arm for the agriculture economy here in the midwest. The stepped-up demand for soybeans and feed grains means growers will be planting more and shooting for higher yields per acre for a good many years."

"The livestock economy presents an exceptionally healthy prospect, too. Demand for red meats has allowed producers to maintain relatively good prices in spite of a boost in numbers of both cattle and hogs fed."

"It is essential that our farm operators become more specialized, make greater use of mechanization, use more science and technology and do a better job of marketing to meet the challenge of far greater demand for their products."

Things are looking good. Both for the farmer and the advertiser who sells to him. Which means it's a good time to reach Mid-America's rich agriculture industry with the stations that Kansas and Missouri farmers have been sold on for years. KCMO Radio and TV. For all the details call CBS Radio Spot Sales for KCMO Radio and H-R for KCMO-TV.

KCMO AM TV **CBS** Kansas City, Mo.

**the
Meredith
bunch**



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

D'Arcy's San Francisco office. DDB continues as Crown Zellerbach's corporate agency, while Lennen & Newell Inc. is the agency for the industrial division of the company.

N.Y. festival cites TV shows, spots

A Chevrolet commercial and a WGN-TV Chicago program were grand award winners at an international film and TV festival held in New York.

Winners, announced at a banquet Oct. 14, also included a number of gold-medal awards for TV commercials and public service shows judged as outstanding in production.

The grand award winner for TV commercials was Chevrolet's "Fusion," the award citing Video Pictures Inc., New York. VPI President Sheldon Satin accepted the award. WGN-TV's award was in the category covering public-service TV programs. The station was cited for its production of *Heroes of Vietnam*. Bruce W. Dennis, vice president and manager of news, WGN Continental Broadcasting Co., accepted that award.

Gold-medal winners included:

- Commercials, live action up to 30 seconds: Ogilvy & Mather, London, "Trap Door" for Schweppes Home Ltd.; live action over 30 seconds: J. Walter Thompson, "Sunrise, Sunset" for Eastman Kodak; Ketchum McLeod & Grove, "Rolls Royce" for Calgon Corp.; Rose-Magwood Productions, Inc., "Chemstrand Party" for Chemstrand; Ogilvy & Mather, "Alpine" and "XB-70" both for International Business Machines; Fuller & Smith & Ross, "Pop-op" for Alcoa; Van Praag Productions Inc., "Big New Generation" for Mercury Division of Ford Motor; "Crazy" for Tab. and Savage Friedman, "Closing Walls" for Glade Mist.

- Animation and puppets over 30 seconds: Paul Kim & Lew Gifford Productions, "Safari" for Chrysler; live and animation over 30 seconds: Fuller & Smith & Ross, "Grid" for Alcoa; filmed introductions: Torricelli Productions,

"Variations on a Theme" for Television Advertising Representatives.

- Live action up to 30 seconds: Ogilvy & Mather, London, for several commercials for *The Observer*; live action over 30 seconds: Carson/Roberts, several for Sicks' Rainier Brewing; Larry Madison Productions, several for Salem cigarettes; Young & Rubicam, Canada, several for Carling Breweries.

- Live and animation: Edward H. Weiss & Co., for "Talking Bottle" series for Thomas J. Lipton Inc.

- Public service TV programs produced by an independent producer: MPO Productions Inc., *To Be a Man* for Yale U. and National Educational TV (NET); one-minute spots: Travelers Insurance Co. for its public service spot series; produced by local station: WBNS-TV Columbus, Ohio, *Tale of a Tornado* for Western Electric (also mentioned in this category: WRC-TV Washington for *The Sound of a Giant* and WBNS-TV Columbus for *A Question of Cars*).

- Single programs produced by a local station (instead of for a specific show, these are all-inclusive awards): WGN-TV Chicago; WCAU-TV Philadelphia; WRC-TV Washington, and WFIL-TV Philadelphia. Also mentioned were WBZ-TV Boston, WBBM-TV Chicago and KRON-TV San Francisco.

Several technical sessions of interest to filmmakers preceded the awards announcement. Among the topics covered were 3-D television effects (being introduced by Marks Polarized Corp., Whitestone, N.Y., via specially-created eye-lenses that would be sold to the public); versatility and future effects in producing films; upgrading of audio in TV commercials and new visual trends, both in film and tape.

Business briefly . . .

Pepsi-Cola Co., through BBDO, both New York, will participate in NBC-TV's *The Virginian*, *Star Trek*, *Tarzan*, *The Man from U.N.C.L.E.* and *Andy Williams Show*. **Colgate-Palmolive Co.**, through Ted Bates & Co., both New York, has also purchased sponsorship in *Star Trek* and *Tarzan*, plus Tuesday and Saturday movies, *Laredo* and in two news reports (Scherer-MacNeil and Frank McGee).

Parker Brothers Inc., Salem, Mass., through Badger and Browning & Parcher Inc., Boston, will spend some \$2 million on holiday advertising and promotion this year. On schedule are series of six one-minute radio spots to be placed in Los Angeles, San Francisco, New York, Atlanta and Chicago. Television schedule calls for network and local spot with participations on CBS-

TV's *Candid Camera*, Mike Wallace, *Beverly Hillbillies* and *Andy Griffith*.

Celanese Corp. of America, New York, last week signed with Four Star International Inc. to sponsor 12 original musical specials in color. The programs will be syndicated in the top-50 markets. Four Star International also will produce five more musical specials and offer them for optional sale with the Celanese-sponsored package. Production of the total of 17 shows begins next month. Plans call for various musical headliners to be starred in each program.

Loma Linda Foods, Riverside, Calif., through MacManus, John & Adams, Los Angeles, started an intensive fall advertising campaign for its Gravy Quik product on 60 radio stations in 11 western markets: Los Angeles, San Diego, Fresno, Sacramento, San Francisco, all California; Portland and Eugene, both Oregon; Seattle and Spokane, both Washington; Denver and Phoenix.

Toro Manufacturing Corp., Minneapolis, through Vernon Pope Co., New York, is planning its fourth consecutive year of spot television, spot radio and magazine advertising. Beginning Nov. 15, Toro's 60-second spot-radio campaign will run during drive time to promote Toro snow throwers. Color television commercials (mowers, lawn tractors) for local distributor use will be available next spring.

Rexall Drug & Chemical Co., Los Angeles, through BBDO, New York, has purchased a participation in NBC Radio's *Emphasis*.

Tel-empathy's premiere presentation set by TVB

Tel-empathy, a new presentation of the Television Bureau of Advertising will have its premiere at TVB's 12th annual membership meeting in Chicago, Nov. 16.

George Huntington, TVB executive vice president and general manager, explains that tel-empathy concerns "the language of involvement," words, motions, pictures and sounds that the second generation of TV audiences is completely familiar with.

Mr. Huntington says "this language makes it possible to communicate almost any message to almost anyone."

Rep appointments . . .

- WBM-TV Atlanta: Eastman TV Inc., New York.

- WTRF-FM Wheeling, W. Va.: C. Otis Rawalt, New York.



Mr. Satin

Mr. Dennis



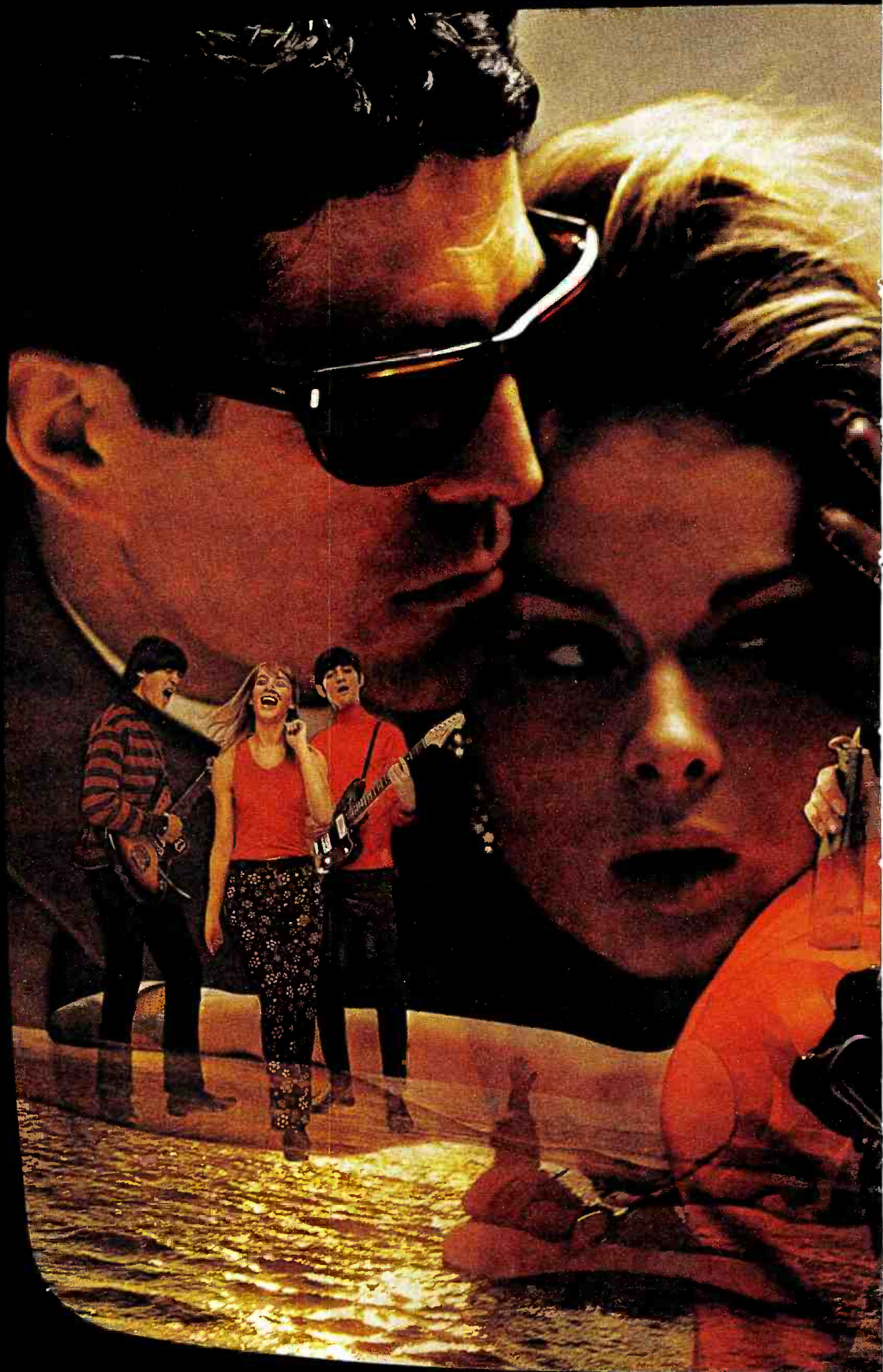
This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.



A woman with blonde hair, wearing a vibrant, multi-colored patterned dress, is looking through a large, dark telescope. The scene is set against a dramatic sunset or sunrise sky with warm orange and yellow hues. In the background, a helicopter is visible, its rotors blurred by motion. The overall composition suggests a cinematic or high-tech theme.

Color television has arrived.

Are you with it?

Color sells. We're selling color. We say you're missing a major competitive weapon if you're shooting your commercials in black-and-white. Virtually all prime-time programming is now in color, reaching an audience of millions, scoring millions of extra-impact impressions. Shouldn't those impressions be made for your product?

For excellence in color, your producer and film laboratory rely on Eastman Kodak experience, always and immediately available through the Eastman representative.

EASTMAN KODAK COMPANY

New York: 200 Park Avenue
212-MU 7-7080

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131

School principals study a United Fund agency that provides the handicapped with both vocational training and work.



Attorneys, members of a United Fund campaign committee, visit an agency that helps youth, the aged and the needy.

Union leaders chat with a child being helped by rehabilitation, nursing and other United Fund services.



An industrialist inspects an agency that provides a "day camp" for children of working mothers.



Bank presidents call on a family whose three children were adopted through an agency of the United Fund.



Your Fair Share Gift is insured

When you contribute your fair share to your local United Fund or Community Chest campaign, you can be certain that your gift will be handled in a business like manner.

Business, labor and the professions are strongly represented among the volunteer community leaders who visit participating agencies before each campaign to study their programs, performance and value to the community.

To these volunteers, a United Way dollar looks like one of their own, to be budgeted, allocated and spent where it will accomplish the most good. Their active interest in both the humanitarian and business side of United Way operations is your assurance that your United Way gift will truly work many wonders.



Your Fair Share Gift
is working
many wonders
THE UNITED WAY



25 million families benefit by child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces from 30,000 United Way agencies.

Hearing ordered on Bell's CATV

Acting on own motion, FCC will ask many questions raised by NCTA, also probe AT&T extensions of service

CATV systems, concerned over what they see as telephone company efforts to take over their industry, had reason to cheer last week as the FCC ordered a hearing on the lawfulness of all the tariffs that Bell systems have filed for providing CATV service.

The commission, acting on its own motion, said it would look into whether the tariffs are unjust, unreasonable and discriminatory. It will also consider whether the Bell systems involved—18 in all—are complying with a requirement that they obtain commission permission before extending their lines.

These are virtually the same issues the commission designated in the hearing it ordered two weeks ago on a CATV tariff filed by California Water & Telephone Co., a General Telephone and Electronic Co. (BROADCASTING, Oct. 17).

And they are broad enough to cover many of the points raised by CATV systems in complaints alleging that AT&T subsidiaries and other telephone companies are violating the antitrust

laws in their dealings with CATV systems.

The commission vote was 6-0, with Commissioner Robert T. Bartley abstaining.

NCTA Complaints ■ Two weeks ago the CATV industry's concern was manifested in three complaints filed by the National Community Television Association—against AT&T and its associated Bell companies, along with GT&E and United Utilities Inc.

NCTA asked for an investigation and a hearing and charged that the companies' activities in serving CATV are unfair and discriminatory and threaten the survival of CATV as an independent industry.

A further indication of CATV concern was evident last week in a petition of the Pennsylvania Community Antenna Television Association asking a hearing on the legality of a tariff filed by the General Telephone Co. of Pennsylvania. The association claims 300 members.

CATV's Worries ■ CATV systems

have complained about telephone tariffs that provide for the construction of and lease to cable companies of the major portion of the plant they need in their business. They say the telephone companies could wind up owning most of the CATV plants in the country.

They also say the tariffs provide for unreasonable restrictions on the kinds of service they may provide. And they say control of access to the poles on which they must string their wires enables telephone companies to discriminate between CATV systems—and some telephone companies have CATV subsidiaries.

Commission officials, who say the commission is concerned about such complaints, point out that these matters could be covered in the hearing involving the Bell systems.

The tariffs involved were filed as substitutes for the first ones filed with the commission since it took jurisdiction last April over common-carrier tariffs providing for intrastate service to CATV service (BROADCASTING, April 11). Those early tariffs, filed in the form the companies had used in dealing with state public utility commissions, were defective.

However, in examining the new tariffs, a commission official said, "we found them too vague and indefinite." This fact, plus a feeling that "there was

LBJ criticizes and complains about TV's 'three key men'

President Johnson, who has been said to prefer television to newspapers when he makes major announcements, may have also become disenchanted with broadcasting, recent statements indicate.

In a couple of offhand remarks during a speech in Wilmington, Del., and during a news conference at the White House a few hours later on Oct. 13, the Chief Executive seemed irritated with television coverage. In his Wilmington address, the President noted that between then and the November election "critics and complainers" would be trying to influence the public. But, he added, just as President Roosevelt used to go on radio and address "my friends," to counter his critics, he was going to the public also to exercise his right of free speech. However, he said he was doing it on a face-to-face basis because he did not have the money to say what he wanted on TV.

"So I came here today," the Presi-

dent said in Wilmington, "to talk to 'my friends' because I may not be able to have the money to tell you over the television, for there are two or three men who determine what goes on the television in this country. I may not be able to tell you all that I want to tell you by television," he added. "And the newspapers don't always publish everything I would like them to publish." He then went on to tell the gathering of what he thought of the accomplishments of the 89th Congress.

The same reference "critics and complainers" and the power of the TV networks worked its way into the President's remarks just a few hours later when a reporter asked him about his trip to Wilmington. He said he hadn't seen anything different during that recent swing that he hadn't witnessed in other parts of the country. But he added "I think that those of us who sit here in Washington and watch what three net-

works put on the air and three men decide. . . . sometimes we don't get it first hand and sometimes there's a little personal equation that gets into it and sometimes personal opinions are substituted for facts, and I think it's good to get out and see the people and talk to 'em and I am convinced that the complainers in this country and the critics in this country and the prophets of doom in this country and the fear artists in this country are very, very much in the minority."

He did not name the heads of the three TV networks in his remarks, but CBS News President Richard Salant replied to the jibes. "In electronic journalism there is probably the greatest dispersion of authority in the news business," he said. "There is no one person to sit down with a blue pencil. And besides, whatever we do at the network has 200 more bosses—every one of our affiliates."

enough smoke to warrant a look to see if there was any fire"—a reference to the CATV complaints—led to the decision to hold a hearing, the official said.

The Bell systems named in the order are The Chesapeake and Potomac Telephone Co. of Virginia, The Chesapeake and Potomac Telephone Co. of W. Va., The Cincinnati and Suburban Bell Telephone Co., The Diamond State Telephone Co., Illinois Bell Telephone Co., Indiana Bell Telephone Co., Michigan Bell Telephone Co., The Mountain States Telephone and Telegraph Co., New England Telephone and Telegraph Co., New York Telephone Co., Northwestern Bell Telephone Co., The Ohio Bell Telephone Co., Pacific Northwest Bell Telephone Co., The Pacific Telephone and Telegraph Co., Southern Bell Telephone and Telegraph Co., The Southern New England Telephone Co., Southwestern Bell Telephone Co., and Wisconsin Telephone Co.

The commission suspended until Jan. 24, 1967, the effectiveness of part of the tariff of the Pacific Telephone and Telegraph Co., which was to have become effective Oct. 24. That was only tariff against which a complaint had been filed. The commission however, dismissed the complaint, filed by the International Cable T.V. Corp. because it was filed late.

Morse joins critics of FCC's ABC-ITT hearing

Senator Wayne Morse (D-Ore.) last week joined a colleague in criticizing the way the FCC handled its inquiry into the proposed merger of ABC and the International Telephone & Telegraph Corp.

In a short speech on the Senate floor Thursday (Oct. 20), Senator Morse sided with his co-member on the Senate Committee on Small Business, Gaylord Nelson (D-Wis.), who had earlier objected to the merger itself and the manner in which the FCC has dealt with the application (BROADCASTING, Oct. 3.)

Senator Morse complained that the FCC's two-day oral hearing on the merger was "on its face inadequate." He said the two companies had dominated the inquiry, but that the public, which has a vital interest in the merger, was forgotten.

He noted about 60% of ITT's business is in foreign countries and about half of its domestic dealings are with the government. This type of firm is inevitably "subject to influence," he continued. He wondered aloud whether CBS could remain independent if ABC's

independence is destroyed. He pointed to recurrent rumors that CBS will also merge with other corporate giants.

Senator Nelson who had spoken out earlier also questioned the effect ITT's far-flung holdings could have on ABC and particularly on ABC's news reporting and commentary. He felt the Justice Department and the Federal Trade Commission as well as outside witnesses should have participated in the hearing. At the FCC hearing only witnesses connected with the two firms and the FCC testified.

The commission had asked for other comments but no other parties came forward.

Changing hands . . .

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

■ KUDL Fairway-Kansas City, Kan.: Sold by KUDL Co. to Starr Broadcasting Co. for \$700,000. Starr Broadcasting is owned by William F. Buckley Jr., 66⅔%, and Peter H. Starr 33⅓%, and is licensee of KOWH-AM-FM Omaha and KISD Sioux Falls, S. D. Mr. Buckley is editor and publisher of *National Review*. KUDL Co. is owned by estate of late Eugene Burdick, writer and novelist. KUDL is on 1380 kc with 5 kw day, 500 w night. Broker: Blackburn & Co.

■ WNSM Valparaiso-Niceville, Fla.: Sold by Okaloosa Broadcasting Co. to Embury Broadcasting Co. for \$103,000. Okaloosa is principally owned by E. L. DuKate who owns WPCF Panama City, Fla. Embury is owned by Mr. and Mrs. Allen H. Embury. Mr. Embury was general manager of WGLP Port Washington, Wis. WNSM is on 1340 kc with 1 kw day, 250 w night. Broker: Chapman Co.

■ KOFE Pullman, Wash.: Sold by Kellie R. Lowe Jr. to Robert Lloyd Hoover for \$50,000 and other considerations. Dr. Hoover is with Bell Laboratories, Whippany, N. J. KOFE is on 1150 kc with 1 kw daytime. Broker: Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 84).*

■ WPAC-AM-FM Patchogue and WAPC-AM-FM Riverhead, both New York: Sold by Patchogue and Riverhead Broadcasting companies to Adams-Getschal Broadcasting Co. for \$555,250. Sellers are Lee, Morton and Herbert Morrison, original builders and owners. Adams-Getschal principals are Robert F. Adams (30%), president, Adams

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Broadcast Services Inc., broadcast consultants; Jimmie Lee Putbrey (20%); Lee Gilbert and Keith E. Putbrey (each 25%). Messrs. Putbrey own 78 1/3% of WCOY Columbia, Pa. WPAC is 10 kw daytimer on 1580 kc. WPAC-FM is on 106.1 mc with 10 kw. WAPC is 1 kw daytimer on 1570 kc. WAPC-FM is on 103.9 mc with 250 kw.

■ Kso Des Moines, Iowa: Sold by Des Moines Broadcasting Co. (Lorin Milner, president) to Stoner Broadcasting Co. for \$372,000 and agreement not to compete for five years within 100 miles of Des Moines. Stoner is owned by Ruth H. Stoner trust and Thomas H. Stoner trust, each 42.2%; Ruth H. Spencer and Thomas H. Stoner, each 7.8%. Stoner Television, under same ownership, is a permittee of channel 17 there. Kso is on 1460 kc with 5 kw fulltime.

■ KFRM Salina, Kan.: Sold by KFRM Inc. to Jaco Inc. for \$175,000. Seller's stock held by V. M. Thompson Jr., executor of estate of late Clyde B. McNeil. Jaco is principally owned by James C. Treat and M. Crawford Clark, each 49%. Messrs. Treat and Clark are stockholders in KOOO Omaha. KFRM is a 5 kw daytimer on 550 kc. Commissioner Bartley dissented. Commissioner Cox not participating.

Issues widened in Syracuse case

The Syracuse channel 9 case entered a new phase of a prolonged struggle last week as the FCC's review board granted a petition filed by Syracuse Television Inc. to enlarge the issues in the proceeding.

Syracuse Television, one of eight applicants for channel 9 involved in the joint operation of a station since September 1962, had asked the FCC last June to add issues in the hearing to determine whether the manner in which the station was operated reflected adversely on the other seven applicants (BROADCASTING, June 13).

Specifically the board stated that the case should be enlarged to determine if the officers of three companies, who constituted an executive committee that supervised the operations of channel 9, WNYS-TV Syracuse, had failed to perform their duties and obligations as members of that committee.

The executive committee members named by the board are T. Frank Dolan Jr. of W. R. G. Baker Radio and Television Corp.; Asher S. Markson of Onondaga Broadcasting Inc. and Ed-

ward Eagan of Salt City Broadcasting Corp. The four other corporate applicants are WAGE Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., and George P. Hollingbery.

Syracuse Television had previously charged that as a result of the executive committee's actions, "the funds and property of the interim corporation were squandered, grossly mismanaged and wasted." Syracuse had also stated that the "apparent indifference" of the directors representing all of the applicants, except Syracuse Television, amounted to "condonation and ratification" of the executive committee's actions and warranted the addition of character issues against them.

The board stated that the "uncontested allegations" of Syracuse Television raise "substantial questions regarding the conduct of Messrs. Dolan, Markson and Eagan while serving as officers, directors and members of the executive committee of the interim corporation." The board also concluded that Syracuse Television's petition should not be dismissed for untimeliness because "nowhere do the opposing applicants suggest how the petitioner could have discovered the corporate irregularities at an earlier date."

Court in Reno voids station license fee

A TV station manager in Reno, who subjected himself to arrest to test the legality of the licensing of broadcast stations by municipalities, won his point last week. The Reno municipal court ruled that a city ordinance basing the license fee of KOLO-TV on all its annual gross receipts is unconstitutional.

Last March, Philip G. Rose, general sales manager of KOLO-TV, turned himself in to police to test Reno ordinance 1508, which ordered radio and TV stations in the market to buy a city license to solicit and carry advertising (BROADCASTING, March 21). Mr. Rose was released on bail while the case was being heard.

The court, in its ruling, said that the tax imposed by the city on the TV station is "by any reasonable interpretation . . . clearly unconstitutional." It based this decision on the Fisher's Blend Station Inc. v. Tax Commission of the State of Washington and Albuquerque Broadcasting Co. v. Bureau of Revenue cases.

The court said "there seems to be no dispute as to the right of a municipality to charge a license fee," but its key finding was that the license fee is unconstitutional if it constitutes "an undue burden on interstate commerce."

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Contact—Richard A. Shaheen in our Chicago office.

(Information on these and other stations will be available from our representatives attending the NAB Fall Conference in Minneapolis this week.)

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KFWB license, sale threatened

FCC instructs staff to prepare revocation-hearing order over payola complications as WBC takes a second look

Crowell-Collier & Macmillan Inc., which had been looking forward to selling its KFWB Los Angeles for \$10,750,000, may be facing the loss of the property through revocation of its license as a result of an FCC payola investigation.

The company also faces the prospect—whatever the outcome of its difficulties with the FCC—of not being able to sell the station for the \$10,750,000 figure. Not at least, to proposed purchaser Westinghouse Broadcasting Co.

WBC says it plans to terminate its agreement to purchase the station unless the price is adjusted downward. In an Oct. 13 letter to Crowell-Collier & Macmillan, WBC charged that management had permitted the property to deteriorate since the sales agreement was reached in January (BROADCASTING, Jan. 31).

But Crowell-Collier & Macmillan was jolted even more sharply last week as the commission was considering the application for approval of the sale.

The commission staff had recommended that the commission approve the application (BROADCASTING, Oct. 17), but with a reprimand to the licensee concerning its supervision of employees who had been named in the payola investigation.

However, with Commissioners Kenneth A. Cox and Nicholas Johnson taking the lead, the commissioners not only rejected the recommendation but instructed the staff to draw up an order for a hearing on the revocation of the KFWB license.

No votes were taken, but officials said there was no discernible opposition to the issuance of the instructions.

Basis for Action — The commissioners acted on the basis of a digest of testimony given at the "nonpublic hearing" that a hearing examiner conducted in Los Angeles last summer on alleged payola activities in Southern California (BROADCASTING, June 27, et seq.).

The commission staff also presented to the commission a summary of an

extensive response the station had made to the testimony. A number of present and former KFWB personalities and officials had testified, and some station employees were said to have been entertained by record distributors.

The commission staff, in recommending the grant with a reprimand, reportedly felt that the evidence thus far developed was insufficient to "convict" any KFWB disk jockeys of payola — of playing records in return for favors and not reporting the payment to the station. And chance of obtaining additional evidence was termed slight.

At issue is the question of the station's diligence in guarding against payola. The commission staff reportedly expressed the view that the station had not been so negligent as to warrant a revocation hearing. But Commissioners Cox and Johnson felt that the evidence indicated that a hearing should be held on the question.

The commission began an investigation into payola two years ago at least in part because of allegations of former record-promoter Albert Huskey of Los Angeles in a \$230,000 damage suit. He charged that station executives, disk jockeys and record companies had forced him out of business because of his refusal to participate in their payola activities. KFWB was among the stations

FCC may be obsolete but, Cox says, it keeps busy, anyway

Admittedly stung into action by stories he read in BROADCASTING and Television magazines, FCC Commissioner Kenneth A. Cox departed from the script he usually follows in appearances at NAB regional meetings to document the usefulness of the commission over the last five years. The commissioner told the meeting in San Francisco that he normally just outlines major commission actions and pending proceedings in his NAB talks but that he was "cut to the quick" by a story that appeared in BROADCASTING quoting an industry figure to the effect: "The FCC made a lot of noise, but never really did anything."* After seeing the quote, the commissioner asked his legal assistant, Allen Cordon, to review the commission's actions since April 1961 (the time Mr. Cox joined the FCC staff) as a means of disproving the quotation. Mr. Cox's deliberations on just how to use the information Mr. Cordon assembled was resolved when he read an article in the October issue of Television Magazine that asked: "Is the FCC Obsolete?"

The general tone of the article, Mr. Cox told NAB delegates, is that the FCC is "sort of bumbling along, out of our depth, struggling with issues too large for us." Conceding that some of the critical comments in the piece had validity, he still claimed that for "an allegedly obsolete agency" the FCC had handled "an amazing array of problems, some of them of transcendental importance," since April 1961. Under the self-kidding title "out of the pig pen and into obsolescence" or "five-and-a-half years in the life of a would-be broadcast regulator," Mr. Cox presented a long list of commission actions in reply to charges of ineffectiveness.

The list was broken down under

the various areas of responsibility covered by the FCC. In all, Mr. Cox cited more than 50 concrete things the FCC has done or has attempted to do in the fields of allocations, general broadcast regulation, programming, network regulation, multiple ownership, educational TV, community antenna television, pay TV, satellite communications, common-carrier regulation, safety and special radio services, surveillance of interstate rates and in streamlining its own internal operations.

"In a word," Commissioner Cox concluded, "we've been busy."

*Commissioner Cox was unable to recall immediately the source of the quote, and a check of BROADCASTING's files failed to turn up the article to which he referred.

But FCC's Johnson says agency needs help

The FCC's newest member said last week that the government ought to turn its attentions to long-range planning for the "communications challenges of the remainder of this

century."

Nicholas Johnson, who was appointed to the FCC last June, was commenting on an article in the October issue of Television Maga-

named by Mr. Huskey.

'Not Done Lightly' ■ Commission officials pointed out that issuance of instructions for drafting a revocation order does not necessarily mean the commission will adopt the order. A commissioner agreed, but added: "We don't take such actions [asking for a revocation order] lightly."

WBC's position on the proposed sale was expressed by the company president, Donald H. McGannon, in a letter to Raymond C. Hagel, chairman of Crowell-Collier & Macmillan. Mr. McGannon said the station had not been operated "in the usual and ordinary manner" and had deteriorated in value as a result. Crowell-Collier & Macmillan, in a response to the Westinghouse letter denied the station has been allowed to run down.

WBC says it is in a position to terminate the agreement since the contract is due to expire Oct. 31 unless a final commission order is issued by that date. And a final order cannot be issued until 30 days after the assignment of license is approved.

Mr. McGannon said WBC would not waive the "final order" requirement unless Crowell-Collier & Macmillan indicated a willingness to "make a reasonable and equitable adjustment" on the price of the station.

Humphrey headlines Westinghouse meet

Vice President Hubert H. Humphrey will make the major address at Westinghouse Broadcasting Co.'s public-service conference for broadcasters this week in Philadelphia.

Mr. Humphrey's speech will be the final event of the four-day meeting, being held from last night (Oct. 23) through Wednesday (Oct. 26) to "examine in depth the urgent complexities of urban America."

In the only events directly bearing on broadcasting, FCC Commissioner Kenneth A. Cox will address the conference at today's luncheon, and a panel of newsmen will demonstrate their approaches to broadcasts dealing with urban problems at the session Wednesday morning.

Donald H. McGannon, WBC president and chairman, stressed in announcing plans for the conference that broadcasters must "learn more about the crisis of our cities so we can more effectively use radio and television to alert, inform and motivate our audiences."

More than 300 delegates from all parts of the country were expected to

attend the meeting.

Mayors' Panel ■ Among the events, being held primarily at the University of Pennsylvania, will be a panel made up of the mayors of Detroit, St. Louis, Phoenix, New York, Omaha and Huntsville, Ala., and sessions featuring nationally known leaders in their fields exploring such subjects as the city's total environment, its pop culture, its education and its civil-rights controversies.

Robert C. Wood, undersecretary of the Department of Housing and Urban Development, and Mrs. Sharon F. Francis, White House staff assistant for beautification, will address the Tuesday and Wednesday luncheons, respectively.

The conference, whose theme is "The Unfinished Revolution," was to open last night with a reception and dinner. Formal sessions were to start this morning with a welcome by Richard M. Pack, WBC senior vice president for programing; a keynote address by Mr. McGannon and a live documentary tracing the development of the city from the day of the ancient Greeks to today's U.S. megalopolis.

Participants in the newsmen's panel Wednesday will be Dick Compton; WRFD Worthington, Ohio; John Corporon, WDSU-AM-TV New Orleans; Bill Grove, WJXT(TV) Jacksonville, Fla.; John Madigan, WBBM-TV Chicago, and Zenas Sears, WAOK Atlanta and WRMA Montgomery, Ala. Ray Hubbard, WBC's national television program manager, will be moderator.

This week's will be the sixth public-service conference held by Westinghouse Broadcasting in eight years, but the first to concentrate on a nonbroadcast subject.

L.A. to get 11th television signal

The already bursting Los Angeles television market, with 10 commercial stations now on the air, is due to get another by late next month. KLXA-TV Fontana, channel 40, has started construction of its transmitter site on Mount Wilson. The transmitter and the station's studio equipment will be furnished by RCA.

The main studio and engineering offices of KLXA-TV will be in Fontana, near San Bernardino, 48 miles from Los Angeles. Other corporate offices and a small studio will be at 816 North Highland Avenue, Hollywood.

The station will be a fulltime, combined foreign-language and English-language operation. Among the foreign-language shows, the station intends to program in Italian, German, Chinese and Spanish.

Operating group for KLXA-TV is In-

zine. The article, entitled "Is The FCC Obsolete?", described the problems confronting the FCC in the rush of space-age technology.

Mr. Johnson said the question today was "whether the communications industries are being adequately served by a government adequately staffed and supplied to do those things best done by government: anticipation of national problems, collecting the empirical data necessary to their analysis, coordination of national long-range planning and economic studies, sponsorship of research and development efforts lacking economic incentive for private investment, coordinating such joint industry-government demands as that for spectrum space, international representation, and proposals for new legislation."

Mr. Johnson pointed out that FCC Chairman Rosel H. Hyde had recognized the need for positive FCC action in coping with the evolving technology and said that Mr. Hyde had "taken administrative leadership" since assuming the chairmanship last July 1 on a number of far-

reaching problems.

But, said Mr. Johnson, "no one man or agency can do this job alone."

He said that the nation was "presently on a conveyor belt to a communications crisis of monumental proportions. We need all the help we can get."

In dealing with the mounting problems, Mr. Johnson said he thought the FCC should "applaud and encourage the interest and achievements" of Congress and other agencies of government as well as research firms (the RAND Corp. and Stanford Research were the two he mentioned) and foundations (Brookings, Carnegie and Ford were named).

"The communications challenges of the remainder of this century," said Mr. Johnson, "are among the toughest man can confront. They require substantial financial resources and the best in men and institutions that America can bring to bear: industry, government, universities, foundations, research centers and laboratories."

ternational Panorama TV Inc. Principal is Angel Lerma, who is known in Southern California for his program *Panorama Latino*, seen on KCOP(TV) Los Angeles for the last nine years. Frank Anderson, formerly with KBLU-AM-TV Yuma, Ariz., is chief engineer.

Nielsen to supply Chicago UHF data

A breakthrough favorable to UHF was scored last week in the efforts of WFLD(TV) Chicago to induce A. C. Nielsen Co. to measure UHF penetration, according to S. C. (Red) Quinlan, president-general manager of the channel 32 station. He said Nielsen has promised to supply the Chicago figures soon.

Mr. Quinlan has been conducting a vigorous letter campaign with Nielsen concerning its UHF data policies and sending copies to FCC Commissioner Robert E. Lee to keep him informed of the progress (BROADCASTING, Aug. 1). Mr. Lee is well known for his support of UHF.

Mr. Quinlan said he has been ad-

vised by Henry Rahmel, Nielsen executive vice president, that the rating company on Nov. 8 or 9 will supply WFLD with data on UHF penetration and households with two or more sets, "based upon our October metro information" for the Chicago area. Mr. Quinlan described this as "very significant for UHF stations everywhere."

Originally Mr. Quinlan had complained to Nielsen that he was upset over the company's practice of averaging out the ratings of the station's programming over an evening rather than rating individual shows. He argued that the lack of a UHF penetration figure was costing WFLD \$500,000 in lost business in its first year of operation.

Up until now, Nielsen explained, it has not been able to devise a means of determining penetration accurately because people don't seem to really know if they have UHF or not. Nielsen also has contended that the reason WFLD isn't rated on the customary quarter-hour basis had nothing to do with its being a UHF station. It said that heretofore the station hadn't met Nielsen's minimum rating requirements for a Chicago metropolitan television outlet but it expected this situation would be different this fall.

NET plans live hookup of stations

National Educational Television is planning nationwide hookups of its affiliates in the coming months to demonstrate the potential of inter-

connection looking hopefully toward satellite transmission of educational programs.

In an address set for delivery over the weekend, John F. White, NET president, said several coast-



Mr. White

to-coast feeds to 75 stations are planned in February. Hour-length telecasts covering Senate Commerce Committee hearings on ETV would be fed to 38 affiliates, but with state and regional connections the telecasts would reach about 75 stations. He indicated additional network telecasts would be scheduled.

Mr. White stated the Ford Foundation's proposal of an ETV-supporting



There are elevens



Bob Hayes



Pete Gent

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With either, you are a winner! And, now that the Dallas-Fort Worth market has climbed to the nation's No. 11 position in households*, still another eleven moves into the winner's circle of increased sales, audience and profits. Call your Petryman for a 'Scout Report' on the Quality Touch team.

*Sales Management Survey, August 1966

nonprofit domestic satellite system has done "more for the cause of educational television than any other single document or proposal in our history."

But ETV can't afford to wait to gain experience in management of interconnected service, he said. "After all, ABC, CBS and NBC didn't push a button and start overnight."

Mr. White noted that further major moves in support of ETV's future are at a virtual standstill until results of the widely publicized study being undertaken by the Carnegie Commission are finally published.

He said that his view on federal funds for ETV had been misunderstood or misinterpreted on several occasions. "Government at all levels must play a significant role in the financing of this, the public's own television," he outlined. But he added that ETV must remain immuned to any sort of government or congressional influence.

Mr. White, commenting on ETV programming, said: "There is no law that says educational television cannot be popular but it must first of all be significant, effective, true to its purpose and this sometimes requires being unpopular—at least in some quarters."

His address was scheduled to be made

before the fall meeting of NET affiliates in Kansas City, Mo., yesterday (Oct. 23).

San Francisco UHF OK'd by commission

Television San Francisco received FCC approval last week to construct and operate a UHF station on channel 26 in San Francisco. A competing application submitted by Jall Broadcasting Inc. was denied, the commission announced.

The new station will operate with an effective radiated power of 635 kw visual and 359 kw aural.

Principals in Television San Francisco are Lillian Lincoln Banta (90%) and Deane DeVere Banta (10%). Mrs. Banta has business investments in the Cleveland area and Mr. Banta has had staff experience on various California stations.

Methodist commission moves

The Methodist Television, Radio and Film Commission, based in Nashville, will move its radio and television de-

partment to the Interchurch Center, 475 Riverside Drive, New York, on Nov. 1. TRAFCO has also announced the appointment of William R. Richards as associate director of that department. Mr. Richards was formerly program director and sales manager for WFTW-AM-FM Fort Walton Beach, Fla.

FCC approves agreement, grants Galveston UHF

FCC approval of a joint agreement between two competing applicants for a new UHF in Galveston, Tex., resulted last week in the grant of the channel 16 station to one and reimbursement of legal expenses to the other.

The commission designated the applications of TVue Associates Inc. and Galveston Television Inc. for comparative hearing last July. Both applicants then asked the FCC last month to approve a joint agreement that would dismiss Galveston's application, grant TVue's and provide reimbursement to Galveston for its filing expenses. FCC approval of the agreement last week gave TVue the green light to construct and operate the new UHF. Galveston, the commission said, is entitled reimbursement of \$15,536.73.



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The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
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NBC Radio affiliates zero in on the news

Personalizing Vietnam, more on war's background seen as needed; extra 30 seconds' news applauded

The need for network radio to provide a more personalized coverage of the Vietnam conflict and more extensive background information on the war emerged as the leading topic of interest and discussion at the two-day NBC Radio affiliates convention in New Orleans last week.

Affiliates participated in lively exchanges with NBC officials on news coverage, raising questions on the feasibility of a one-hour program, the network policy on crime news and feeds from affiliates to the network. The subject was explored at length during a panel on news on the first day of the convention last Monday (Oct. 17) at the Royal Orleans hotel.

It appeared to be the consensus of more than 300 affiliate officials representing more than 120 NBC Radio stations that there was an urgent need to

depict the Vietnam war on a more humanized basis, described by some station officials as an "Ernie Pyle type" of coverage. NBC executives replied to this demand by saying they would attempt to provide this type of news, though they pointed out that this could be a difficult undertaking if it were to be presented on a regular basis.

NBC newscaster Chet Huntley, who appeared on the panel, indicated there is "still a lot for us to learn" in covering a war. He noted that the radio recorder was not used in World War II and the Vietnam conflict represents the first time that reporters can use miniaturized equipment at the battlefield.

More Time ■ Several affiliate officials lauded an announcement that NBC Radio is expanding its five-minute news programs to include an additional 30 seconds of news. They noted that cov-

erage of national and international events supports the station's local news activities to provide a highly salable commodity for advertisers.

In reply to a question, Russ Tornabene, NBC Radio news manager, said NBC News has not altered its policy in coverage of crime news as a result of the recent American Bar Association recommendations. He said the network always has been careful in reporting confessions of crime.

The growing importance of news on the local level was highlighted when virtually all of the stations represented indicated by a show of hands that their news departments report directly to station management without a buffer in the programming department.

Replying to affiliates' queries on news topics were Mr. Huntley and Barbara Walters, personality on NBC Radio's *Monitor* and NBC-TV's *Today*; Robert Kelly, president, KCRA Sacramento, Calif., and Mr. Tornabene.

30 Seconds ■ Stephen B. Labunski, president of the NBC Radio Division, disclosed at the convention that the network's *News on the Hour* program will be increased by 30 seconds, effective Nov. 7. The newscasts will expand from five to five-and-a-half minutes, he said, but added that "there will be no change in commercial content."

Mr. Labunski said the lengthening of the newscasts were responsive to the views expressed by affiliates at last year's convention and observed that "this improvement of our service . . . is consistent with our desire to recognize the network's responsibilities."

Since the last affiliates' meeting, Mr. Labunski continued, NBC Radio has "developed a useful and widely acceptable measure of the national radio audience that will benefit all radio; has re-evaluated *Monitor* and *Emphasis*; has streamlined and expanded Gemini flight coverage and has produced special programs of national significance."

Despite the advances made by radio, Mr. Labunski stated, there is much more to be accomplished, and added:

"We'll keep hammering away to get our message across to the public, the advertising world and, equally important, to each other."

Unified ■ Julian Goodman, president of NBC, explained that NBC recently placed its owned radio stations and the radio network under a unified management because network and local radio are closely related expressions of the same basic service.

Mr. Goodman observed that stations no longer need to accommodate their local program structures to large blocks of network programming, since the networks now must fashion a service to



The NBC Radio affiliates executive committee (front row l to r): Reggie Martin, WSPD Toledo, Ohio; Elmo Ellis, WSB Atlanta; Kenneth F. Small, WRUF Gainesville, Fla.

Rear: (l to r): Herbert L. Krueger, WTAG Worcester, Mass.; Michael O. Lareau, WOOD Grand Rapids, Mich.; James J. (Steve) Crane, WLW Cincinnati; James M. Caldwell, WAVE Louis-

ville, Ky.; and Bill Bengston, KOAM Pittsburg, Kan.

Mr. Ellis was re-elected chairman of the affiliates committee; Mr. Martin elected vice chairman; Mr. Small was elected secretary-treasurer; Mr. Lareau, Mr. Crane and Mr. Bengston were elected committee members. Mr. Krueger and Mr. Caldwell were re-elected to the committee.

meet the demands of the local markets. He voiced the view that through a unified radio facility, NBC Radio can better serve both its affiliates and its owned radio stations.

He expressed confidence that radio's best days lie ahead, both in terms of its capacity for service and its economic growth.

New Audience ■ Walter D. Scott, board chairman of NBC, urged broadcasters to recognize they are serving a "new audience" created largely by modern mass communications. He stressed that this broadcasting audience is the product of an American "cultural revolution" which is reflected in the zooming college enrollments; increased book sales; the growth of art movie houses and the enlargement in the number of American symphony orchestras.

Mr. Scott predicted there will be numerous technical changes in radio in the years ahead, including a system that will enable the broadcaster to turn on listeners' sets to alert them to an emergency or a major news story. But Mr. Scott emphasized that it will be the content of broadcast service and not the technical advances that will determine the future of radio as a social force.

"And the success of the broadcast service of the future rests largely upon our ability to expand with and ahead of the new attitudes and demands of the audiences of the future," Mr. Scott concluded.

Service Panel ■ A service panel was held on Tuesday. Robert Wogan, vice president of programs for NBC Radio, outlined some of the changes to be made in scheduling of cues and promotional announcements.

Michael Laurence, director of marketing and creative services for NBC Radio, urged stations to communicate their needs in the areas of promotion and advertising support by the network.

Ludwig Simmel, manager of sales services and station clearances, described the operation and said his unit was prepared to assist stations with their problems.

Grover C. Cobb, vice president and general manager, KVGB Great Bend, Kan., described how KVGB combined news reports from NBC Radio with local news gathered by the station to provide a saleable package to advertisers.

Dr. Thomas Coffin, NBC research vice president, gave a presentation on cumulative radio audience method (CRAM) which the network developed to "give radio a sales advantage" by measuring its cumulative audience. He indicated that CRAM has proved "so successful" that plans now are being developed for a new CRAM study in



A study in top brass: Keynoter Walter D. Scott, chairman of the board, NBC, addresses the New Orleans meeting, flanked on the dias by (second l to r) Stephen B. Labunski,

president, NBC Radio; Julian Goodman, NBC president; William R. McAndrew, president, NBC News, and Tom Knode, vice president, station relations, NBC.

which all radio networks will be involved.

Elected ■ Elmo Ellis, general manager of WSB Atlanta, was re-elected chairman of the Affiliates Executive Committee. Reggie Martin, vice president and general manager, WSPD Toledo, Ohio, was elected vice chairman. Four new members were elected to the committee: Kenneth F. Small, general manager, WRUF Gainesville, Fla., who was named secretary-treasurer; Michael O. Lareau, station manager, WOOD Grand Rapids, Mich.; James J. (Steve) Crane, vice president and general manager, WLW Cincinnati, and Bill Bengston, general manager, KOAM Pittsburg, Kan.

Incumbents elected to serve another year on the committee are Herbert L. Krueger, general manager, WTAG Worcester, Mass.; James M. Caldwell, vice president and station manager, WAVE Louisville, Ky., and Harold Grams, general manager, KSD St. Louis.

TBC reports 50 signed for 3 shows

TBC, New York, reported last week that more than 50 stations have signed to carry three one-hour TV programs on a network it is organizing in late-evening time.

J. Sumner Snyder, executive vice president of TBC, said the first program to be presented on Nov. 6 over

the interconnected lineup (via AT&T leased lines) is titled *Paradox*, with narration by Albert Dekker. The second, scheduled to begin Nov. 26, is *Prophecy*, and the third slated to be carried in December, is *Perimeter*. All will be programed from 11:30 p.m. to 12:30 a.m.

The programs are documentary-style presentations that deal with provocative subjects and have certain "shock" values, according to Mr. Snyder. TBC programming will be previewed for station representatives and newsmen today (Oct. 24).

Mr. Snyder indicated that stations already signed by TBC are those in medium-sized and smaller markets and negotiations are being held for major-market outlets. Among the UHF stations that have agreed to carry TBC programs, he said, are WPHL-TV Philadelphia; WOOL-TV Washington and WWLP(TV) Springfield, Mass.

Mr. Snyder told BROADCASTING that he has been a management consultant and is new to the television industry. He noted that TBC has kept its existence secret for eight months and said additional information on officials of the company and other plans will be revealed this week. He said Trans-World Broadcasting Co. (Canada), Montreal, has been given Canadian and foreign rights to TBC properties.

TBC now is in the process of lining up advertisers. Stations will receive 40% of the compensation from advertisers, according to Mr. Snyder.

Second season to exceed first?

Multiple cancellations
on the planning boards
with ABC mulling most

The nighttime schedule at ABC-TV is being shuffled in preparation for another "second season" in January.

The revamp involves the cancellation of several shows with replacements including a new movie night.

Reports persisted of at least a few changes in the wind at CBS-TV and NBC-TV, barring sudden shifts in the overnight and multimarket ratings or in the new national Nielsen that will be out today (Oct. 24). The first

CBS leads Arbitrons

CBS-TV established a firm lead in average audience ratings covering the 7:30-11 p.m. period in the week of Oct. 10-16, according to the overnight national Arbitrons. CBS had 18.3; NBC 15.5 and ABC 14.7. In wins by half-hours and nights of the week, CBS scored in 23 half-hours and five nights; ABC in 14 half-hours and on Monday night; NBC in 12 half-hours and on Sunday night. CBS and NBC tied in one half-hour period.

Top-20 Arbitrons

Based on national Arbitron
rating estimates
week of Oct. 9-Oct. 15, 1966

Rank	Program	Rating estimates
1	†Friends and Neighbors (CBS)	28.8
2	Jackie Gleason (CBS)	27.0
3	Bonanza (NBC)	26.8
4	Friday Movies (CBS)	24.7
5	Andy Griffith (CBS)	23.2
6	Beverly Hillsbillies (CBS)	23.0
7	Red Skelton (CBS)	22.5
8	The Lucy Show (CBS)	22.0
9	Ed Sullivan (CBS)	21.2
10	Peyton Place I (ABC)	20.6
11	†Carol & Company (CBS)	20.4
12	Bewitched (ABC)	20.2
	Walt Disney's Wonderful World of Color (NBC)	20.2
14	Lawrence Welk (ABC)	20.1
15	Petticoat Junction (CBS)	19.7
16	*Rat Patrol (ABC)	19.3
17	†Brigadoon (ABC)	19.1
18	The Virginian (NBC)	18.6
19	My Three Sons (CBS)	18.3
	Dean Martin Show (NBC)	18.3

* New show
† Special

national Nielsen of the new season was issued two weeks ago (BROADCASTING, Oct. 17).

Advertising-agency program officials, privy to preliminary negotiations of network and advertiser, were in a position last week to point up where changes at least could be expected.

Some of these were confirmed by late last week:

■ ABC-TV announced that as expected, the one-hour Quinn Martin series, *The Invaders*, will be programed as a second-season offering in January. The network said it could not give night and time period until other changes were effected. It was reported that *Invaders* may be inserted on Tuesday, 8:30-9:30, replacing *The Rounders*, which would be dropped, and bumping *Fruits of Southhampton* into some other half-hour period on the schedule.

■ It was learned authoritatively that *Shane* (Saturday, 7:30-8:30) and *The Hawk* (Thursday, 10-11) will be dropped by ABC in December.

It appeared certain that ABC plans a second movie night on Wednesdays, 9-11, thus bringing it on a par with CBS and NBC in programming movies on two nights (BROADCASTING, Oct. 3). An ABC Wednesday movie would fill in every night of the week but Monday with a motion picture—CBS's are on Thursday and Friday, NBC's on Tuesday and Saturday and ABC's on Sunday. ABC added to its film inventory several weeks ago in a motion-picture buying spree (BROADCASTING, Oct. 3).

Stage '67 to Thursday ■ Agency programmers foresaw *Love on a Rooftop* vacating Tuesday and moving to another night, *Peyton II* moved to Tuesday from its Wednesday berth, possible cancellation of *Man Who Never Was* (Wednesday 9-9:30) and shift of *Stage '67* from Wednesday to Thursday at 10 thus opening 9-11 for the movie. Also noted was replacement of *Dating Game* (Thursday, 8:30-9 and itself a replacement show this season) by *Rooftop* or by a new show (*Rango* or *Man in a Suitcase*, the new title for ITC's British-made *McGill*).

It was reported that the *Milton Berle Show* (Friday, 9-10) may be cancelled and *The Avengers* also a British-produced series, moved in on Friday, probably at 10-11 with *12 O'Clock High* shifted. On Saturday, *Shane's* substitute may be *Off to See the Wizard*, a one-hour film for youngsters that would be introduced and closed by cartoon figures based on the main characters in the MGM "Wizard of Oz" film.

NBC's most-questioned spots in its schedule are *The Roger Miller Show* (Monday, 8:30-9) that's coupled with a possible move of *I Dream of Jeannie* out of the preceding half-hour to make room for a new one-hour show or for two new half-hours; *The Hero* (Thurs-

Average home viewing up

New evidence that television viewing is on the increase was noted last week by NBC.

Its research department reported, on the basis of A. C. Nielsen Co. figures, that the average TV home viewed 5.21 hours a day this past September, or about 1% or a little over four minutes a day more than the 5.14 hours of daily viewing shown in Nielsen figures for September a year ago.

This was the highest September level in history and compared with 4.45 hours a day in September 1960.

Earlier NBC had cited other Nielsen figures to show that higher-income, better-educated homes were viewing more this year (BROADCASTING, Oct. 10), and other sources had noted that Nielsen nighttime figures on homes using television for the two weeks ended Sept. 25 were almost 3% higher than those for the same period in 1965 (BROADCASTING, Oct. 17).

day 9:30-10) to be replaced possibly by a newly produced *Dragnet* series. If *Jeannie* moves, it was speculated the program would replace *Please Don't Eat the Daisies*. A possibility as a substitute show on NBC is *Captain Nice* or *The Saint*. *Nice* is among show prospects being considered by Procter & Gamble as a substitute for *Hey, Landlord* on Sundays, 8:30-9. NBC also has access to *Dick Tracy* and *Sheriff Who* as standbys.

At CBS-TV it was reported that the future of *It's About Time* (Sunday, 7:30-8) is suspect and that some changes may be forthcoming on Mondays at 7:30-8:30, now filled by *Gilligan's Island*, which conceivably would be moved to another period, and *Run Buddy Run*, which is said to be "facing cancellation." CBS previously announced that *Jean Arthur Show* (Monday, 10-10:30) will be replaced with *To Tell the Truth* on Dec. 12. CBS also has *Perry Mason*, *Password* and *Mr. Terrific* in the wings.

TV series sales

Superman (Superman TV Corp.): WKY-TV Oklahoma City; WTVO(TV) Rockford, and WICS(TV) Springfield, both Illinois; KTVI(TV) Fort Worth-Dallas; WEAR-TV Pensacola, and WPTV (TV) West Palm Beach, both Florida; WTVN-TV Columbus, WSTV-TV Steubenville, and WLWD(TV) Dayton, all Ohio;

WBTV(TV) Charlotte and WSJS-TV Greensboro-Winston-Salem, both North Carolina; KOGO-TV San Diego; WKBW-TV Buffalo, N. Y.; KTSM-TV El Paso; WRCB-TV Chattanooga; KCPX-TV Salt Lake City; WCKT(TV) Miami; WCSC-TV Charleston, S. C.; WRDW-TV Augusta, Ga., and WGN-TV Chicago.

Hayride (ABC Films): WTVT(TV) Tampa, Fla.; WIRL-TV Peoria, Ill.; WZZM-TV Grand Rapids, Mich., and WCSC-TV Charleston, S. C.

Harvey Cartoons (ABC Films): KTUL-TV Tulsa, Okla.; KYTV(TV) Springfield, Mo.; WNDU-TV South Bend, Ind., and WHDH-TV Boston.

Girl Talk (ABC Films): KVOA-TV Tucson, Ariz.; KFRE-TV Fresno, Calif., and WKBW-TV Buffalo, N. Y.

The Mike Douglas Show (Westinghouse Broadcasting Co.): KARK-TV Little Rock, Ark.; WEEK-TV Peoria, and WICS(TV) Springfield, both Illinois; WSLS-TV Roanoke, Va.; KWWL-TV Waterloo-Cedar Rapids and KVTV(TV) Sioux City, both Iowa; KGNC-TV Amarillo and KRGV-TV Weslaco, both Texas; WPTZ(TV) Plattsburgh, N. Y.; KDAL-TV Duluth, Minn.; KNTV(TV) San Jose, Calif.; KOIN-TV Portland, Ore.; WEHT-TV Evansville, and WFAM-TV Lafayette, both Indiana; WGAL-TV Lancaster, Pa.; WLAC-TV Nashville and WATE-TV Knoxville, both Tennessee; WSJS-TV Winston-Salem and WRAL-TV Raleigh, both North Carolina; KXLY-TV Spokane, Wash.; KTAL-TV Shreveport, La., and KFVS-TV Cape Girardeau, Mo.

Firing Line (RKO General): WANE-TV Fort Wayne, Ind. and WGTV(TV) Athens, Ga.

Tarzan (Banner Films): KOGO-TV San Diego.

Hollywood Backstage (RKO General): WHCC-TV Rochester, N. Y.

Dylan Thomas (Seven Arts TV): WDCA-TV Washington; WDAF-TV Kansas City, Mo.; KGW-TV Portland, Ore.; KBTB(TV) Denver, and KOLO-TV Reno.

The Leather Boys (RLP Pictures): WNBC-TV New York, WMAQ-TV Chicago and KNBC(TV) Los Angeles.

Country Music Caravan (TV Cinema Sales Corp.): KGGM-TV, Albuquerque, N. M.; KCOY-TV Santa Maria and KLOC-TV Modesto, both California; KVII(TV) Amarillo, Tex.; WAFB-TV Baton Rouge; KZAZ(TV) Nogales, Ariz. and KOTV(TV) Tulsa, Okla.

Ambassador One Top Time Feature Films (Embassy Pictures): WGR-TV Buffalo, N. Y.; KELP-TV El Paso; KAKE-TV Wichita, Kan.; KVOA-TV Tucson, Ariz.; WREX-TV Rockford, Ill.; KALB-TV Alexandria, La., and WWAY(TV) Wilmington, N. C.

Nielsen looks back 16 years, picks winners

Two CBS programs, *Ed Sullivan Show* and *Red Skelton Show*, are 12-year ratings winners from the point of view of appearance in the "top 20" lists.

A. C. Nielsen Co. last week said it checked its estimated average audience numbers over a 16-year period (January 1951-January 1966) and found 35 programs that have been in the top-20 category four or more years.

Nielsen ranked *You Bet Your Life*, with eight years as a heavy, as third in the 16-year derby, followed by these programs, with the number of years in the top 20 shown in parenthesis: *Jackie Gleason, I've Got a Secret, Gunsmoke and Danny Thomas* (all seven); *Talent Scouts, I Love Lucy, Jack Benny, Andy Griffith and Bonanza* (all six), *Texaco Star Theater, Colgate Comedy Hour, Fireside*

Theater and Dragnet (all five).

Among 19 other shows that popped up in the top-20 list four years, *Candid Camera, My Three Sons, Beverly Hillbillies* and *Lucy Show* are still on TV—all on CBS.

In the top 16 shows for the 16 years, *Sullivan* and *Skelton* continue as ratings pin-ups at CBS, *Skelton* showing in the top 10 in the first national Nielsen covering this season (BROADCASTING, Oct. 17). Four CBS shows—*Gleason, Secret, Gunsmoke, Griffith* and NBC-TV's *Bonanza*, continue on the air. At least two shows in the 16-year list (*Perry Mason* on CBS and *Dragnet* on NBC), though not now on network TV, are possibilities for a return, *Mason* as a CBS replacement show. A new *Dragnet* series is already in production for NBC (see page 56).

The DeLuxe 20 (Independent Television Corp.): KOAT-TV Albuquerque, N. M.; WAST(TV) Albany, N. Y.; KBMC-TV Kansas City, Mo.; KAKE-TV Wichita, Kan.; WBMO-TV Atlanta, and WSCO-TV Newport, Ky.-Cincinnati.

Gadabout Gaddis, "The Flying Fisherman" (TV Cinema Sales Corp.): KZAZ(TV) Nogales, Ariz.; KVII(TV) Amarillo, KELP-TV El Paso and KVKM-TV Monahans, all Texas; KOAT-TV Albuquerque, N. M.; KAKE-TV Wichita, Kan.; KCPX-TV Salt Lake City, and KBOI-TV Boise, Idaho.

Gigantor (Trans-Lux): WMAR-TV Baltimore.

The Mighty Hercules (Trans-Lux): KREM-TV Spokane, Wash., and WHEN-TV Syracuse, N. Y.

The American Civil War (Trans-Lux): WISN-TV Milwaukee and KBYU-TV Provo, Utah, noncommercial.

It's a Wonderful World (Trans-Lux): KRQD-TV El Paso.

New Year's Eve with Guy Lombardo (ABC Films): KGGM-TV Albuquerque, N. M.; WABI-TV Bangor and WAGM-TV Presque Isle, both Maine; KRDO-TV Colorado Springs; WHF-TV Harrisburg, WLYH-TV Lancaster-Lebanon and WSBA-TV York, all Pennsylvania; WNHCTV New Haven, Conn.; WFIL-TV Philadelphia; WSJV(TV) Elkhart-South Bend, Ind., and KVOA-TV Tucson, Ariz.

Buck Rogers & Flash Gordon (ABC Films): WECT(TV) Wilmington, N. C.

Wyatt Earp (ABC Films): KCRL(TV) Reno.

One Step Beyond (ABC Films): KOKA-TV Pittsburgh.

The Professionals (Seven Arts TV): WMAR-TV Baltimore; WTVR(TV) Richmond and WSVA-TV Harrisonburg, both Virginia.

Big Night Out (Seven Arts TV): WNHCTV New Haven, Conn., and WSIX-TV Nashville.

En France (Seven Arts TV): WHYNTV Springfield, Mass.

The Discophonic Scene (Seven Arts TV): WBRZ(TV) Baton Rouge.

Program notes . . .

Summerall for Sterling ■ Termination of WCBS New York's early morning program featuring Jack Sterling was announced last week. It was said that the cancellation of the program, which had been on WCBS for 18 years, was by "mutual agreement." Replacing Mr. Sterling as host of the program (Monday-Friday, 5:30-10 a.m.) is Pat Summerall.

Tors expansion ■ Ivan Tors Films Inc., Miami, has formed Ivan Tors Inc. and appointed Sherman Adler as president of the new division. Mr. Adler has resigned as sales executive with NBC-TV in New York and assumes his new post on Nov. 1.

Script to CBS ■ Luther Whitsitt, a sixth-grade teacher at Barton Hill Elementary School, San Pedro, Calif., with four years writing experience, has been commissioned by CBS-TV to write an original drama for *CBS Playhouse*, projected series of special dramatic productions. Tentatively titled "The Erudite," the play concerns a Negro teacher's struggle to maintain his integrity

when faced with problems arising because of his race.

Color for children ■ *Bucky and Pepito*, a series of 52 five-minute color cartoons has been acquired for TV syndication by Golden Arrow Films, New York. The company has also acquired *Famous Fantasies*, three one-hour color shows based on the children's classics, "Treasure Island," "Rip Van Winkle" and "Aladdin's Lamp."

Classic in color ■ ABC-TV will present the Robert Louis Stevenson "Dr. Jekyll and Mr. Hyde" as a two-hour color program to be adapted for television by Rod Serling. The special, which begins production in London during the spring of 1967, will star Jason Robards Jr. in the title roles.

Alexander's book ■ A. L. Alexander, who conducted such early-day network radio shows as *The Court of Human Relations* and *Good Will Court* and more recently was commentator on NBC Radio's *Monitor*, has compiled a *Treasurehouse of Inspirational Poetry*. Published by Doubleday & Co., New York, the anthology contains selected inspirational pieces that Mr. Alexander has used on his radio shows.

New from Four Star ■ Four Star International has placed an hour documentary, *The Fall of Berlin* into distribution and has sold the special to WOR-TV New York; KCOP-TV Los Angeles; WFLD-TV Chicago; WDAF-TV Kansas City, Mo.; KSTP-TV St. Paul-Minneapolis; WFLA-TV Tampa, Fla.; WGAN-TV Portland, Me.; KTVU-TV Oakland-San Francisco and KBTU-TV Denver. The program is a copresentation of Four Star and Tele-Hachette, Paris, and was produced by Frederic Rossif.

Carol special ■ A dramatic treatment of the classic Christmas carol *Silent Night* by Christopher Isherwood will be filmed early next year in Bavaria by ABC-TV. The hour show will be the first new program special with Hubbell Robinson as the executive in charge of production since ABC-TV signed Mr. Robinson to an exclusive contract.

Music service ■ Labrie Associates Ltd., New York, is offering "Lush au Go-Go," a full monaural or stereo musical service for stations with separate AM and FM programming. The service, Labrie said, consists of an initial first month's block of 224 hours (200 hours of music and eight three-hour Saturday evening dance parties), a second month of 25 hours, and 11 additional months of the 25-hour block and three-hour dance party.

Modern Hungary ■ NBC News will present a one-hour special on modern Hungary, reported by two correspondents who covered the 1956 uprising. The

Goldenson predicts, too

The growth of satellite television will result in a demand by peoples of the world to receive a varied program of news events from all over the globe, Leonard Goldenson, president of ABC Inc., predicted last week.

He told a dinner meeting of the Avenue of the Americas Association in New York that satellite coverage of sports events has whetted the appetites of viewers throughout the world and, in time, the environment will be appropriate for the global dissemination of significant news events. Mr. Goldenson and Juan Trippe, president of Pan American Airways received the association's Gold Key award for their contributions to development of the Avenue of the Americas.

show is scheduled for NBC-TV, Sunday, Nov. 13 (6:30-7:30 p.m. NYT).

Rescue helicopters ■ A one-hour color documentary on rescue helicopter pilots, doctors and nurses working in Vietnam *To Save a Soldier*, will be presented on ABC-TV today (Oct. 24) (10-11 p.m. EDT). The show will be sponsored by the 3M Co. through BBDO, New York.

Syndication ■ Milo Hamilton, voice of the Atlanta Braves, has signed a two-year contract with Anderson Enterprises Unlimited of Atlanta for a daily syndicated radio show called *A Line on Sports*. The show will be available to local stations as a two-and-one-half minute package, beginning this month. The show will cover a variety of sports topics and personalities, geared to each sports season.

In the mood ■ SESAC's newest entry in its 95 series of LP packages designed for specific programming needs in "The String Set," a collection of 30 high-fidelity recordings of mood music. The series is available only to broadcast facilities and may be purchased from SESAC for \$44.95.

Focus expands ■ Focus Presentations Inc., New York, TV commercial producer, has announced expansion into industrial, theatrical and TV program production. The 17-month-old firm has already created two subsidiaries: Focus Design Inc., an animation service, and Focus Print Service Inc.

TV magic ■ Wolper Productions, Metro-media Inc.-owned film production company, has contracted to televise in color film the International Brotherhood of Magicians' 39th annual convention in

Miami Beach next July. An important part of the program will be the showing of selections from the top eight magicians in the world. Wolper will produce the hour show with a top name narrator and offer it to the networks as a special.

Both sides ■ NBC-TV is making half-hour programs available to Democratic and Republican parties next month to present issues in national campaign. Programs will be telecast on Nov. 6 with Democratic spokesmen appearing from 2-2:30 p.m. and Republicans from 3-3:30 p.m.

FM in Boston ■ WRKO-FM Boston has begun programming contemporary music 9 a.m.-midnight seven days a week. The AM station, WNAC, broadcasts mostly talk programming. From midnight until 9 a.m. both stations now have the same programming including a new all-night music show that will be broadcast from midnight to 5 a.m.

A beauty a day ■ ABC-TV will offer daytime viewers the glamour and excitement of the annual nighttime beauty pageants with *Dream Girl '67*, developed for the network by Chuck Barris Productions, creators of *The Newlywed Game* and *The Dating Game*. The new program, which will originate daily from Hollywood, spotlights four contestants who will be judged by a panel of bachelors on the basis of poise, personality and fashion consciousness. The panels will be made up mainly of show-business personalities. Each daily winner will compete on Friday to become "Dream Girl of the Week," and all weekly winners will return for an annual beauty pageant to determine "Dream Girl '67."

From the slopes ■ As a result of the recent boom in recreational skiing, Ross-Gaffney Studios, New York, is preparing 200 five-minute *TV Ski Tips* programs starring Stein Erickson for Sig Shore Productions, aimed at the stay-at-home skier. Also completed is *Watch a Skiing Star*, a 70-minute ski program for Japanese television.

New syndicator ■ Kristom Productions Inc., newly formed, Hollywood-based production and syndication organization, has acquired its first property. Negotiations for the immediate release of 52 color, video-tape half hours of *Melody Ranch*, were completed between Barr Sheets, president of Kristom, and Gene Autry, chairman of the board of Melody Ranch Enterprises, which produces the TV series. Mr. Autry started the television version of *Melody Ranch* when his Golden West Broadcasters station-group organization acquired KTLA-TV Los Angeles two years ago. *Melody Ranch* is produced at KTLA and the station will continue to broadcast an hour version of the program weekly.

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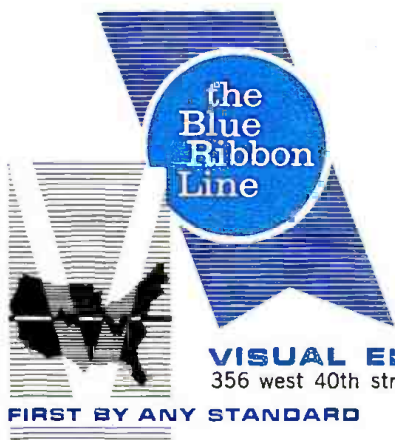


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FIRST BY ANY STANDARD

NCTA origination code hits snag

Group's board was to discuss plan at board meeting
but it's reportedly still in the draft stage

There will be another waiting period of more than two months before the National Community Television Association indicates which direction it is going in establishing guidelines on local program origination. A five-man committee, four of them named last week, will make its report to the NCTA executive committee meeting in Washington, Jan. 3-4, 1967.

The self-regulatory code on origination was to have been discussed at last week's board meeting in Carmel, Calif., but the code committee chairman, Marcus Bartlett, Cox Cablevision, Atlanta, said the material is still in the draft stage. He had received the staff-drawn code at an executive committee meeting last month (BROADCASTING, Sept. 26).

The code on local origination is said to be aimed at giving CATV operators some type of guidelines on public-service programming, particularly political programs. But last week one unresolved question was whether the code should get into advertising standards for CATV originations. This latter area is a sorely sensitive one and although NCTA has been urging its members to get in the origination arena, it has been reluctant to push for commercial originations. The main thrust has been for the public-service variety.

In Dallas two weeks ago, NCTA got a morale boost in this area when FCC Commissioner Lee Loewinger said that CATV's covering small geographic areas with a public-service channel will find they have strong congressional support, especially if politicians seeking office learn that such a channel would not charge for use (BROADCASTING, Oct. 17).

Like NAB Code - The proposed NCTA code is described as aiming to be comparable to the National Association of Broadcasters code, which is followed by the three TV networks and the majority of the nation's stations. In drafting the code, Frederick Ford, NCTA president, and Robert L'Heureux, NCTA general counsel, had one eye on the NAB code and the other on the NCTA's own code of ethics.

Mr. Bartlett said that in the past month he has received executive committee opinions and recommendations on the code and that these will be studied by the committee. If the code does not face extensive face lifting when it is presented to the executive committee in January, it will be offered to the full board for adoption at the Feb. 6-8

meeting in Clearwater, Fla.

Named to the code committee were: George Barco, Barco & Barco, Meadville, Pa.; Sam C. Haddock, TV Cable Co., Moscow, Idaho (also newly elected to NCTA board, see page 83); Richard A. Moore, Southwestern Cable Co., Pacific Beach, Calif., and Fred Stevenson, Rogers Cable TV Inc., Rogers, Ark.

At the Carmel meeting the board also appointed a nominating committee to put up a slate of candidates at the 1967 NCTA convention. Named to the committee were: Ben Conroy, Gencoe, Uvalde, Tex.; Bill Adler, Adler Associates, Washington; Yolanda Barco, Barco & Barco, Meadville, Pa.; Douglas Jarvis, National Trans Video, Dallas, and Mr. Bartlett.

ON clearances up, reports Treyz

The Overmyer Network is continuing to increase clearances for its planned nightly two-hour variety show beginning April 3 from Las Vegas, according to reports last week.

Oliver Treyz, president of the projected TV network, said during his appearance early last week on a radio show (WCBS *Radio Looks at Television*) in New York that 85 stations had cleared for the show. Mr. Treyz later reported that total commitments were over the 100 mark.

Mr. Treyz said on the program that the ON color show (to be pre-taped each day 1-3 p.m.) would be the "most expensive program in late-night television, with the largest budget that's ever been laid against a late-night kind of show."

He said ON now had a number of CBS-TV affiliated stations cleared for the program and that in the summer of 1968, when CBS is expected to program a 90-minute quality show at 11:30 p.m. (CLOSED CIRCUIT, Oct. 10), "each station will have to decide whether to continue with our program . . . on the merits of our program versus the merits of the proposed CBS program."

At a news conference in Hollywood several weeks ago, it was disclosed that expenditures for the Las Vegas show will be nearly \$140,000 a week, \$93,000 in above-the-line costs for talent and \$45,000 in below-the-line costs (BROADCASTING, Oct. 3). At that conference, ON had said it would spend

\$10 million in program development and for technical and administrative costs before April 3, a figure Mr. Treyz reiterated last week.

He said that one of the "building blocks" in the ON operation was its planned two-hour news service, provided by United Press International for stations to integrate into local news programs. That operation entails a 5:30-7:30 p.m. (EST) feed for taping by stations across the country. Mr. Treyz said after the WCBS program that contracts would soon be sent to stations that have verbally agreed to the news service, which is nonexclusive in a market.

Market-Size Pricing - According to ON officials, the newsfeed, which also begins April 3, will be priced with weekly charges to stations ranging from a top of \$1,000 in major markets such as New York, Los Angeles and Chicago down to \$200-\$250 for smaller-market stations. The revenues, they indicated, would be split evenly by the news service and the network.

During the radio show, Mr. Treyz, a former president of ABC-TV, when asked to comment on current TV fare, said he believed it was the public's consensus that TV "relative to the past" is increasingly "boring."

Mr. Treyz said that according to findings of TVQ, which surveys viewers on program popularity, the "enthusiasm quotient (among adults) is down about 17% over the last five years, which I guess is another way of saying that the boredom index is up about 18%."

Mr. Treyz said the fall in enthusiasm was among all age groups and asserted that over the years a smaller percentage of people were accounting for a greater percentage of viewing. He said that one of the aims of the Overmyer Network is to present programming that is "new and different" in the hope of helping to bring back to TV "those millions of light viewers who, frankly, are watching television less and less."

HIS plans major Hollywood studio plant

The newly formed Hollywood International Studios Inc., would-be movie and TV film producer, reported last week that it has acquired 1,200 acres in the San Fernando Valley and will build a major TV-motion picture film complex on the site. Projections call for the construction of 105 sound stages and other private and institutional facilities at a cost of \$300 million. The site would be in the northwest valley area of the city of Los Angeles. Principals in HIS are attorney and bank-executive John D. Glynn, president, and film exec-

utive Tim Sullivan, executive director.

Concurrently with the HIS announcement, Hollywood city councilman Paul Lampert held a hearing on a projected plan for a sprawling production center on a 500-acre site in Hollywood. The proposed studio center would contain not only stages, but complete pre- and post-production facilities, including a release print laboratory. Councilman Lampert is involved with the studio project because he's concerned that Columbia Pictures, 20th Century-Fox and MGM will implement already expressed plans to remove their production activities from the Hollywood and nearby areas.

ITC sweeps networks with CBS series sale

The sale by Independent Television Corp. of *The Prisoners*, a half-hour action drama in color, to CBS-TV for 1967-68 was announced last week by Abe Mandell, ITC president.

ITC is a subsidiary of Associated Television, British production firm which will film *The Prisoners*, which stars Patrick McGeehan. In addition, Mr. Mandell said the ITC-ATV combine is associated with ABC-TV in a co-production venture on a color documentary on the Amazon, and also is working on a two-hour drama special in color. The latter property is an updated version of the Noel Coward play, "Present Laughter," and will star Peter O'Toole and Honor Blackman.

ITC has paced the British breakthrough on U.S. television and has sold *Man in a Suitcase* (formerly *McGill*) to ABC-TV; a color version of *The Saint* series to NBC-TV and various dramatic and documentary specials.

NBC to co-finance feature production

In anticipation of the growth of the world TV market for feature films, NBC Enterprises announced last week it has agreed to cofinance feature films on a preproduction basis with Television Enterprises Corp. (TEC) in return for international TV rights to the films.

Present plans call for TEC to produce 15 to 20 features each year. These features will be distributed following theater exposure to overseas TV stations by NBC International, a subsidiary of NBC Enterprises.

In addition to the cofinancing agreement, NBC International will distribute TEC's entire library, including a group of 34 features and 256 half-hour programs, to stations outside the U.S. and Canada.

Dividing the copyright pie

3 degrees of CATV liability detailed by House committee; ephemeral recordings OK'd

The House Judiciary Committee in its deliberations on the CATV aspect of the copyright revision legislation it reported recently said it found "neither the full liability sought by the copyright interests nor the complete exemption sought by the community antenna interests . . . appropriate or fair."

The committee in its report released last week on the copyright overhaul, which if passed by Congress would constitute the first major revision of the law in over 50 years, said there were no simple answers to the CATV problems. "The increasing size and impact of community antenna operations have raised difficult problems of law and policy in both the copyright and communications fields," it said.

It said the resulting legislation divides CATV operations into three types: operations that are a mere fill-in or master antenna service; operations that directly damage the copyright owner by destroying or impairing his market, and operations that indirectly damage the copyright owner by using his work without compensation or by discouraging local broadcasters who would be potential copyright licensees. The committee concluded that each of these CATV types calls for a different approach, full exemption in the first case, full liability in the second and limited liability in the third.

Explains Decision ■ Expanding on the reasoning behind its decision, the committee said that when a CATV is doing nothing but filling in gaps or improving the reception within a broadcaster's normal service area, it is helping rather than hurting the copyright owner and should be exempt. The committee also gave a definition of what it considered to be a station's normal service area. It said that "at the present time" this would generally be the equivalent of the FCC's grade B contour, but that the register of copyrights could "further particularize this definition taking into account any pertinent definition in a federal statute or regulation."

More detail was also provided by the committee on the controversial subjects of program origination or alteration. While it said origination presented a difficult issue, the committee said that with very limited exceptions, program

origination by a CATV on any of its channels should make it fully liable with respect to the copyright material. The exception to this rule would allow a CATV to operate two channels, without advertising, for news, weather, time, agriculture reports, religious services and local government proceedings. In respect to program alteration, the panel felt that since a broadcaster's advertising revenue, and hence the amount he is willing to pay a copyright owner, is based on the number of people the advertiser's message will reach, any exemption for the CATV would be dependent on its carrying the specific advertising accompanying the program as broadcast.

The CATV would also be fully liable if it charged subscribers for any particular broadcast or imported a program into an adequately served area, that is, one receiving most of the networks' programs.

Middle Ground ■ Limited liability would be imposed through a form of compulsory licensing on CATV operations that are neither exempt nor fully liable. Liability would generally be for a "reasonable" license fee. The bill would encourage the parties to negotiate on this reasonable fee, allowing for court review and adjustment. The committee said it rejected a compulsory license based on a fixed percentage of an operator's gross receipts rather than the "reasonable" formula because, aside from the obvious difficulty of determining a proper percentage, it would require the establishment of "unacceptable" controls and administration on collection and distribution of royalties.

In another issue affecting broadcasting contained in the copyright bill, the group decided that an organization, which could be a station or network, could make a single copy or phonorecord of any work it is licensed to carry, provided that the recording is ephemeral and merely an adjunct to the broadcast and does not affect the copyright owner's market.

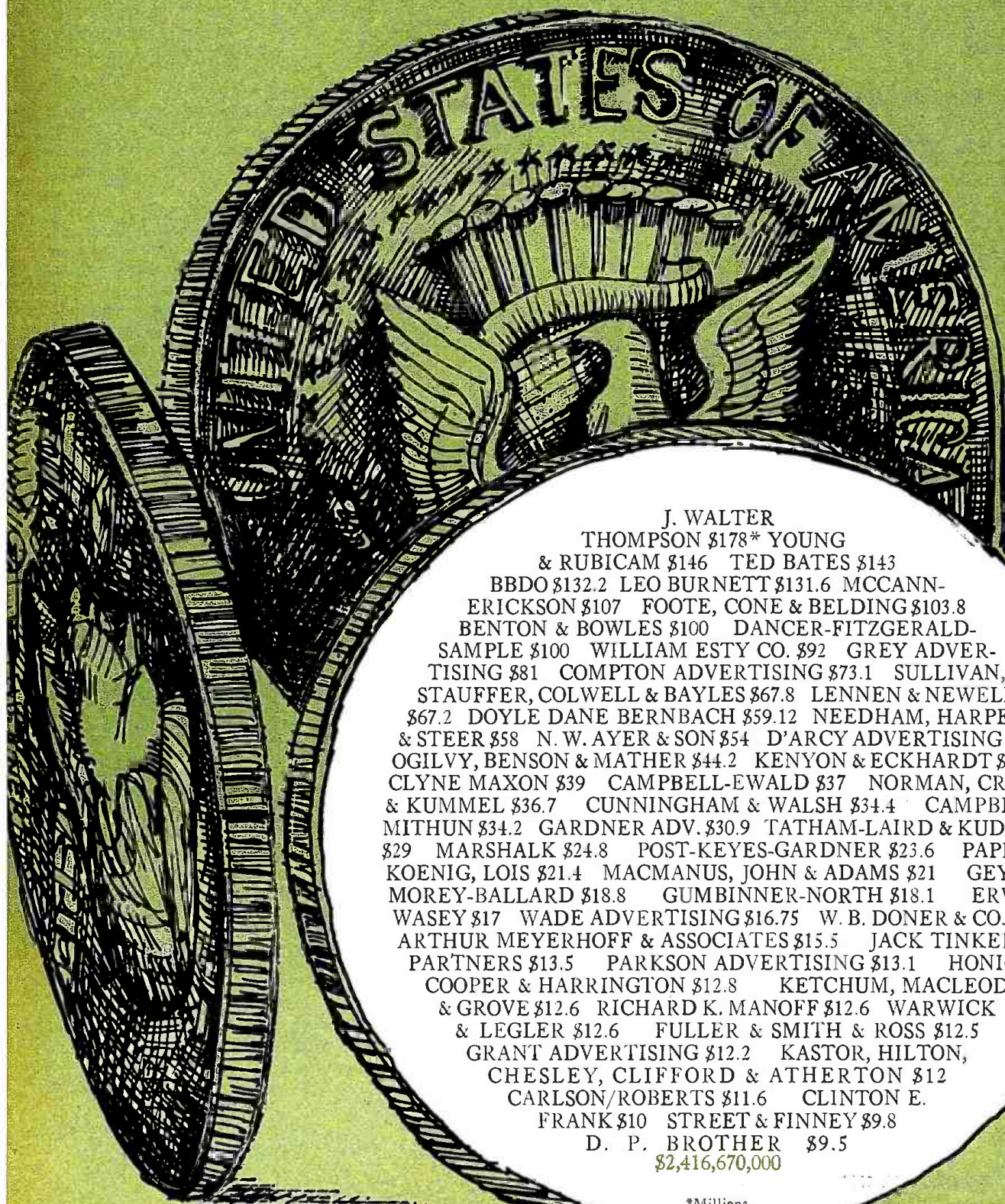
The copyright package, which was reported by the committee a few weeks ago (BROADCASTING, Oct. 3) was not given any chance of being passed during the 89th Congress.

Entitled, but not to time

FCC has said that third party candidates, while entitled to equal opportunity to obtain air time, are not necessarily entitled to appearances on specific programs that they request.

The commission revealed its thinking in a telegram to Edward S. Swartz, gubernatorial candidate for the Constitutional Party of Pennsylvania, advising him that he was not entitled to appear in a TV debate between two regular party candidates.

what do these top 50 agencies have in common?



J. WALTER
THOMPSON \$178* YOUNG
& RUBICAM \$146 TED BATES \$143
BBDO \$132.2 LEO BURNETT \$131.6 MCCANN-
ERICKSON \$107 FOOTE, CONE & BELDING \$103.8
BENTON & BOWLES \$100 DANCER-FITZGERALD-
SAMPLE \$100 WILLIAM ESTY CO. \$92 GREY ADVER-
TISING \$81 COMPTON ADVERTISING \$73.1 SULLIVAN,
STAUFFER, COLWELL & BAYLES \$67.8 LENNEN & NEWELL
\$67.2 DOYLE DANE BERNBACH \$59.12 NEEDHAM, HARPER
& STEER \$58 N. W. AYER & SON \$54 D'ARCY ADVERTISING \$48
OGILVY, BENSON & MATHER \$44.2 KENYON & ECKHARDT \$41.7
CLYNE MAXON \$39 CAMPBELL-EWALD \$37 NORMAN, CRAIG
& KUMMEL \$36.7 CUNNINGHAM & WALSH \$34.4 CAMPBELL-
MITHUN \$34.2 GARDNER ADV. \$30.9 TATHAM-LAIRD & KUDNER
\$29 MARSHALK \$24.8 POST-KEYES-GARDNER \$23.6 PAPERT,
KOENIG, LOIS \$21.4 MACMANUS, JOHN & ADAMS \$21 GEYER-
MOREY-BALLARD \$18.8 GUMBINNER-NORTH \$18.1 ERWIN
WASEY \$17 WADE ADVERTISING \$16.75 W. B. DONER & CO. \$16
ARTHUR MEYERHOFF & ASSOCIATES \$15.5 JACK TINKER &
PARTNERS \$13.5 PARKSON ADVERTISING \$13.1 HONIG-
COOPER & HARRINGTON \$12.8 KETCHUM, MACLEOD
& GROVE \$12.6 RICHARD K. MANOFF \$12.6 WARWICK
& LEGLER \$12.6 FULLER & SMITH & ROSS \$12.5
GRANT ADVERTISING \$12.2 KASTOR, HILTON,
CHESLEY, CLIFFORD & ATHERTON \$12
CARLSON/ROBERTS \$11.6 CLINTON E.
FRANK \$10 STREET & FINNEY \$9.8
D. P. BROTHER \$9.5
\$2,416,670,000

*Millions

Combined, these agencies place more than \$2.4 billion in air billings. That's why we call them "Billion-airs."

Almost three-quarters of them spend over \$10,000,000 annually in television. Over 80% of these decision-makers* have a direct or indirect say on where their television dollars go.

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RECOMMEND TO A STATION
IN ORDER TO REACH YOU BEST
WITH ITS NATIONAL ADVERTISING?"

BROADCASTING 54%
PUBLICATION B 18%
PUBLICATION C 10%
PUBLICATION D 6%

"IN WHICH PUBLICATION
WOULD A STATION'S ADVERTISEMENT
BE LIKELY TO HAVE
THE MOST IMPACT ON YOU?"

BROADCASTING 48%
PUBLICATION B 15%
PUBLICATION C 14%
PUBLICATION D 8%

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING PUBLICATIONS INC./1735 DE SALES STREET, N.W./WASHINGTON, D.C. 20036/METROPOLITAN 8-1021



WBC, British firm in big film project

The movement toward bolstering the supply of feature films for television was accelerated last week when Westinghouse Broadcasting Co. announced a production agreement with London Independent Producers Ltd. for as many as 27 color features over the next five years.

The agreement follows an earlier one signed last winter with British producer Sidney Pink for the production of 30 color pictures over a three-year period (BROADCASTING, Feb. 18). With an average \$500,000 projected for each feature in color, the total investment for the 57 films will be approximately \$28.5 million.

A Westinghouse spokesman said the first of the 30 films announced earlier in the year has been completed ("Tall Women,") and four others are in "post production." The first film to be made under the latest agreement, it was said, will be "The Man Outside," starring Van Heflin, with production to begin in London today (Oct. 24).

Both groups of films will be released theatrically before they are carried on Westinghouse stations in the U. S. Subsequently, they will be syndicated to other TV outlets in the U. S. and abroad.

WBC and London Independent Producers will share equally in production, theatrical distribution and television rights.

Appeals court refuses Jackson Cable's plea

A U.S. appeals court has rejected a request of Jackson (Mich.) Cable Co. for a stay of the FCC order directing the CATV system to stop importing distant signals of stations in Detroit and Grand Rapids, Mich., and Toledo, Ohio.

Jackson Cable had asked the court to stay a cease-and-desist order pending judicial review of the merits of the commission's action. The order became effective midnight Thursday (Oct. 13), and the unanimous court decision was announced the next day.

The commission said Jackson Cable violated the rule requiring CATV's to obtain commission permission in a formal hearing before importing distant signals into any of the top-100 markets. Jackson is part of the Lansing, Mich., market, ranked 47th.

Judges in the Jackson case were David L. Bazelon, Edward A. Tamm, and Harold Leventhal.

In another Michigan CATV case,

the same appeals court refused a commission request for a rehearing on part of the case involving Booth American Co.

The court had granted a stay of the commission order which would have barred importation of five distant signals—four from Milwaukee and one from Chicago—into North Muskegon and Muskegon (part of the 38th market).

However, in turning down the commission's request, the court clarified the language in its original order concerning the commission's interpretation of its rules. The commission felt that the court misconstrued FCC policy concerning the top-100 market rule.

NES plans coverage for off-year election

The cooperative News Election Service will have more than 100,000 reporters on duty at precinct and county polling centers throughout the nation on election night (Nov. 8) to speed compilation of returns for the networks and major wire services.

In most cases returns from precincts and counties within a state will, as in the past, be fed to one city within that state for tabulation and transmission to NES headquarters in New York. Only exceptions are 11 western states whose NES reporters will telephone results direct to two large collection centers in Los Angeles, where twin computers will digest the information and relay the latest count back to the states and to NES headquarters at five-minute intervals (BROADCASTING, Oct. 17).

NES was formed by ABC, CBS, NBC, The Associated Press and United Press International, which divide responsibility for NES coverage in different parts of the country. Although this year's NES coverage will follow its old pattern of operation in most of the country, the 11-state computer plan being used on the West Coast is expected to be the prototype for nationwide coverage in the 1968 presidential elections.

Dirksen says 'Amen' to football merger

Supporters of legislation to immunize the proposed professional football league merger from the antitrust laws and to protect high-school grid games from professional telecasts overcame the tactics of its major opponent who had sought to block the bill by running out the clock until Congress adjourned.

In the closing days of Congress the

veteran Senate Minority Leader Everett M. Dirksen (R-Ill.) was able to attach the bill, which had already passed the Senate but had been throttled in the House by Judiciary Committee Chairman Emanuel Celler (D-N.Y.), as a rider on an unrelated tax bill.

Representative Celler had bottled up the bill in his committee and indicated he wanted to hold an extensive hearing into what he considered to be the far-reaching effect of the bill. Senator Dirksen, however, side-stepped Representative Celler's roadblock by adding the measure to a high-priority anti-inflation bill. It gained immediate Senate approval and an ensuing Senate-House conference agreed on the Senate rider and it received House approval.

In commenting on the maneuver, Representative Celler said: "Congress will have done an unprecedented thing . . . a shameful thing." He feels the bill will in effect put beyond reach of the antitrust laws many football league practices other than just the merger itself, as the leagues said. He is particularly fearful of such practices as the common player draft and television contracts, especially any possibility of pay-TV for game telecasts. If the bill becomes law, he said, Congress "will have given to a group of employers virtually unlimited power over a group of employees. At the same time, no safeguard is given to protect the employees against abuse."

The merger will enable the National and American football leagues to play interleague schedules in 1970 and for their respective champions to meet in a televised super-championship game, the first of which would be played in January 1967.

Listener call-in show draws grand jury slap

An Allegany county, Md., grand jury has criticized a listener call-in program as being improperly conducted to the point where "innocent persons have been subjected to false accusations, been embarrassed and had their reputations damaged."

The grand jury study of *Viewpoint*, a one-hour nightly program on WCUM Cumberland, Md., came during a study of "certain news media that are allegedly being used . . . to publicly vilify some innocent citizens of [the] community" (BROADCASTING, Oct. 10). The study also covered a biweekly newspaper, *People's Garden*.

In its report, the jury said call-in programs can serve a useful purpose "only if they are properly conducted, and we are not in accord with the procedures and methods employed" on *Viewpoint*. Adding that it did not desire

to "restrict or curtail the expressions of public opinions and comments," the jury suggested "possible safeguards" such as taping and editing or delaying monitoring the telephone comments "to prevent libelous or slanderous statements from being carried over the air."

Donald Karnes, station operations manager and host of *Viewpoint*, said that when he appeared before the grand jury he was not told of any instance in which the innocent had been subjected to false accusations, as the jury charged. For the most part, he said, the callers comment on politicians whose actions are open to public criticism.

Mr. Karnes also said that as far as he knew there had "never been anyone libeled or slandered" on the program.

He criticized the jury's suggestion that the show should be taped in advance, saying: "You can't tape a live and spontaneous show." WCUM, he went on, uses a 20-second delay when the caller gets on the air. The station has the names, addresses and phone numbers of the callers and calls them back before they go on the air as an added safeguard, he said.

Public favors air editorials

Wasilewski tells Denver NAB meet that study shows community acceptance

The majority of the public (64%) feels radio and TV stations should editorialize. An even higher percentage (66%) feel stations should steer clear of endorsing political candidates.

These were among the findings presented to broadcasters in Denver Thursday and Friday (Oct. 20-21) at the National Association of Broadcasters third regional meeting. The figures come from an NAB-sponsored 2,500-person survey conducted earlier this year. The public's reaction to live coverage of courtroom, civic and congressional hearings was given at the earlier Dallas and San Francisco meetings (BROADCASTING, Oct. 17).

NAB President Vincent Wasilewski said the report showed 44% are aware that radio and TV stations in their communities carry editorials and that three-fourths of this group are in favor of it. He called this "a testimony to the quality of editorials" on the air and said it shows the more people are exposed to broadcast editorials, the more they feel stations should editorialize.

The power of broadcasting has apparently been a boomerang, Mr. Wasilewski said, since of the 66% who feel stations should not endorse candidates, 44% said radio and television are too powerful, have too much impact and reach too many people.

Just the News ■ The NAB president said there also appears to be a "vague feeling" among 37% of this group that it isn't proper for stations to endorse candidates. They want the stations to "just give the news."

In another area, he said, almost two-thirds (64%) feel editorializing has at least some influence on news presentation. Half (50%) see some influence. 14% see a strong influence and 28%

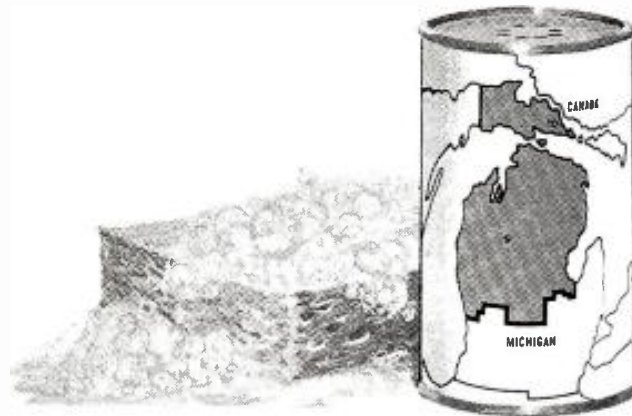
see no connection between news presentations and editorializing.

This portion of the study, Mr. Wasilewski said, offers three conclusions:

■ Editorials are getting through and the climate for them is "highly favorable."

■ Stations planning to back a candidate should first aim at convincing the public of "the right and the need for this particular kind of editorializing."

■ Stations must exercise extreme care in separating news from editorials by building a "clear distinction and separation between news reporting and editorializing."



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But you can't reach this market from Detroit, Lansing or Grand Rapids. WWTW/WWUP-TV is the ONLY way.

SOME 17% of Michigan's outstate retail business passes you by if you concentrate all your TV dollars where your downstate wholesalers are, because Upstate Michigan consumers can't see or hear Downstate Michigan stations — so they just buy those other products that are advertised up here.

WWTW/WWUP-TV reaches the lion's share of buyers in our 39 Upstate Michigan counties. Our DAILY viewing homes — 104,000 of them — spend \$1,555,840 per year on cleaning supplies

alone. The only other way to reach these consumers involves 20 radio stations and/or 13 newspapers.

Michigan wholesalers need your advertising support to move your products into our Upstate Michigan homes. Ask Avery-Knodel about WWTW/WWUP-TV's intense coverage and our audience's buying potential. *They have the figures for your industry's products.*

*Statistics on consumer expenditures used by permission of National Industrial Conference Board, whose study "Expenditure Patterns of the American Family," sponsored by Life Magazine, was based on U.S. Dept. of Labor Survey.

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WHP GRAND RAPIDS
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WWTW-FM CASSILAC

TELEVISION
WHDZ-TV GRAND RAPIDS-KALAMAZOO
WWTW CASSILAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
WHP-TV LANSING, MIAMI
WJIA-TV GRAND ISLAND, NEB.

WWTW/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9
ANTENNA 1440' A. A. T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A. A. T.
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Golden Gate awards given for TV films

Three television films won Golden Gate awards in the competition division of the 10th annual San Francisco International Film Festival. They were *Spud's Summer*, produced by WCAU-TV Philadelphia, the winner in the local station documentary category; *Michelangelo: The Last Giant*, produced by NBC-TV, the winner in the multi-station documentary, and "The Game," an episode on *Bob Hope Presents the Chrysler Theater* series, produced by Universal Television, the winner in the entertainment category.

The awards winners were announced

last week by Louis S. Simon, chairman of the festival's TV division and general manager of KPPIX(TV) San Francisco. The festival, which features the noncompetitive showing of theatrical films, started on Oct 20 and will run through Oct 30. David M. Sacks, ABC vice president and general manager of KGO-TV San Francisco, is general chairman of the film festival.

Two special television awards also were given out. They went to *Minado*, *The Wolverine*, produced by Walt Disney and James Algar, and *No Deposit, No Return*, produced by KRON-TV San Francisco. In all there were a total of 63 accepted TV entries in the competitive categories. They came from five foreign countries and the U.S.

Drumbeats . . .

Festival tribute ■ Huntington Hartford's Gallery of Modern Art, New York, will present a film festival tribute to David L. Wolper, producer of over 400 TV and film documentaries. The festival, Nov. 15 through Dec. 4, will feature 20 award-winning films by Mr. Wolper.

Kidnapped ■ Paul Harvey, ABC commentator, found a new way to treat sponsors at contract-renewal time. Fourteen executives of Bankers Life and Casualty Co., missed their "annual golf outing" because Mr. Harvey "imprisoned" them in a wildlife preserve near the commentators home in

PERSPECTIVE ON THE NEWS

Just what is hypoing, anyway?

THERE'S NO FORMAL DEFINITION, NO LIST OF DO'S AND DON'TS

The new controversy raised by a TV station's use of a "tune-in" contest during a rating-survey period has served to emphasize that "hypoing" is ill-defined, ill-policed and widespread.

Nowhere in the industry's own policing machinery—National Association of Broadcasters codes or Broadcast Rating Council standards—is hypoing formally defined or dealt with. And there are no indications this situation will change.

The new spate of publicity attending WNEW-TV New York use of a contest coincident with a rating sweep (BROADCASTING, Oct. 10, 17) has members of the Broadcast Rating Council and other observers worried that members of Congress, the Federal Trade Commission or FCC may be ready and eager to rush in on ground that broadcasters fear to tread.

It's generally agreed that hypoing consists of irregular efforts to promote programing during rating survey periods. But the lines between irregular efforts and legitimate promotion are hazy at best, and this is a principal factor militating against adoption of a definition of hypoing and sanctions to deal with the practice.

There was no doubt that the WNEW-TV case, whether intentionally or not, would fit most anyone's definition of hypoing. Prizes were

offered, program tune-in was required to win them and the contest (Oct. 18-31) falls within rating survey periods of both the A. C. Nielsen Co. and the American Research Bureau.

More unfavorable light was cast on the affair because Metromedia, WNEW-TV's parent, also owns the direct-mail firm of O. E. McIntyre, which not only handled the mailing for the WNEW-TV contest but also supplies Nielsen and ARB with their contact lists for local-market surveys. Last week the McIntyre company offered to discontinue its service to the broadcast rating companies (see page 38) to put its association with Metromedia above reproach, although there was no implication that any misuse of the company's lists had occurred.

FTC Interested ■ It is known that the FTC's interest in broadcasters' use of rating information has not abated. Charles Sweeny, chief of the trade commission's Bureau of Deceptive Practices, is reported to be following the problem closely.

The FTC put broadcasters on notice in 1963 that they would be held accountable not only for the use they make of ratings, but also for their accuracy. At that time Mr. Sweeny indicated that hypoing was one of the FTC's concerns: "The purpose of a survey is to measure the normal listening and

viewing audience. When programing is improved or promotional efforts increased or usual operations changed in any way, the results of the survey are suspect. If one station is audited, hypoing—to the degree that it is successful—distorts the station's share of the total."

Two years later the FTC issued more formal guides on the use of rating data. Included was the advice that a broadcaster ought not to distort ratings "by conducting a special contest or otherwise varying his usual programing, or instituting unusual advertising or other promotional efforts, designed to increase audiences only during survey period."

The FTC is now in the position of having given two warnings to the industry, but never having taken substantive action against individual broadcasters, even though it is known to feel illegitimate hypoing of various kinds is still prevalent and shows no signs of diminishing.

The FTC has made clear it didn't want to set only a few broadcasters up as punishable examples when it knows that many others make use of the same promotion techniques.

Trade commission officials refused to be quoted on the matter last week, seemingly because they didn't want to be put in the posi-

River Forest, Ill. The executives spent the day hunting, fishing, and eating, and were released with game and fish in hand. Mr. Harvey will be sponsored by Bankers Life for a 14th consecutive year on ABC Radio.

Stand by, please ■ When the picture goes haywire at KTLA(TV) Los Angeles, viewers are not shown the usual, staid card reading: "Stand By, Please." Instead the station's engineers have put together a Mack Sennett-type film depicting wild attempts to repair the trouble. At least one TV critic in Los Angeles has given the emergency film a better review than many regular shows.

Cancer radio crusade ■ In 1967, for the second consecutive year, a light

touch approach will be used on radio to promote cancer protection. For the American Cancer Society again has signed Mel Blanc Associates, Hollywood, commercial production firm specializing in a light touch, to handle its cancer crusade on radio. The ACS feels that more stations will air the softer-sell public service announcements.

Radio advertisers win tire-promotion contest

Two Terre Haute, Ind., tire dealers who are heavy users of radio advertising have won the national grand prize in the annual *Life* magazine tire pro-

motion contest. Traditionally the contest has been won by print media advertisers.

Bernard and Joe Carney of Carney Tire Co. won a vacation trip plus a \$2,000 merchandising educational grant. The contest is held in conjunction with the National Tire Dealers and Retreaders Association, Chicago.

The Carney store is a daily advertiser on WBOW Terre Haute, using at least 40 spots a week every week of the year, Bernard Carney said. The store also uses WTHR-AM-TV plus newspapers and other media, he said, "but 80% of our budget is in radio."

At one time Mr. Carney was promotion manager of WFBM-AM-TV Indianapolis.

tion of making another warning. They made it clear that the next FTC action, if it comes, will be suits against offending broadcasters.

FCC Watching, Too ■ The FCC, although it is thought to feel use of rating data falls more within the interest of the trade commission than its own, nevertheless has its eye on the problem. There were reports last week that an FCC letter of inquiry into the WNEW-TV situation was imminent.

The NAB television code deals with the problem only tangentially in its general program standards section. Here it advises that telecasting designed to "buy" its TV audience by requiring it to listen or view in the hope of reward other than the quality of the program should be avoided. The NAB radio code does not deal with it at all.

The Broadcast Rating Council was formed to give accreditation to research services meeting certain standards following the 1963 congressional investigation into alleged rating-service abuses. This group, which has station, network, agency and station-rep company representation, has not been able to agree on what constitutes hypoing or how the problem should be treated. Its executive director, Kenneth Baker, has doubts that agreement can be reached. The problems are numerous.

For example, is a broadcaster who shows his strongest movie during a rating period guilty of hypoing? Is an audience-jacking contest that doesn't require tune-in any less legitimate than a full-page

newspaper advertisement carried by a station?

The BRC's unwritten standard is that if a contest requires audience tune-in or if irregular promotion is undertaken during a rating period, hypoing has taken place. The council gets at the problem by placing the onus on the accredited rating service. It says that if the service has knowledge of a station's use of "special or nonregular" promotional techniques that might distort ratings, it must note them in its rating reports.

Sponsor Hypo ■ The council doesn't say what to do about a broadcast contest that is run by a sponsor. Procter & Gamble, a participant in ABC-TV's *Batman*, advertised a *Batman* contest in a woman's magazine that required watching the Oct. 20 episode of the TV program. Neither Nielsen nor ARB indicated last week it felt beholden to flag the rating for the program as possibly influenced by the contest, but spokesmen for both companies said no decision had been reached on the matter.

Although neither of these rating services has stated publicly that broadcasters ought to be their own policemen in this area, it is known that both would be delighted if the NAB or the Broadcast Rating Council would set guidelines to cover the problem, thereby removing the burden of disclosure from their own shoulders.

"I wish they'd pick up the ball," said one research company executive last week.

Harold Segall, an attorney for Nielsen, said: "We certainly think

[hypoing] criteria should be defined so precisely that there is no discussion about what the practice is. We'd like nothing better than to have things put on an automatic basis."

ARB has an advisory to stations covering the conditions under which special note will be made of promotion activities in its local-market reports. Required viewing or reference to ARB in contest descriptions will draw notice if substantial prizes are involved or if the contest lasts long enough to have a likely influence on viewing for the measurement period.

Within the ranks of the Broadcast Rating Council there seem to be fears not only of government reaction to hypoing incidents but also deterioration in the industry's faith in the findings of its own audience research.

William Hyland, senior vice president of the J. Walter Thomson agency and a BRC director, suggests "this thing can be construed as an indictment of the rating services, and that's bad. Even though broadcasters are responsible, the end result rating data suffers." Mr. Hyland says he has no ready solution for the problem but adds that "it's certainly something the NAB might logically be involved in. If one station does it, it's got to hurt the others in the market."

BRC Director Baker sums up the situation this way: "Regardless of what the broadcasters feel about the ethics involved, they'd better realize that government opinion runs against hypoing and they'd better be guided by that fact."

Round 2 in NAB regional meets

**Lockheed pleads NAM case on land mobile;
public safety officer supports him for more space**

The second of eight fall regional conferences sponsored by the National Association of Broadcasters, held in San Francisco last week, was highlighted by another example of land-mobile radio's continued pressure in the frequency allocation area. Many of the 269 registrants from 16 states heard H. W. (Tex) David of Lockheed Aircraft Corp., Burbank, Calif., representing the National Association of Manufacturers, first reassure them that it's not industry's aim "to deprive any broadcast station of its assignment . . . to hurt in any way the ability of the broadcast industry to serve the public . . . or inhibit [broadcasting's ability to market industry's products]." But that reassurance quickly turned into perhaps the strongest appeal yet for more spectrum space. Like a previous spokesman for the land-mobile services, Robert M. Wertz of U.S. Steel Communications Co., who appeared at the opening NAB conference in Dallas (BROADCASTING, Oct. 17), Mr. Davis pointed out that the NAM and NAB "serve the same basic business interest." He went on to show how television, with its 492 megacycles of space, and the industry and commerce interests of the country, with a total of 41 megacycles, "are both the victims" of the FCC's lack of vision in handing out spectrum allocations long ago.

What Might Have Been ■ What the commission should have done, the NAM spokesman conjectured, was to have set up a 78- instead of an 82-channel TV system. Observed Mr. Davis: "Surely the allocation of these 24 megacycles of space to the mobile services would have been acceptable. But because of the spectrum allocation made many years ago for future uses, which have not developed, it places you, through no fault of your own, athwart requirements of your own best customers."

He called for rectification of this supposed long-standing error by the re-allocation to the mobile services of the four lowest UHF channels "under proper safeguards for existing licenses." These particular UHF channels are recommended, he explained, because "there is existing equipment already operating throughout the adjacent 450-470 mc band" and this equipment could be modified to work

in the reallocated space. Mr. Davis expressed conviction that the 24 megacycles of UHF "would go a long way toward solving the present plight of the mobile services."

He stressed industry's growing dependence on mobile radio services with statistics: Some 1,200 U.S. companies operating more than 1,900 base industrial stations in the manufacturers' service alone; an increase of 2,000% in the last eight years. Lockheed operates some 900 two-way and 576 one-way mobile units in the land-mobile service and Lockheed's cost studies show these units reflecting a cost savings in excess of 25% in material handling and more than 33⅓% in airport fuel handling. Yet, Mr. Davis contended, the broadcast services have 52.9% of the spectrum space and the land-mobile services only 4.7%.

He bore down hard on his belief that "new frequency sources must be found." He appealed for broadcasting's cooperation in solving the problem not only as "an act of statesmanship" but in its "own self-interest." Mr. Davis warned of "unwelcome surprises" if disagreements are not resolved and further cautioned broadcasters that "if you stand apart and let others prescribe the remedies for the ills of the mobile radio services, undesirable results may be imposed on you."

Calling the Law ■ Another participant in this lively land-mobile services session, Robert E. Brooking, chairman, Associated Public Safety Communication Officers Inc., forcefully pointed out that due to mobile radio's ability to instantly relay a call for reinforcements, the Burbank, Calif., police department need only assign one man to each of its patrol cars. But if mobile radio service is curtailed or hindered through lack of sufficient frequencies, Mr. Brooking indicated that another man would have to be assigned to each mobile unit at an estimated cost to local taxpayers of \$52,000 more per car per year.

NAB general counsel Douglas Anello, chairman of the land-mobile session, suggested the splitting of already assigned channel frequencies as possibly a short-term remedy for hard-pressed land-mobile users.

A particularly interested observer of this dialogue was FCC Commissioner

Kenneth A. Cox, who addressed the conference at its concluding session (see page 50). Mr. Cox was in San Francisco to conduct a meeting of the advisory committee for the land-mobile service (see page 28). He's chairman of the group charged with finding how better to use assigned spectrum frequencies.

Potpourri ■ Other sessions at the day-and-a-half of meetings, held at the Mark Hopkins hotel (Oct. 17-18), were concerned with the general radio and TV topics of answering future manpower needs, community antenna television, analysis of the meaning of the broadcast codes to nonbroadcasters, longer broadcast licenses, satellite communications, the fairness doctrine and free access to news sources. Radio representatives met separately to investigate the possibilities of separate AM-FM programming, better image-making via public relations, the use of research findings for promotional purposes, and the future of small-market radio.

TV-station executives looked at procedures for logging the FCC's new program form, at a case study of typical station problems and how community involvement by stations can lead to financial rewards.

Almost all of these subjects had been discussed by the same or similar speakers during the first conference in Dallas.

The regionals continue today and Tuesday (Oct. 24-25) in Minneapolis and then the NAB troupe takes a two week break before resuming the roadshow in St. Louis Nov. 10-11.

Dim picture for Pacific TV

Government and telephone commitments will tie up satellite, Charyk says

The Communications Satellite Corp. within the next few weeks will inaugurate what it calls the second chapter in the establishment of a global communications system by orbiting satellites over the Atlantic and Pacific oceans, the latter opening the possibility of trans-Pacific television.

However, the potential for live transoceanic telecasts across the Pacific, according to Comsat officials, will be only a secondary benefit from the new satel-

lite which may see little TV application. But Comsat President Joseph V. Charyk revealed the firm has considered orbiting a second Pacific satellite to augment the circuits for television in that area. He also said the firm would file its rates for such Pacific TV use with the FCC in the near future.

The reason the new Pacific satellite will open only the possibility of television use but not frequently or regularly, Mr. Charyk explained, is that the satellite is already heavily committed to government and telephone use. Any television broadcasting would necessarily pre-empt some of the telephone service. This will be difficult and sometimes impossible, Mr. Charyk said, but it doesn't mean it will not occur occasionally. He also said the possibility of a second satellite over the Pacific for TV use faces a barrier because of the lack of enough earth stations in that area.

He also put an end to reports that the firm had pushed up the launch date of the Pacific satellite to allow television coverage of President Johnson's Asian trip. Although the satellite is scheduled to be launched Oct. 26, it will not be operational until the President has finished his trip, he said.

New Breed ■ The satellites, heavier, more powerful and more durable than the pioneer Early Bird satellite now over the Atlantic, will be hurled aloft from Cape Kennedy atop Delta rockets. The satellite scheduled for launching Oct. 26 is intended for the Pacific. However, the decision whether to place it over the Pacific or Atlantic will depend on its flight performance. The second satellite, to be launched about a month later, will be aimed in accordance with the position set by the earlier satellite.

The new satellites will handle telephone, teletype, TV and other communications traffic between the distant continents. The Pacific unit will have as its primary mission the support of the Apollo moon-landing program, other governmental communications needs and telephone service between Hawaii and the mainland.

The heavy prior commitment of the first Pacific satellite to some degree dashes hopes it could mean extensive use for live TV coverage of Asian events. Some observers had foreseen its use for the presidential trip and even live coverage of the war in Vietnam. Mr. Charyk said the corporation had not worked out any definite plans with the TV networks although there was considerable interest. He also indicated the dispute with the nation's communications firms over ownership of the U. S. earth stations may be delaying progress in the field. During negotiations over the issue the carriers had been offered part ownership in the earth stations but turned it down.

Consumers to spark electronics growth

The outlook for electronic industry sales "is entirely favorable," Robert W. Galvin, president of the Electronic Industries Association, forecast last week. Speaking before EIA's fall conference in San Francisco, Mr. Galvin said that the sharpest increases will come in consumer products, with color TV set sales leading the way.

In his address, Mr. Galvin, who also is chairman of the board of Motorola, Inc., Chicago, presented a somewhat extemporaneous "mid-year review and outlook" on progress and problems of the electronics industry. Scheduled to deliver the EIA marketing service department's prospects for electronics business in 1967, he touched upon the projections only briefly. Instead he indicated that "the temper is good" for the merger or federation of the EIA with some other industry association. He also spoke about the shortage of service technicians in the electronics field and described the association's attempts to remedy the situation.

Though its predictions largely were by-passed by Mr. Galvin, the EIA released its findings during the four-day West Coast conference (Oct. 17-20).

According to estimates of the EIA marketing service department, factory sales of domestic electronic sales will rise 8% or more in 1967, reaching \$21 billion. By comparison, this year's sales are figured at \$19.4 billion, up \$2.1 billion over 1965. The anticipated increase in all consumer sales at the factory is 15.6%, with industrial electronics expected to go up 10.5% next year. Government purchases of electronics will reach \$10 billion as a result of Vietnam war demands.

Color Sets Up ■ Color TV set sales, expected to near 5 million units in 1966, should gain another 50% in 1967 to total 7.5 million or more units in 1967. Sales of electronic components, including new color TV tubes, figure to increase about 11% next year and total \$6 billion. Radio sales will continue to climb this year but the forecast for 1967 is vague.

In all, some 50 business meetings were held at the conference. The individual sessions spilled over from the San Francisco Hilton headquarters into Del Webb's Townhouse and the St. Francis hotel. Among sessions with particular interest to broadcasters were ones on land-mobile communications, citizens-band radio and closed-circuit TV marketing services. Business meetings of the EIA are closed to all but members.

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Radio keeps filling the till

FCC report for '65 puts total radio revenue at

\$792.5 million, profits at \$77.8 million;

local comes on ever stronger, networks decline

The radio business is strong and getting stronger. This fact received further confirmation last week in the release of the FCC's financial report on AM and FM radio for 1965, which showed revenues and income continuing their upward spiral. The report also showed that local time sales were continuing to increase in importance while network time sales were dropping to their lowest percentage rank.

The nation's four radio networks and 4,279 reporting AM and FM stations combined took in revenues in 1965 of \$792.5 million and earned before federal-income-tax profits of \$77.8 million.

The revenue figure represents an 8.3% increase over the \$732 million reported for 1964. The income-before-taxes figure was up 9.9% over 1964's \$70.8 million. Last year, the commission based its figures on reports from the four networks and 4,202 AM and FM stations.

With the television financial report issued by the commission in August (BROADCASTING, Aug. 8) counted in, the broadcasting industry is seen to have earned revenues of more than \$2.75 billion, an increase of 9.2% above the revenues reported for 1964, and profits before taxes of \$525.7 million, an 8.1% increase.

Trend Continuing ■ The report thus shows that an upward trend in radio, begun 11 years ago and broken only once in the case of revenues (1961) and twice in the case of profits (1958 and 1961) is continuing. And two weeks ago the Radio Advertising Bureau released figures indicating that radio was on its way to an even better year in 1966 (BROADCASTING, Oct. 17).

The report showed that of a total in time sales (before commissions) of \$827.7 million (up from 1964's \$763.7 million), the network sales accounted for \$44.6 million, national spot \$247.9 million, and local sales \$535.2 million. All three figures represent increases, but percentagewise, network sales dropped from 6% of the total to 5%, the category's first percentage drop since 1958 and the lowest relative rank it ever occupied. National spot's percentage remained constant at 30%, while local

sales moved up one point, to 65%.

The report showed that, in radio, the profits are not in network operations. ABC, CBS, NBC and the Mutual Broadcasting System, as a group, reported a loss of \$998,000. Their expenses increased 6.8% while their revenues were up only 2.2%. However, their 19 owned-and-operated stations reported \$4 million in profits on revenues of \$36.6 million, a percentage increase of 11.4% and 7.1% respectively from 1964.

Winners and Losers Increase. ■ The numbers of stations reporting profits and losses were both up over the figures for 1964. There were 2,708 profitable operations and 1,150 losers last year; 2,660 were profitable and 1,079 were in the red in 1964.

But the profit-and-loss figures showed the radio business's jagged financial profile. Ninety-one stations reported revenues of \$1 million or more, but of those six reported losses. And of those losing operations, three lost between \$250,000 and \$500,000, and one lost at least

\$500,000.

Of the 91 million-dollar black-ink stations, 37 recorded profits of \$500,000 or more and 1 reported profits of between \$20,000 and \$25,000. The rest had profits of between \$50,000 and \$500,000.

At the other end of the scale were 98 stations reporting revenues of less than \$25,000. Thirty of these managed to operate at a profit, two reporting profits of between \$10,000 and \$15,000. Of the losing stations, most (27) lost less than \$5,000. The rest reported losses ranging from \$5,000 up to \$50,000.

The report showed that while the number of million-dollar stations had increased by 16 from the 75 such operations in 1964, the majority of stations are close to the profit-loss line—three-fifths of all stations reported profit or loss of less than \$15,000.

In terms of averages, profitable stations managed to take in a great deal more money than unprofitable ones while holding their expenses down. The average profitable station had average revenues of \$219,277, almost twice that of unprofitable stations' revenues of \$124,046. The average expenses of the profitable stations were only 18% higher than those of unprofitable operations—\$177,321 as compared with \$150,640.

FM Profit and Loss. ■ FM radio is sharing in the good times too—but the independents are sharing in them less than the AM-affiliated operations.

Total revenues for the 1,381 commercial FM stations are up \$5 million over 1964 to \$24.7 million. But independent FM's, as a group, are losing more money than ever—\$3.3 million last year, compared with \$3 million in 1964.

The overall figures included 1,043 FM stations operated by AM licensees, including 407 that reported no FM revenues. AM-connected FM's reported FM revenues of \$9 million, up 30% over 1964.

The 338 independent FM stations reported revenues of \$15.7 million, an increase of 22.7% over 1964, but with expenses rising to \$19 million from \$15.8 million. The 1964 figures were:

Accurate preview

Estimates made by BROADCASTING last February corresponded closely to FCC reports of 1965 radio time sales released last week.

In its Feb. 21 issue BROADCASTING put total 1965 radio time sales at \$838,704,000, only 1.3% off the FCC's tabulated figure of \$827,782,000.

Other comparisons (in order of BROADCASTING's estimate, FCC final figure and percentage of difference): National network \$44,127,000, \$44,602,000 (1.1%); national nonnetwork \$244,913,000, \$247,942,000 (1.2%); local \$549,663,000, \$535,283,000 (2.6%). Both the BROADCASTING and FCC figures are for net time sales after all frequency and promotional discounts but before deductions of commissions to agencies and sales representatives.

revenues \$12.8 million, expenses \$15.8 million.

The report showed, further, that 236 independent FM's reported losses, as against 102 reporting profits. Last year, the commission reported 213 losing operations and 93 profitable ones. This has been the general pattern for the past several years.

The report also indicated that not one of the 19 metropolitan statistical areas with three or more independent FM stations provided the nonaffiliated stations, as a group, with sufficient revenues to turn a profit. Chicago, with 13 stations reporting, led the other areas in terms of revenues for such stations, \$1,539,760. But expenses for the stations totalled \$1,640,048, resulting in a combined loss of \$100,228.

The report contained these additional highlights:

General and administrative expenses led all other categories of expense for the networks and all AM and AM-FM stations—\$253 million. Programs costs were the second highest expense item—\$229.6 million, followed by selling—\$131.6 million and technical—\$81.3 million.

Programming, however, was the largest single item of expense for both the networks and their owned-and-operated stations—\$24.4 million and \$13.1 million, respectively. Nonnetwork stations spent \$192 million on programming.

The major expense of the stations was wages and salaries. They repre-

Here's how 1965-64 compare for radio-TV

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO¹ AND TELEVISION BROADCAST SERVICES—1964-65 (In millions of dollars)

Service	1965	1964	% change 1964-65
Total broadcast revenues			
Radio	\$ 792.5	\$ 732.0	8.3%
Television	1,964.8	1,793.3	9.6%
Industry Total	\$2,757.3	\$2,525.3	9.2%
Total broadcast expenses			
Radio	\$ 714.7	\$ 661.2	8.1%
Television	1,516.9	1,377.7	10.1%
Industry Total	\$2,231.6	\$2,038.9	9.5%
Broadcast income (before federal income tax)			
Radio	\$ 77.8	\$ 70.8	9.9%
Television	447.9	415.6	7.8%
Industry Total	\$ 525.7	\$ 486.4	8.1%

¹ Includes AM and FM broadcasting.

Note: 1965 radio data cover the operations of 4 nationwide networks, 3,941 AM and AM-FM, and 338 independent FM stations. Excluded are 63 AM and AM-FM stations, and 12 independent FM stations whose reports were filed too late for tabulation. 1964 data are for 4 nationwide networks, 3,896 AM and AM-FM, and 308 independent FM stations. 1965 TV data cover the operations of 3 networks and 588 stations. 1964 TV data cover the operations of 3 networks and 575 stations.

sented 51.6% of all expenses. Other expenses were royalties and license fees, 6.6%; depreciation, 6.5%; talent, 5.1%, and news (other than salaries) 2.3%.

The industry last year employed 45,996 people on a fulltime basis, 13,493 on a parttime basis, for a total of 59,-

489. This is an increase of 1,730 over the 57,759 workers reported in 1964.

The industry's investment in tangible broadcast property increased also, from \$507 million to \$550.1 million original cost, and from \$272.1 million depreciated cost.

Market size comparisons of radio stations losing money

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED¹, 1965 (Stations Operating Full Year)

Population of:	Average Time Sales Per Station Reporting				Average Per Station Reporting			
	No. of stations reporting total time sales of \$25,000 or more ²	Networks	National and regional advertisers and sponsors ³	Local advertisers and sponsors ³	Total stations reporting	Total broadcast revenues ⁴	Total broadcast expenses	Total broadcast losses ⁵
2,000,000 and over	71	\$10,589	\$149,146	\$251,769	72	\$365,837	\$475,716	\$109,879
1,000,000-2,000,000	62	7,066	88,104	179,597	63	248,702	322,249	73,547
500,000-1,000,000	117	4,840	61,069	155,606	120	198,638	248,053	49,415
250,000- 500,000	138	3,115	37,838	106,394	143	133,340	159,803	26,463
200,000- 250,000	30	2,857	30,412	99,554	31	124,327	142,610	18,283
150,000- 200,000	47	1,251	15,486	88,272	49	97,922	117,996	20,075
100,000- 150,000	41	2,085	24,465	110,319	43	125,961	148,290	22,329
50,000- 100,000	37	1,746	18,392	79,099	39	95,051	110,891	15,840
25,000- 50,000	98	2,826	18,579	82,211	101	99,611	112,648	13,037
10,000- 25,000	157	1,254	12,734	72,030	161	83,690	93,402	9,712
5,000- 10,000	122	466	7,642	53,940	130	58,860	65,753	6,893
2,500- 5,000	106	437	6,093	44,351	128	44,689	50,513	5,824
Less than 2,500	55	46	7,453	43,326	70	43,688	53,312	9,624
TOTAL	1,081	\$2,831	\$34,739	\$101,308	1,150	\$124,046	\$150,640	\$26,594

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's Census of Population, 1960.

² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.

⁴ Total revenues consist of total sales less commissions plus talent and program sales.

⁵ Before Federal income tax.

A look back at radio's finances over the past 10 years

AM AND AM-FM RADIO FINANCIAL DATA,¹ 1955-1965
(industry totals)

A. Time Sales							
Year	Total (\$ millions)	Network (\$ millions)	% of total	National spot (\$ millions)	% of total	local (\$ millions)	% of total
1965	\$827.7	\$44.6	5%	\$247.9	30%	\$535.2	65%
1964	763.7	43.8	6	232.0	30	487.9	64
1963	711.7	41.8	6	220.2	31	449.7	63
1962	665.2	37.3	6	208.4	31	419.5	63
1961	617.2	35.8	6	197.4	32	384.0	62
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60

B. Broadcast revenues, expenses, and income^{*}
(\$ millions)

Year	Revenues	Expenses	Income
1965	\$776.8	\$695.7	\$21.1
1964	719.2	645.4	73.8
1963	669.7	611.6	58.1
1962	626.8	580.1	46.7
1961	583.6	551.6	32.0
1960	691.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6
1955	452.3	406.0	46.3

¹ Excludes independently owned FM's.
^{*} Before Federal Income Tax.

How market size influenced radio time sales

AVERAGE FINANCIAL DATA FOR AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR
COMMUNITY IN WHICH STATION IS LOCATED¹, 1965 (Stations Operating Full Year)

Population of:	Average Time Sales Per Stations Reporting				Average Per Station Reporting			
	No. of stations reporting total time sales of \$25,000 or more ²	Networks	National and regional advertisers and sponsors ³	Local advertisers and sponsors ⁴	Total stations reporting	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ⁵
2,000,000 and over	147	\$11,313	\$577,646	\$612,137	147	\$1,053,225	\$773,776	\$279,450
1,000,000-2,000,000	100	10,112	293,420	390,421	100	616,422	452,713	163,729
500,000-1,000,000	198	8,237	175,871	251,088	200	384,021	310,805	73,216
250,000-500,000	240	4,258	87,803	177,123	241	250,347	210,900	39,447
200,000-250,000	69	1,530	54,781	186,393	69	232,251	198,276	33,976
150,000-200,000	100	2,545	51,385	159,800	100	209,453	180,355	29,098
100,000-150,000	126	5,127	49,427	142,366	127	188,178	161,947	26,230
50,000-100,000	66	3,684	30,180	126,665	66	154,557	133,831	20,726
25,000-50,000	254	2,165	28,017	131,062	255	160,875	139,308	21,567
10,000-25,000	500	1,038	16,507	101,822	501	118,413	103,263	15,150
5,000-10,000	466	472	10,602	76,081	475	85,462	74,522	10,940
2,500-5,000	294	298	6,085	60,556	306	65,070	56,499	8,571
Less than 2,500	117	172	6,954	63,306	121	68,363	58,833	9,530
TOTAL	2,677	\$2,978	\$78,522	\$157,361	2,708	\$219,277	\$177,321	\$41,956

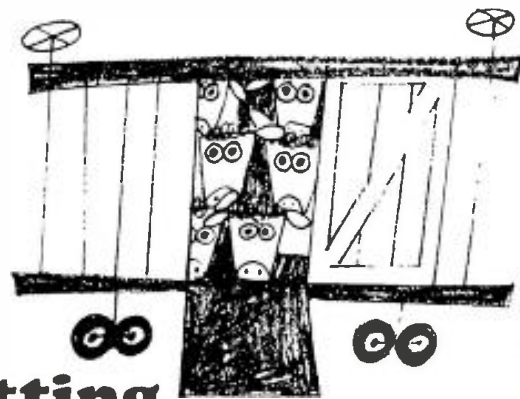
¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.
² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.
⁴ Total revenues consist of total time sales less commissions plus talent and program sale.
⁵ Before Federal income tax.

A city-by-city comparison of radio revenues and expenses

1965
SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME¹ OF 3,941 RADIO²
STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN
STANDARD METROPOLITAN STATISTICAL AREAS

Item	No. of stations in opera- tion	No. re- porting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re- porting ⁵	Total broadcast revenues ⁵	Total broadcast expenses	Total broadcast income ¹
Metropolitan Areas									
United States	1,636	1,576	\$ 8,139,765	\$216,246,119	\$350,954,983	1,609	\$522,292,428	\$458,153,040	\$64,139,388
Nonmetro Areas of 3 or more stations	300	285	656,331	5,723,829	28,375,417	296	34,477,230	32,991,816	1,485,414
Nonmetro Areas of less than 3 stations	2,026	1,889	1,236,202	22,625,651	149,525,275	1,995	174,749,259	160,191,089	14,558,170
Total United States	3,962	3,750	10,032,298	244,595,599	528,855,675	3,900	731,518,917	651,335,945	80,182,972
Commonwealth & Possessions	42	40	1,007,308	3,346,204	3,740,220	41	7,473,261	5,571,883	1,901,378
Grand Total	4,004	3,790	\$11,039,606	\$247,941,803	\$532,595,895	3,941	\$738,992,178	\$656,907,828	\$82,084,350



Is your advertising getting second-class treatment?

The new Number One way for you to reach the Advertising Market is through a Network: The Printers' Ink Network of Magazines.

A magazine Network is a new idea. A first-class idea.

To establish one, you need a number of magazines designed to complement each other, not compete. They need to work together to cover a market better than any single publication can, and to do it more efficiently than any other combination

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The Printers' Ink Network has three magazines: Printers' Ink, Business Advertising, Consumer Advertising.

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You work hard to make your advertising first rate. Send it first class, the new Number One way. Buy the Printers' Ink Network of Magazines.

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re-reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Metropolitan areas									
Abilene, Texas	6	5	3,489	104,928	531,667	6	664,174	606,441	57,733
Akron, Ohio	5#	5	17,405	1,164,417	1,970,366	5	2,890,573	2,320,723	569,850
Albany, Ga.	4	4	2,308	63,935	429,074	4	485,459	426,213	59,246
Albany-Schenectady-Troy, N. Y.	10#	10	60,461	1,580,902	2,248,566	10	3,362,011	3,150,000	212,011
Albuquerque, N. M.	10#	6	10,083	408,963	922,210	7	1,233,084	1,299,933	66,849—
Allentown-Bethlehem-Easton, Pa.-N. J.	8	8	17,412	357,849	1,477,471	8	1,875,778	1,549,015	326,763
Altoona, Pa.	5	5	8,691	132,905	579,080	5	692,266	677,335	14,931
Amarillo, Texas	7	7	6,643	299,044	928,626	7	1,158,638	1,170,996	12,358—
Anaheim-Santa Ana-Garden Grove, Calif.	2	2	*	*	*	2	*	*	*
Anderson, Ind.	2	2	*	*	*	2	*	*	*
Ann Arbor, Mich.	5	5	437	84,137	480,711	5	567,856	573,606	5,750—
Asheville, N. C.	4	4	14,771	157,450	556,570	4	699,279	622,280	76,999
Atlanta	20	20	120,781	2,269,615	4,427,739	20	6,337,944	4,723,812	1,614,132
Atlantic City	5	5	10,379	113,713	719,465	5	825,667	784,442	41,225
Augusta, Ga.-S. C.	10	10	17,820	153,909	947,854	10	1,110,613	1,098,358	12,255
Austin, Tex.	5	5	11,371	386,404	1,047,109	5	1,349,154	1,250,655	98,499
Bakersfield, Calif.	14	13	35,603	330,501	1,021,807	14	1,320,974	1,356,870	35,896—
Baltimore	16	16	70,530	3,788,619	5,744,236	16	8,134,349	6,625,082	1,509,267
Baton Rouge	7	7	5,411	192,816	1,317,294	7	1,434,806	1,253,806	181,000
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	5,516	375,148	1,140,874	8	1,401,824	1,387,085	14,739
Billings, Mont.	5	5	12,735	167,700	483,026	5	621,132	613,585	7,547
Binghamton, N. Y.-Pa.	5	5	26,974	271,812	744,690	5	994,748	940,600	54,148
Birmingham, Ala.	12	11	21,497	886,041	1,933,331	11	2,668,967	2,567,449	101,518
Bloomington-Normal, Ill.	2	2	*	*	*	2	*	*	*
Boise, Idaho	6	6	19,814	161,391	569,871	6	691,500	759,738	68,238—
Boston	18	18	179,199	5,553,436	7,265,221	18	11,702,863	10,143,822	1,559,041
Bridgeport, Conn.	3#	3	850	608,780	731,318	3	1,199,417	864,067	335,350
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N. Y.	12#	12	128,415	2,522,172	3,461,741	12	5,274,245	4,796,419	477,826
Canton, Ohio	5	5	33,209	601,639	722,222	5	1,332,261	1,066,466	265,795
Cedar Rapids, Iowa	4	4	24,779	790,690	753,802	4	1,155,123	1,415,774	139,349
Champaign-Urbana, Ill.	3	3	4,912	82,284	391,563	3	463,064	335,207	127,857
Charleston, S. C.	7	7	17,812	191,135	790,377	7	946,510	893,352	53,158
Charleston, W. Va.	7	7	19,645	265,659	968,590	7	1,227,031	1,127,428	99,603
Charlotte, N. C.	9	9	43,198	941,421	1,593,367	9	2,341,125	2,488,745	147,620—
Chattanooga	9	9	15,833	287,927	1,341,293	9	1,598,830	1,554,706	44,124
Chicago	31#	30	314,485	14,445,303	14,280,875	30	26,529,550	20,776,566	5,752,984
Cincinnati	9#	7	415,395	2,747,311	3,110,669	8	5,662,489	4,493,828	1,168,661
Cleveland	10#	10	147,237	3,902,272	4,502,254	10	8,093,215	6,840,031	1,253,184
Colorado Springs	7	5	4,407	172,731	635,624	6	759,357	705,764	53,593
Columbia, S. C.	7	7	11,924	283,504	930,906	7	1,188,330	1,049,535	138,795
Columbus, Ga.-Ala.	6	5	13,869	216,849	737,850	5	957,485	883,035	74,450
Columbus, Ohio	7	7	23,735	2,350,198	2,493,238	7	4,311,184	3,367,811	943,373
Corpus Christi, Tex.	8	8	19,376	492,449	823,260	8	1,217,436	1,002,849	214,587
Dallas	12	12	63,545	1,875,515	3,901,671	12	5,192,518	4,116,338	1,076,180
Davenport-Rock Island-Moline, Iowa-Ill.	7	7	32,600	426,531	1,257,754	7	1,622,987	1,554,508	68,479
Dayton, Ohio	5	5	20,344	1,647,366	2,367,104	5	3,479,164	2,608,411	870,753
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver	20	18	113,789	2,530,967	4,018,520	19	5,917,768	5,484,604	433,164
Des Moines, Iowa	6	6	90,442	1,498,658	1,357,722	6	2,635,919	2,343,545	292,374
Detroit	12	12	326,644	6,707,593	9,007,336	12	13,786,007	10,962,114	2,823,893
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	11#	10	29,175	310,247	890,756	11	1,206,064	1,203,636	2,428
Durham, N. C.	4	4	9,866	183,117	469,134	4	637,013	591,157	45,856
El Paso	7	6	12,128	293,073	1,011,424	7	1,208,419	1,160,646	47,773
Erie, Pa.	5	5	29,639	292,533	542,893	5	808,531	762,038	46,493
Eugene, Ore.	9	9	16,006	215,733	786,833	9	989,514	1,107,187	117,673—
Evansville, Ind.-Ky.	6	6	11,196	287,354	748,990	6	1,001,448	941,529	59,919
Fall River, Mass.-R. I.	2	2	*	*	*	2	*	*	*
Fargo-Moorhead, N. D.-Minn.	4	4	27,691	254,356	696,958	4	946,034	957,125	11,091—
Fayetteville, N. C.	5	5	3,535	111,647	641,802	5	759,278	691,164	68,114
Fitchburg-Leominster, Mass.	2	2	*	*	*	2	*	*	*
Flint, Mich.	7	7	19,859	603,740	1,748,940	7	2,232,963	2,027,733	205,230
Fort Lauderdale-Hollywood, Fla.	6	6	328,853	903,707	1,152,557	6	1,179,372	1,179,372	26,815—
Fort Smith, Ark.-Okla.	6	5	8,023	108,491	527,301	5	618,727	528,317	90,410
Fort Wayne, Ind.	4	4	17,274	520,276	1,333,483	4	1,877,632	1,375,659	501,973
Fort Worth	7	7	37,547	1,014,456	2,048,287	7	2,715,459	2,548,115	167,344
Fresno, Calif.	12	11	45,998	1,124,387	1,482,034	12	2,336,940	2,157,660	179,280
Gadsden, Ala.	3	3	4,690	64,773	398,645	3	479,008	426,074	52,934
Galveston-Texas City, Tex.	3	3	3,693	137,451	240,883	3	380,264	403,980	23,716—
Gary-Hammond-East Chicago, Ind.	4	4	74,910	912,818	912,818	4	953,685	949,161	4,524
Grand Rapids, Mich.	11	10	20,436	780,008	1,767,471	10	2,383,837	2,348,218	35,619

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales*	Networks	Time sales: national and regional advertisers and sponsors*	Local advertisers and sponsors*	Total stations reporting*	Total broadcast revenues*	Total broadcast expenses	Total broadcast income*
Great Falls, Mont.	4	3	12,612	147,162	299,105	3	442,445	466,347	23,902—
Green Bay, Wis.	3	3	18,888	171,423	552,550	3	723,914	600,801	123,113
Greensboro-High Point, N. C.	8	8	18,938	284,249	1,110,549	8	1,344,128	1,189,549	154,579
Greenville, S. C.	10	10	9,588	249,232	1,083,401	10	1,358,098	1,161,955	196,143
Hamilton-Middleton, Ohio	3	3		161,956	579,654	3	940,059	932,732	7,327
Harrisburg, Pa.	7#	6	23,065	541,339	1,079,467	7	1,583,112	1,373,129	209,983
Hartford, Conn.	7	7	66,459	2,683,498	1,425,447	7	3,467,147	2,904,131	563,016
Honolulu	16	16	130,497	572,394	2,456,634	16	3,103,550	3,504,038	400,488—
Houston	17	15	127,027	2,613,749	5,464,672	15	7,170,146	5,378,910	1,791,236
Huntington-Ashland, W. Va.-Ky.-Ohio	6	6	12,260	244,131	884,507	6	1,089,358	926,191	163,167
Huntsville, Ala.	6	6		115,448	703,874	6	802,733	652,845	149,888
Indianapolis	8	8	49,784	2,075,833	3,438,208	8	4,901,289	4,532,013	369,276
Jackson, Mich.	3	3	424	104,714	402,734	3	482,448	469,000	13,448
Jackson, Miss.	7#	7	14,631	305,031	1,109,108	7	1,372,066	1,178,650	193,416
Jacksonville, Fla.	11	10	37,988	748,486	1,276,443	10	1,906,722	1,820,293	86,429
Johnstown, Pa.	9	8	8,333	228,413	603,117	9	833,371	865,019	31,648—
Kalamazoo, Mich.	4	4	7,641	373,673	774,543	4	1,121,488	1,014,247	107,241
Kansas City, Mo.-Kan.	9	9	73,801	2,484,757	3,628,213	9	5,469,086	4,673,660	795,426
Kenosha, Wis.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	12	23,207	584,970	1,306,466	12	1,822,165	1,735,188	86,977
Lafayette, La.	3	3	1,630	112,863	427,839	3	516,605	471,618	44,987
Lafayette-West Lafayette, Ind.	2	2	*	*	*	2	*	*	*
Lake Charles, La.	4	4	796	129,573	397,487	4	517,107	486,761	30,346
Lancaster, Pa.	5	5	14,274	215,882	624,063	5	821,626	788,986	32,640
Lansing, Mich.	6#	6	6,660	259,915	924,069	6	1,171,593	1,043,231	128,362
Laredo, Tex.	2	2	*	*	*	2	*	*	*
Las Vegas	7	7	8,329	129,716	967,715	7	1,026,585	1,025,599	986
Lawrence-Haverhill, Mass.-N. H.	2	2	*	*	*	2	*	*	*
Lawton, Okla.	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	13,184	178,554	689,598	3	858,003	860,420	2,417—
Lima, Ohio	2	2	*	*	*	2	*	*	*
Lincoln, Neb.	4#	3	3,158	123,908	835,060	4	939,505	884,834	54,671
Little Rock-N. Little Rock, Ark.	9	8	21,980	558,628	1,034,790	8	1,418,975	1,440,328	21,353—
Lorain-Elyria, Ohio	2	2	*	*	*	2	*	*	*
Los Angeles-Long Beach	29	29	275,033	14,804,343	19,439,604	29	29,393,420	23,761,504	5,631,916
Louisville, Ky.-Ind.	10	10	126,231	1,817,709	1,987,257	10	3,456,329	3,467,494	11,165—
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	7	7	15,789	239,487	1,151,731	7	1,304,839	1,223,115	81,724
Lynchburg, Va.	6	6	3,001	80,527	482,954	6	565,622	572,332	6,710—
McAllen-Pharr-Edinburg, Tex.	4	4	3,877	140,864	515,384	4	633,496	618,673	14,823
Macon, Ga.	7	7	12,965	232,984	911,756	7	1,146,347	1,067,084	79,263
Madison, Wis.	4	4	17,760	429,558	1,086,463	4	1,514,181	1,329,201	184,980
Manchester, N. H.	3	3	24,359	142,336	682,356	3	815,882	739,240	76,642
Mansfield, Ohio	2	2	*	*	*	2	*	*	*
Memphis	11	11	59,599	1,314,743	2,475,133	11	3,547,677	2,801,694	745,983
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami	14	14	56,850	2,937,715	3,978,076	14	6,283,012	5,427,145	855,867
Midland, Tex.	4	4	1,451	83,832	329,872	4	399,754	396,503	3,251
Milwaukee	10	10	66,770	2,485,700	3,019,554	10	5,029,981	4,068,207	961,774
Minneapolis-St. Paul	17#	16	97,491	3,078,654	5,156,216	17	7,955,780	6,597,320	1,358,460
Mobile, Ala.	12	12	17,900	366,602	933,073	12	1,253,319	1,335,313	81,994—
Monroe, La.	4	4	7,226	92,519	378,908	4	447,330	402,816	44,514
Montgomery, Ala.	9#	8	6,756	273,575	770,266	9	1,069,386	950,572	118,814
Muncie, Ind.	2#	2	*	*	*	2	*	*	*
Muskegon-Muskegon Heights, Mich.	5	4	3,240	221,207	425,814	5	656,895	616,871	40,024
Nashville	11	11	79,043	1,415,146	2,223,848	11	3,572,245	3,250,748	321,497
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5	5	9,402	821,971	1,222,371	5	1,811,789	1,577,581	234,208
New London-Groton-Norwich, Conn.	3	3	10,454	205,803	453,538	3	630,848	571,337	59,511
New Orleans	14#	12	58,721	1,833,646	2,585,596	13	3,893,501	3,301,891	591,610
New York	34#	34	545,560	24,572,516	22,336,975	34	41,422,431	33,323,326	8,099,105
Newark, N. J.	6	6		1,637,659	1,875,045	6	3,186,252	2,863,972	322,280
Newport News-Hampton, Va.	3	3	4,943	311,621	884,117	3	1,119,075	974,171	144,904
Norfolk-Portsmouth, Va.	7	7	17,255	711,699	1,765,345	7	2,317,783	2,020,241	297,542
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odesso, Tex.	4	4	33	80,018	376,935	4	434,091	481,544	47,453—
Ogden, Utah	4	4	86,331	6,517	273,980	4	318,541	315,498	3,043
Oklahoma City	8	8	46,116	1,154,209	1,839,420	8	2,712,443	2,303,149	409,294
Omaha	7	7	76,854	1,150,228	1,893,535	7	2,760,252	2,758,430	1,822
Orlando, Fla.	10	9	26,893	374,549	1,439,280	10	1,702,251	1,641,609	60,642
Oxnard-San Buena-Ventura, Calif.	5	5		154,034	576,102	5	720,127	726,170	6,043—
Paterson-Clifton-Passaic, N. J.	2	2	*	*	*	2	*	*	*
Pensacola, Fla.	8	8	1,690	123,535	937,087	8	1,025,522	1,022,282	3,240
Peoria, Ill.	5	5	13,082	413,151	1,146,132	5	1,461,351	1,356,599	104,752
Philadelphia	24	23	167,908	8,819,614	7,820,387	23	14,513,363	12,132,471	2,380,892

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^a	Local advertisers and sponsors ^a	Total stations reporting ^a	Total broadcast revenues ^a	Total broadcast expenses	Total broadcast income ^a
Phoenix	18	17	70,784	1,015,822	2,635,441	17	3,529,490	3,849,047	319,557—
Pine Bluff, Ark.	5	5	300	51,820	286,608	5	323,555	288,051	35,504
Pittsburgh	22	21	171,055	3,209,660	5,343,643	22	8,249,965	6,441,120	1,808,845
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	35,902	225,081	548,769	5	780,968	828,087	47,119—
Portland, Ore.-Wash.	16	13	56,648	1,925,372	2,657,500	15	4,061,311	4,164,062	102,751—
Providence-Pawtucket-Warwick, R. I.-Mass.	13	13	57,263	1,239,609	2,463,901	13	3,331,206	3,039,125	292,081
Provo-Orem, Utah	4	4	74,772	38,736	261,981	4	330,573	324,148	6,425
Pueblo, Colo.	6	6	1,353	113,164	404,039	6	513,457	464,570	48,887
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N. C.	7	7	61,781	593,194	913,460	7	1,501,469	1,199,073	48,8875
Reading, Pa.	3	3	5,405	126,104	710,479	3	808,778	658,263	150,515
Reno	6	6	5,634	123,509	721,677	6	816,054	841,706	25,652—
Richmond, Va.	13#	11	59,506	831,435	1,845,567	13	2,549,177	2,466,056	83,121
Roanoke, Va.	7	7	15,393	174,094	865,902	7	1,014,080	912,981	101,099
Rochester, N. Y.	6	6	120,123	1,198,517	2,036,791	6	2,904,563	2,583,672	320,891
Rockford, Ill.	5	5	5,317	193,393	902,723	5	1,091,278	1,003,987	87,291
Sacramento, Calif.	8	8	64,382	1,677,728	1,611,694	8	2,894,862	2,866,805	28,057
Saginaw, Mich.	3	3	11,422	243,791	530,753	3	720,211	683,475	36,736
St. Joseph, Mo.	3	3	231	153,183	438,260	3	535,674	452,646	83,028
St. Louis	17	17	148,989	4,277,375	4,913,528	17	8,050,441	6,988,231	1,062,210
Salem, Ore.	6	6	83,805	459,266	694,615	6	541,047	551,482	10,435—
Salinas-Monterey, Calif.	8	7	10,118	172,919	694,615	8	872,685	911,261	38,576—
Salt Lake City	11	11	49,695	735,396	1,806,629	11	2,500,979	2,409,389	91,590
San Angelo, Tex.	4	4	40,603	259,663	287,865	4	287,865	335,588	47,723—
San Antonio, Tex.	13	13	119,408	1,317,129	2,876,777	13	3,849,228	3,295,458	553,770
San Bernardino-Riverside-Ontario, Calif.	26#	23	34,657	708,946	2,174,675	25	2,801,415	2,939,161	137,746—
San Diego	9	9	44,210	1,715,879	1,978,713	9	3,280,488	3,282,221	1,733—
San Francisco-Oakland	18	18	206,026	8,049,025	8,422,194	18	14,204,847	13,745,733	459,114
San Jose, Calif.	7	7	200	527,073	1,524,749	7	1,961,275	1,802,548	158,727
Santa Barbara, Calif.	12	11	31,274	217,371	991,361	12	1,164,773	1,287,012	122,239—
Savannah, Ga.	6	6	16,362	193,545	697,993	6	879,334	766,816	112,517
Scranton, Pa.	6	6	14,227	411,137	915,258	6	1,236,485	1,117,853	118,632
Seattle-Everett, Wash.	21	20	65,636	2,317,354	3,693,027	21	5,385,654	5,790,978	405,324—
Shreveport, La.	7	7	79,372	757,247	877,072	7	1,509,409	1,413,908	95,501
Sioux City, Iowa-Neb.	3	3	6,367	104,231	450,746	3	545,216	465,047	80,169
Sioux Falls, S. D.	3	3	10,479	108,438	464,938	3	577,012	504,714	72,298
South Bend, Ind.	4	4	13,581	280,139	600,534	4	856,234	821,187	35,047
Spokane, Wash.	12	11	42,418	644,395	1,005,850	11	1,509,160	1,526,170	17,010—
Springfield, Ill.	3	3	10,709	120,214	816,217	3	931,514	887,234	44,279
Springfield-Chicopee-Holyoke, Mass.-Conn.	10	10	30,457	542,209	1,275,671	10	1,683,203	1,615,138	68,065
Springfield, Mo.	4	4	18,627	203,538	737,792	4	903,307	785,381	117,926
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	2	2	*	*	*	2	*	*	*
Steubenville-Weirton, Ohio-W. Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4	208,659	684,921	863,099	4	863,099	784,312	78,787
Syracuse, N. Y.	11#	10	74,044	997,841	1,642,716	10	2,371,437	2,117,133	254,304
Tacoma, Wash.	5#	4	7,965	202,407	338,045	5	602,110	624,890	22,780—
Tallahassee, Fla.	4	4	8,743	55,251	382,664	4	440,647	430,927	9,720
Tampa-St. Petersburg, Fla.	16#	15	23,608	1,139,016	2,185,565	16	3,093,076	3,130,401	37,325—
Terre Haute, Ind.	4	4	6,636	107,923	613,167	4	729,331	713,240	16,091
Texarkana, Tex.-Ark.	4	4	6,139	87,041	310,450	4	400,062	380,819	19,243
Toledo, Ohio-Mich.	6	6	32,044	879,826	2,187,229	6	2,748,795	2,196,259	552,536
Topeka, Kan.	4	4	23,788	415,867	828,611	4	1,200,447	1,141,067	59,380
Trenton, N. J.	4	4	4,683	328,345	774,111	4	1,072,527	976,409	96,118
Tucson, Ariz.	12	11	50,897	258,850	1,048,594	11	1,288,158	1,464,587	176,429—
Tulsa, Okla.	9	9	69,334	899,533	1,676,107	9	2,381,206	2,340,853	40,353
Tuscaloosa, Ala.	5	5	5,069	36,445	466,060	5	515,400	500,738	14,662
Tyler, Tex.	4	3	147,752	305,305	438,101	4	438,101	430,601	7,500
Utica-Rome, N. Y.	8	8	22,001	200,049	803,113	8	965,523	1,127,964	162,441—
Vallejo-Napa, Calif.	2	1	*	*	*	1	*	*	*
Waco, Tex.	4	4	2,126	209,864	581,308	4	767,669	726,589	41,080
Washington	20#	18	108,365	4,342,183	8,373,807	20	12,090,979	9,644,153	2,446,826
Waterbury, Conn.	3	3	6,889	148,363	354,501	3	475,203	487,816	12,613—
Waterloo, Iowa	3	3	14,570	176,395	632,353	3	803,228	650,655	152,573
West Palm Beach, Fla.	10#	8	9,785	193,060	900,964	9	1,091,426	1,246,582	155,156—
Wheeling, W. Va.-Ohio	6	5	32,103	480,422	859,209	5	1,305,758	1,098,816	206,942
Wichita Falls, Tex.	3	3	9,706	263,987	491,290	3	719,848	724,124	4,276—
Wichita, Kan.	7	7	37,808	645,597	1,589,673	7	2,112,346	1,803,598	308,748
Wilkes-Barre-Hazleton, Pa.	6	6	22,960	192,828	728,345	6	907,667	859,662	48,005
Wilmington, Del.-N. J.-Md.	6	6	10,032	285,313	1,289,029	6	1,537,117	1,263,536	273,581
Wilmington, N. C.	5	5	5,881	73,122	335,456	5	411,493	417,217	5,274—
Winston-Salem, N. C.	6	6	5,755	185,989	1,089,251	6	1,285,658	1,089,681	195,977
Worcester, Mass.	4	4	58,492	603,400	739,027	4	1,264,699	1,193,961	70,738
York, Pa.	5	5	9,964	305,970	966,688	5	1,213,291	929,986	283,305
Youngstown-Warren, Ohio	6	6	78,634	608,661	1,250,912	6	1,820,279	1,580,117	240,162
Total	1,636	1,576	8,139,765	216,246,119	350,954,983	1,609	522,292,428	458,153,040	64,139,388

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in opera- tion	No. re- porting \$25,000 or more time sales*	Networks	Time sales: national and regional advertisers and sponsors*	Local advertisers and sponsors*	Total stations re- porting*	Total broadcast revenues*	Total broadcast expenses	Total broadcast income†
Nonmetro areas of 3 or more stations									
Anniston, Ala.	3	3	1,020	28,017	306,221	3	331,615	291,840	39,775
Decatur, Ala.	3	3		22,132	237,274	3	258,915	219,291	39,624
Dothan, Ala.	3	3	3,849	36,216	235,503	3	271,376	237,013	34,363
Florence-Sheffield, Ala.	6	5	3,115	64,499	417,601	6	501,785	491,018	10,767
Selma, Ala.	3	3	5,412	33,098	179,157	3	221,623	169,563	52,060
Anchorage,	4	4		161,016	851,391	4	964,519	1,032,384	67,865—
Flagstaff, Ariz.	3	3	1,840	85,038	217,062	3	284,208	244,014	40,194
Prescott, Ariz.	3	2	*	*	*	3	*	*	*
Yuma, Ariz.	3	3	18,028	70,556	178,649	3	247,864	246,823	1,041
Eureka, Calif.	3	3	14,357	79,254	273,096	3	346,495	336,877	9,618
Modesto, Calif.	3	3	13,928	123,465	484,275	3	626,491	648,409	21,918—
Redding, Calif.	5	3	11,627	52,576	175,063	3	231,665	214,992	16,673
San Luis Obispo, Calif.	3	3	5,108	53,776	260,614	3	335,138	336,316	1,178—
Santa Rosa, Calif.	4	3	440	59,689	348,503	4	416,323	531,974	115,651—
Grand Junction, Colo.	4	4	17,126	56,005	363,422	4	443,781	461,805	18,024—
Cocoa, Fla.	3	3		88,738	345,208	3	407,054	450,485	43,431—
Daytona Beach, Fla.	3	3	1,384	47,107	405,053	3	443,094	402,084	41,010
Fort Myers, Fla.	3	3	2,700	84,263	346,400	3	417,093	362,241	54,852
Gainesville, Fla.	4	4	6,040	74,433	411,325	4	486,089	443,232	42,857
Lakeland, Fla.	3	3	3,115	78,255	333,521	3	408,166	405,285	2,881
Ocala, Fla.	3	3		42,257	265,217	3	303,722	343,778	40,056—
Panama City, Fla.	4	3	712	45,804	255,671	4	354,484	384,674	30,190—
Sarasota, Fla.	4	4		61,704	288,400	4	345,146	402,392	57,246—
Athens, Ga.	3	3	5,242	69,688	385,335	3	461,311	420,875	40,436
Dalton, Ga.	3#	2	*	*	*	3	*	*	*
Gainesville, Ga.	3	3	2,945	35,804	417,436	3	467,488	429,899	37,589
Griffin, Ga.	3	3	183	18,009	238,293	3	255,170	229,267	25,903
Rome, Ga.	4	4	325	63,963	404,589	4	483,032	510,262	27,230
Valdosta, Ga.	4	4		66,930	220,638	4	282,146	244,223	37,923
Hilo, Hawaii	3	3	16,889	6,817	170,229	3	191,586	226,047	34,461—
Idaho Falls	3#	3	20,896	87,018	383,619	3	477,673	472,403	5,270
Pocatello, Idaho	3	3	16,652	56,024	234,772	3	296,055	275,023	21,032
Twin Falls, Idaho	3#	3	18,334	32,418	220,767	3	264,738	286,659	21,921—
Mason City, Iowa	3	3	6,915	152,942	320,216	3	451,207	402,021	49,186
Bowling Green, Ky.	3	3	2,147	54,169	284,957	3	337,109	306,605	30,504
Paducah, Ky.	3	3	5,701	52,325	312,182	3	364,489	386,467	21,978—
Alexandria, La.,	3	3	8,241	89,312	455,486	3	530,493	449,498	80,995
Bangor, Me.	3	3	29,073	89,524	304,622	3	422,533	396,967	25,566
Salisbury, Md.	3	3	4,144	92,595	360,041	3	445,715	406,043	39,672
Battle Creek, Mich.	3	3	6,169	126,417	345,265	3	448,474	415,283	33,191
Rochester, Minn.	3	3	2,242	42,366	453,261	3	489,846	474,116	15,730
Greenville, Miss.	3	3	358	38,797	276,552	3	306,676	268,974	37,702
Greenwood, Miss.	3	2	*	*	*	3	*	*	*
Hattiesburg, Miss.	4#	3	1,264	9,633	310,805	4	333,455	324,603	8,852
Laurel, Miss.	3	3	1,118	11,921	316,145	3	311,086	324,181	13,095—
Meridan, Miss.	5	5	1,755	50,375	373,667	5	418,444	378,011	40,433
Joplin, Mo.	4	4	9,874	69,767	304,017	4	369,342	354,561	14,781
Missoula, Mont.	4	3	23,991	42,194	311,487	3	416,807	399,904	16,903
Farmington, N. M.	3	3	10,983	27,708	280,576	3	316,483	291,459	25,024
Roswell, N. M.	6#	3		56,816	268,195	6	372,594	470,912	98,318—
Elmira, N. Y.	3	3	7,797	54,321	444,000	3	518,745	441,320	69,425
Kingston, N. Y.	3	3		134,892	389,114	3	508,931	477,391	31,540
Watertown, N. Y.	3	3	12,293	84,736	325,201	3	424,620	416,130	8,490
Goldsboro, N. C.	3	3	19,059	19,418	361,624	3	403,081	344,837	58,244
Greenville, N. C.	3	3	17,781	25,010	278,877	3	316,860	303,359	13,501
Hickory, N. C.	3	3	2,252	84,977	327,484	3	410,812	385,634	25,178
Kinston, N. C.	3	3	16,798	26,808	301,715	3	348,787	314,108	34,679
Rocky Mount, N. C.	3	3	11,924	25,999	272,205	3	313,121	293,371	19,750
Wilson, N. C.	3	3	8,272	57,942	243,286	3	329,858	291,362	38,496
Bismarck, N. D.	3	3	40,915	154,259	362,301	3	556,898	494,457	62,441
Minot, N. D.	3	3	894	112,782	299,364	3	380,019	343,340	36,679
Klamath Falls, Ore.	3	3	6,096	79,882	185,991	3	256,568	267,542	10,974—
Medford, Ore.	5	5	13,326	100,664	383,472	5	497,704	463,629	34,075
Roseburg, Ore.	3	3	4,101	70,976	241,253	3	309,213	286,410	22,803
Williamsport, Pa.	3	3	9,331	52,406	250,153	3	317,686	296,810	20,876
Florence, S. C.	3	3	2,107	56,552	305,476	3	344,771	315,901	28,870
Orangeburg, S. C.	3	3		37,763	283,563	3	319,713	279,918	39,795
Spartanburg, S. C.	3	3	44,887	89,825	525,230	3	661,100	580,992	80,108
Sumter, S. C.	3	3	1,315	17,495	232,923	3	250,991	240,189	10,802
Rapid City, S. D.	4	4	10,659	80,936	375,447	4	466,891	474,048	7,157—
Bristol, Tenn.-Va.	4	3	5,673	89,896	255,292	3	341,890	354,870	12,980—
Jackson, Tenn.	3	3	3,060	86,651	216,002	3	298,873	270,286	28,587
Big Springs, Tex.	3	3	477	43,457	325,496	3	360,532	278,935	81,597
Sherman-Denison, Tex.	3	3		55,404	199,324	3	252,294	264,910	12,616—
Burlington, Vt.	3	3	6,916	57,661	395,242	3	451,073	440,424	10,649
Charlottesville, Va.	3	3	832	76,960	357,264	3	444,829	393,722	51,107
Danville, Va.	4	4	2,252	85,734	645,595	4	730,072	686,323	43,749
Bellingham, Wash.	4#	3	765	72,145	299,493	4	360,614	337,203	23,411

CITY-BY-CITY COMPARISON OF RADIO continued

Item	No. of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^d	Local advertisers and sponsors ^d	Total stations reporting ^e	Total broadcast revenues ^e	Total broadcast expenses	Total broadcast income ^f
Kennewick-Pasco-Richland, Wash.	3	3	3,280	60,152	304,134	3	344,318	336,236	8,082
Walla Walla, Wash.	3	3	5,632	45,124	191,733	3	231,511	222,092	9,419
Wenatchee, Wash.	3	3	5,061	69,673	251,090	3	309,452	310,301	849—
Yakima, Wash.	5	5	12,139	166,153	380,949	5	529,192	532,231	3,039—
Clarksburg, W. Va.	3	3	4,727	50,043	234,185	3	296,807	313,248	16,441—
Parkersburg, W. Va.	3	3	4,319	41,276	306,674	3	343,042	287,188	55,854
Eau Claire, Wis.	3	3	2,464	96,406	449,587	3	543,778	506,284	37,494
La Crosse, Wis.	3	3	9,012	100,561	397,885	3	552,850	529,999	22,851
Manitowac-Two Rivers, Wis.	3	3	977	22,463	322,353	3	341,551	327,671	13,880
Wausau, Wis.	3	3	7,197	138,402	274,434	3	396,049	340,470	55,579
Casper, Wyo.	3	3	18,037	43,577	284,555	3	342,930	363,428	20,498—
Cheyenne, Wyo.	4	4	20,164	27,511	316,135	4	355,118	287,004	68,114
Total	300	285	656,331	5,723,829	28,375,417	296	34,477,230	32,991,816	1,485,414
Commonwealth & Possessions									
Metropolitan areas									
Mayaguez, P. R.	5	5	157,179	206,740	407,805	5	758,021	595,804	162,217
Ponce, P. R.	5	5	195,823	550,261	261,592	5	890,785	518,736	372,049
San Juan, P. R.	11	11	558,963	1,614,255	2,064,351	11	3,892,240	2,737,627	1,154,613
Nonmetro areas of three or more stations									
Arecibo, P. R.	3	3	4,245	209,319	141,956	3	325,225	263,611	61,614
Other Communities									
Total	47	40	1,007,308	3,346,204	3,740,220	41	7,473,261	5,571,883	1,901,378

¹ Before federal income tax

² Excludes 350 independently operated FM stations.

³ Stations with less than \$25,000 time sales report only total revenues and total expenses. Stations with total time sales of \$25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,941 reporting stations.

⁴ Before commissions to agencies, representatives and others.

Note: - denotes loss.

⁵ Excludes data for 63 stations whose reports were not filed in time to be included in this report.

⁶ Total revenues consist of total time sales less commissions plus talent and program sales.

⁷ Not all stations in this market operated a full year during 1965.

⁸ Data withheld to maintain confidentiality of individual station figures.

Revenues and expenses of national networks and stations

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE RADIO NETWORKS AND 3,941 AM AND AM-FM STATIONS
1964-1965
(in thousands of dollars)

Item	4 nationwide networks	% Change from prev. yr.	o&o stations	% change from prev. yr.	3,922 other stations	% Change from prev. yr.	Total 4 networks 3,941 stations	% Change from prev. yr.
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$41,517	1.6	\$ 1,177	(9.4)	\$ 7,602 ¹	(3.9)		
b. Sale of other network time					2,260	2.5		
Total network time sales	41,517	1.6	1,177	(9.4)	9,862	(2.5)		
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned and operated stations	1,177	(9.4)						
b. Paid to affiliated stations	6,777	(6.0)						
Total participation by others (excluding commissions) in revenue from sale of network time	7,954	(6.5)						
3. Total retentions from sale of network time	33,563	3.7	1,177	(9.4)	9,862	(2.5)	\$ 44,602	1.9
4. Non-network time sales:								
a. National and regional advertisers			22,852	7.4	225,090	6.8	247,942	6.9
b. Local advertisers			18,267	11.5	516,971 ²	9.6	535,238	9.7
Total non-network time sales			41,119	9.2	742,061	8.8	783,180	8.8
5. Total time sales	33,563	3.7	42,296	8.6	751,923	8.6	827,782	8.4
6. Deduct—Commissions to agencies, representatives, etc.	6,213	2.5	7,677	9.5	74,347	8.3	88,237	8.0
7. Net time sales	27,350	4.0	34,619	8.4	677,576	8.6	739,545	8.4
B. Revenues from incidental broadcast activities:								
a. Talent	8,979	(3.0)	1,561	(4.4)	10,992	5.2	21,532	0.9
b. Sundry broadcast revenues	1,469	3.2	410	(29.4)	13,833	0.4	15,712	(0.4)
Total incidental broadcast activities	10,448	(2.2)	1,971	(10.9)	24,825	2.5	37,244	0.4
TOTAL BROADCAST REVENUES	37,798	2.2	36,590	7.1	702,401	8.4	776,789	8.0
C. TOTAL BROADCAST EXPENSES	38,796	6.8	32,544	6.6	624,363	7.9	695,703	7.8
D. BROADCAST INCOME (before Federal income tax)	(998)	*	4,046	11.4	78,038	12.3	81,086	9.9

¹ Amount differs slightly from that shown in Item 2.b because of variations in accounting practices.

² Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

³ Income in 1964 was \$671 thousand.

() Denotes loss or percentage decrease.

Note: Data for 1964 cover the operations of 4 nationwide networks, their 19 owned and operated stations, and 3,877 other stations.

Financial picture for FM-only stations

A. BROADCAST REVENUES OF ALL FM STATIONS

	1965		1964	
	Number of Stations	Amount (Millions)	Number of Stations	Amount (Millions)
FM Stations Operated by:				
AM Licensees				
Reporting no FM				
Revenues	407		348	
Reporting FM				
Revenues	636	\$ 9.0	521	\$ 6.9
Non-AM Licensees	338 ¹	15.7 ²	306	12.8
Total	1,381	\$24.7	1,175	\$19.7

B. BROADCAST EXPENSES, INCOME, INVESTMENT IN TANGIBLE BROADCAST PROPERTY AND EMPLOYMENT OF 338 FM STATIONS OPERATED BY NON-AM LICENSEES

	1965		1964	
	Number of Stations	Amount (Millions)	Number of Stations	Amount (Millions)
Broadcast Expenses	338	\$19.0	306	\$15.8
Broadcast Income (before Federal income tax)	338	(3.3)	306	(3.0)
Employment (12-31-1965)	Fulltime 1,528		Parttime 1,190	Total 2,718

Original Cost Depreciated Cost (Millions)

Investment in Tangible Broadcast Property (12-31-1965)	\$16.7	\$11.3
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() Denotes loss.

¹ Reports of 12 FM stations operated by non-AM licensees were filed too late for tabulation.

² Of this amount \$1.2 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

Note: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense, licensees of such stations were not required to report FM stations expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

NUMBER OF FM STATIONS OPERATED BY NON-AM LICENSEES REPORTING PROFIT AND LOSS, 1961-1965

Year	Total number reporting	Number reporting profit	Number reporting loss
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208
1961	249	59	190

How FM-only stations fared in metropolitan areas

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS OPERATED BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS WITH 3 OR MORE INDEPENDENT FM STATIONS 1965

Standard metropolitan statistical areas	Total stations reporting	Total broadcast revenues ¹	Total broadcast expenses	Total broadcast income ²
Anaheim-Santa Ana-Garden Grove	3	\$ 158,634	\$ 205,898	\$(47,264)
Baltimore	3	91,890	134,044	(42,154)
Buffalo	4	336,796	361,712	(24,916)
Chicago	13	1,539,760	1,640,048	(100,288)
Cleveland	3	263,320	274,745	(11,425)
Detroit	8	830,939	869,080	(38,141)
Houston	7#	362,914	684,937	(322,023)
Indianapolis	5	192,718	239,685	(46,967)
Los Angeles-Long Beach	16#	966,232	1,173,672	(207,440)
Madison	3	43,590	49,430	(5,840)

² Before Federal income tax.
() Denotes loss.

Standard metropolitan statistical areas	Total stations reporting	Total broadcast revenues ¹	Total broadcast expenses	Total broadcast income ²
Milwaukee	4	127,718	128,653	(935)
Nashville	3	91,177	111,778	(19,601)
New York	6	812,514	1,136,816	(324,302)
Oklahoma City	6#	134,046	188,988	(54,942)
Philadelphia	5	496,147	629,985	(133,838)
Sacramento	5	131,740	156,401	(24,661)
San Diego	7#	374,700	412,163	(37,463)
San Francisco-Oakland	9	819,597	942,923	(123,326)
Seattle-Everett	3	141,447	172,154	(30,707)
Total	113	\$7,916,879	\$9,513,112	\$(1,596,233)

² Not all stations in this group operated a full year during 1966.
¹ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.

Did payments to owners influence station profit or loss

NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1965

(Excludes dividends and other payments from surplus)
Stations reporting payments of:

	Number	Amount
Over \$100,000	17	\$ 2,595,036
75,000- 99,999	21	1,803,412
50,000- 74,999	85	5,144,826
40,000- 49,999	79	3,452,405
30,000- 39,999	154	5,292,620
25,000- 29,999	153	4,158,672
20,000- 24,999	194	4,319,165
15,000- 19,999	303	5,222,947
10,000- 14,999	493	6,096,908
5,000- 9,999	557	4,126,235
2,500- 4,999	233	864,538
Under 2,500	300	389,749
Total	2,589	\$43,466,513

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSE, 1965

1. Total number of stations reporting a loss	1,215	
a. Total amount of losses		\$31,638,937
2. Number of losing stations which reported payments to proprietors, etc.	693	
a. Total amount of payments to proprietors, etc.		8,694,563
3. Number of losing stations which reported depreciation expense	1,086	
a. Total amount of depreciation expense		14,355,436
4. Number of stations in operation a full year which reported a loss:		
a. Total number of stations	1,150	
b. Total number of stations reporting payments to proprietors, etc. and/or depreciation expense which exceeded the amount of loss	622	
c. Total number of stations reporting payments to proprietors, etc. which alone exceeded the amount of the loss	357	

RCA goes for No. 1, to absorb Hertz

RCA, giant communications complex and parent of NBC, announced a preliminary agreement last week that would put it in a new driver's seat, that of the Hertz Corp.

Hertz, the country's largest car-and-truck rental-and-leasing organization agreed in principal to be merged into RCA under a stock-transfer arrangement.

Upon approval by boards of directors and stockholders of both companies, Hertz would become a wholly owned RCA subsidiary but would continue to operate as a separate entity with its own directors and management.

RCA would be the second communications company to acquire a major auto-rental concern. Last year International Telephone & Telegraph Corp. bought the so-called "number two" car-rental company, Avis Inc. ITT's purchase of ABC pends FCC approval.

The preliminary agreement calls for the exchange of each share of outstanding Hertz common stock for one-half share of RCA common and a quarter share of a new \$4 cumulative convertible preferred RCA stock to be issued.

In addition each share of Hertz \$2 cumulative preferred would be exchanged for one-half share of the new RCA preferred.

RCA said that a contemplated 2% stock dividend considered for the end of the year would not effect the terms of the Hertz agreement.

The merger would almost guarantee

that RCA would retain its financial leadership in the broadcast field vis a vis the planned merger of International Telephone & Telegraph and ABC which would have estimated sales of around \$2 billion. RCA's 1965 sales totalled \$2,057,117,000 and Hertz's 1965 sales were \$274,580,000 for a combined total of over \$2.3 billion. Profits in 1965 for RCA were \$101,161,000 and for Hertz were \$10,240,000 for a total of over \$111 million.

Nine-month net increased 25% at Cox Broadcasting

Cox Broadcasting Corp., Atlanta, has registered 25% and 26% increases, respectively, in its net income and operating revenues for the January-September period of 1966.

J. Leonard Reinsch, president, said that based on radio and television orders already booked and on billing characteristics of technical publishing the firm also anticipates a relatively strong fourth quarter.

Cox owns and operates five VHF television stations and four AM and four FM radio stations in Atlanta; Dayton, Ohio; Charlotte, N.C.; Miami; San Francisco, and Pittsburgh. The company also operates CATV systems in five states; provides microwave service in Illinois and Indiana; owns 50% of Kaiser-Cox Corp., a CATV equipment manufacturer, and owns 80% of United Technical Publications.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$1.45	\$1.16
Operating revenues	26,807,406	21,284,456
Net income	3,851,291	3,072,526
Shares outstanding	2,655,070	2,654,270

ABC earnings at record pace

ABC, still waiting for the FCC word on its proposed merger with ITT, last week reported nine-month earnings at a record level, up 12% from the same period last year.

The company's report said broadcasting and theater operations showed earnings improvement for both the third quarter and full nine months and that the record division continued to demonstrate "significant improvement in its earnings."

Leonard H. Goldenson, president, stated ABC-TV's new television season—both evening and daytime—has achieved good public acceptance. He said ABC-TV's presentation of the movie *Bridge on the River Kwai*, "had drawn the 'largest audience for any television program in the history of the medium' with the exception of an Academy Awards telecast."

He noted ABC's recent five-year \$25-million loan agreement reached with four banks and said that a major allocation of the money from the agreement would be for expanding color television facilities.

ABC's third quarter operating earnings rose to \$3.8 million, equivalent to 83 cents per share, a gain of 16% over last year's third period.

Nine months ended Sept. 30:

	1966	1965
Earned per share	\$2.73	\$2.44
Pre-tax operating earnings	23,391,000	20,565,000
Operating earnings	11,000,000	9,550,000
Capital & non-recurring gains	402,000	275,000
Net earnings	12,793,000	11,290,000

SEC's September report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for September (all common stock unless otherwise indicated):

Ameco Inc.—Bruce Merrill bought 3,000 shares, giving total of 755,345, plus 40,755 held beneficially in trust for children.

Avco Corp.—Richard W. Yantis sold 6,400 shares, leaving 4,000, and sold 19,000 shares on beneficially held Mardic Ltd. account, leaving 31,175.

CBS Inc.—Leon R. Brooks sold 400 shares, leaving 269, plus 3 beneficially held for son. Theodore F. Koop exercised option on 1,105 shares, giving total of 3,867.

Cowles Communications—Gardner

Cowles sold 600 shares, leaving 377,283, plus 11,892 beneficially held with wife, 13,802 beneficially held with children, and 205,000 beneficially held in holding companies.

Gross Telecasting—Raymond W. Miotel, holding 100 shares personally, bought 641 shares and sold 859 shares, leaving 217.

Jerrold Corp.—Robert H. Beisswenger exercised option on 25,850 shares, giving total of 30,452. Paul A. Garrison bought 10,000 shares and exercised option on 7,000 shares, giving total of 22,000. Simon Pomerantz exercised option on 5,700 shares, giving total of 28,047, plus 20 beneficially held with wife as custodian.

Metromedia Inc.—Marcus J. Austad bought 100 shares, giving total of 14,450. Percy M. Stewart bought 500 shares, giving total of 4,000, plus 1,000 beneficially held with wife.

National General Corp.—Eugene V. Klein bought 2,100 shares, giving total of 280,395, plus 15,818 beneficially held in partnership and 3,120 beneficially held in foundation.

A. C. Nielsen Co.—Donald R. Harper

sold 100 class A shares, leaving 200. James H. Shoemaker sold 140 class A shares, leaving 100, and sold 120 class B shares, leaving none.

Official Films Inc.—Louis C. Lerner bought 500 shares, giving total of 564,000, and bought 2,000 shares on beneficially held Victoria Investment Co. account, giving total of 865,500, plus 25,000 beneficially held on Lerner & Co. investment account, 2,000 beneficially held with wife and 44,670 beneficially held on Lerner & Co. trading account.

Reeves Broadcasting—Thomas J. Stevenson Jr. sold 15,000 shares on beneficially held T. J. Stevenson & Co. Inc. account in registered offering, leaving none.

Seven Arts Productions—Jeremy A. Hyman sold 700 shares, leaving 4,200.

Storer Broadcasting Co.—Following exercised stock options: Kenneth L. Bagwell, 400, giving total of 800; Glenn G. Boudy, 4,200, giving total of 10,100.

Walt Disney Productions—Following exercised stock options: Luther R. Marr, 190, giving total of 190; Lawrence E. Tryon, 112, giving total of 951.

'Market conditions' stop

Seven Arts stock sale

A proposed 500,000-share offering, of which proceeds would have been used for refinancing, has been called off by Seven Arts Productions, Toronto. The TV-motion picture company said it canceled the offering because of current market conditions. Under the proposal, 200,000 shares were to be sold to the public and 300,000 to present stockholders with proceeds used to reduce a bank loan, for production of motion pictures, for distribution to TV stations and theaters, and for working capital (BROADCASTING, May 30). Allen & Co. Inc., New York, headed a group of underwriters for the offering.

Foote, Cone & Belding

9-month net steady

Foote, Cone & Belding, New York, has reported no change in per-share earnings for the first nine months although the agency's billings gained \$22 million to a record high of \$181 million for the period.

Board Chairman Robert Carney attributed the stationary earnings picture to expenses involved in servicing new and increased assignments from clients for many new products. He said the company could not at this point make a realistic estimate of full-year earnings but anticipates gross billings close to \$250 million.

Nine months ended Sept. 30:

	1966	1965
Earned per share	\$0.75	0.75
Gross Billings	180,915,000	158,970,000
Commission & fee income	17,193,000	23,842,000
Operating expense	23,904,000	20,594,000
Other income	170,000	101,000
Net income	1,609,000	1,604,000

Approve G&W-Paramount tie

Stockholders of both Paramount Pictures and Gulf and Western Industries Inc. last week approved at separate meetings a proposal under which Paramount will be merged into Gulf and Western.

Under terms of the merger, Paramount stockholders will receive a three-pronged package of G&W securities, which had a market value of about \$88 a share on Aug. 3. Each outstanding share of Paramount will be exchanged for 1.458 shares of Gulf and Western common, 0.389 of a share of series B \$3.50 cumulative convertible preferred and 0.21 of a share of a new \$5.75 sinking fund cumulative preferred stock which began trading on the New York Stock Exchange last Thursday (Oct. 20).

BROADCASTING, October 24, 1966

Meeting went whizzz

The annual stockholders' meeting of Four Star Television in Hollywood last week probably set a new speed record. As already reported, the television production and distribution company lost more than \$1.5 million in its most recent fiscal year (BROADCASTING, Oct. 17), so apparently there was sufficient reason for wanting to get matters over with in a hurry. The meeting lasted about 15 minutes. It was attended by some 25 people including the company's own employee-stockholders. As always, the meeting was held at Four Star's North Hollywood studios.

Red ink flows again

at Official Films

Official Films Inc., Ridgefield, N.J., suffered another loss in its operating results for the fiscal year ended June 30. Louis C. Lerner, chairman of the board and president, attributed the loss to the lack of new product, high expenses in connection with product acquisition, low sales volume, and the heavy amortization of three pilot films produced by the firm. He also added that, due to unexpected laboratory delays, the company was unable to market its new feature film package.

In addition to the distribution of television series, Official Films has 49 foreign feature films in various stages of dubbing and preparation for sale to TV outlets. The company also has a 26% interest in Color-Sonics Inc., which distributes a machine which the firm calls a "visual jukebox theater."

For the year ended June 30:

	1966	1965
Sales	\$774,699	1,198,171
Net loss	288,503	165,894

Company record for H&B

H&B American Corp., Beverly Hills, Calif., which claims to be the largest owner of community antenna TV systems with 89,200 customer-subscribers, reported an all-time high net income for the fiscal year ended July 31. The company told share-holders that net income in the just ended year added up to a more than 470% increase—after adjusting for the sale of the two CATV systems—over income for the preceding year. Gross income, also reflecting the elimination of revenues and expen-

ses of the sold properties, was up 12%.

For the fiscal year ended July 31:

	1966	1965
Earnings per share	\$0.25	\$0.04
Gross income	5,114,137	4,557,007
Net income	636,019	110,909

Capital Cities 3d-quarter

earnings up

Capital Cities Broadcasting reports third-quarter earnings increased 38% over the comparable period of 1965. Nine month per-share earnings are up 30%.

Thomas S. Murphy, president of the station group operators issuing the strong third-quarter results, noted operations of the recently acquired KPOL-AM-FM Los Angeles are included in the report from July 27.

He said third-quarter gains reflect a resurgence of national spot-TV sales and continuing strength in radio sales. Fourth-quarter sales, Mr. Murphy indicated, are running well ahead of last year's pace.

Nine months ended Sept. 30.

	1966	1965
Earned per share	\$1.40	1.07
Broadcasting income	22,817,197	10,161,540
Operating profit	8,927,865	7,233,887
Net income	3,901,821	2,986,011

Taft net up 25%

in first-half

Taft Broadcasting Co., Cincinnati, has reported a 25.6% increase in net income for the first half of fiscal 1966, and a 9.8% rise in net revenue for the period compared to last year.

The firm's board has declared a quarterly dividend of 15 cents a share payable Dec. 14 to stockholders of record Nov. 15.

For the six months ended Sept. 30:

	1966	1965
Earnings per share	\$1.02	\$0.81
Net revenue	14,338,025	13,058,507
Net income	3,369,548	2,682,995

Financial notes . . .

■ Gross Telecasting Inc., Lansing, Mich., has declared a regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on class B common stock, both payable Nov. 10 to stockholders of record Oct. 25.

■ The Outlet Co., Providence, R. I., has declared a dividend of 16¼ cents per share on common stock, payable Nov. 1 to stockholders of record Oct. 21.

■ Wometco Enterprises Inc., Miami, has declared a regular quarterly dividend of 15½ cents on its class A stock and 5¾ cents on its class B stock, payable Dec. 15 to stockholders of record Dec. 1.

BROADCAST ADVERTISING

Charles N. Blakemore, senior VP and creative director of Compton Advertising, New York, named creative director and VP of McCann-Erickson, that city. **Daniel Stern**, VP and deputy creative director at M-E, New York, named creative director.



Mr. Blakemore

Alfred G. Waack, advertising VP of Household Finance, appointed chairman of radio advertising committee of Association of National Advertisers, succeeding **Gail Smith**, General Motors' advertising-merchandising director.

Eugene F. Taylor named executive VP in charge of creative services of Post-Keyes-Gardner, Chicago. **Paul F. Fee Jr.**, with Procter & Gamble, joins agency as account executive. **Brendan Nolan** promoted to associate creative director at P-K-G while **Robert Sabel** is appointed account executive. **James S. Keithley**, with Earle Ludgin & Co., joins P-K-G as copywriter.

Noel C. Johnson, VP in charge of radio and television at Van de Car and De Porte Inc., Albany, N. Y., becomes member of that firm, which changes to Van de Car, De Porte and Johnson Inc.

Bud D'Arezzo, from BBDO, appointed creative director of McCann/ITSM, New York.

David Close, account supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.



Mr. Close

Howard Becker, **Clive R. Fisher**, **Thomas Garbett**, **John Marshall**, **Charles O'Rourke**, account supervisors, **Lionel Parker** and **Suzanne Brock**, copy group supervisors, and **Kenneth Duskin**, all with Doyle Dane Bernbach, New York, named VPs.

Neal Waldman named executive VP at Albert Jay Rosenthal & Co., Chicago. Other promotions: **Alan R. Segal** to senior VP and executive art director; **Arthur Lazarus**, senior VP in charge of operations, and **Sy Dordick**, VP.

Glenn Daly, formerly account supervisor at L. C. Gumbinner and Young & Rubicam, forms new sales promotion firm, Glenn Daly Enterprises Inc., at 2 West 45th St., New York. Phone 986-2909.

Louis B. Ames, program manager,

WPIX(TV) New York, and manager of RCA Pavilion at 1964-65 New York World's Fair, joins N. W. Ayer, same city, as director of nighttime TV programming.

Ronald S. Gordon, sales executive, Peters, Griffin, Woodward, New York, appointed office manager, Robert E. Eastman & Co., Philadelphia.

Winslow E. Uebel in Los Angeles, **Thomas E. Kniest** in St. Louis and **K. Layton Miller** in Atlanta, all radio sales managers for The Katz Agency, named radio managers of their respective offices. **Jack V. Marino**, account executive, WTFM(FM) Lake Success, N. Y., named to sales staff, radio division of Katz, New York.



Mr. Butler

Vero Beach, Fla.

Aldis P. Butler, senior VP and management supervisor at Benton & Bowles, New York, leaves that agency effective Jan. 1, 1967, to open his own advertising and marketing consultation company located in

Chester E. Zaneski, account executive for Television Advertising Representatives, named sales manager for KPIX(TV) San Francisco. **Joel B. Day**, sales service director for KPIX, named account executive. **David P. Williams**, assistant sales service director, replaces Mr. Day.

Robert A. Stuart, sales manager of KPIX(TV) San Francisco, appointed sales manager of KYW-TV Philadelphia.

James M. DeCaro, general sales manager of KCBQ San Diego, named sales manager for WFIL Philadelphia.

Leonard Seiden, senior copywriter, Papert, Koenig, Lois, and **Seymour Schreckinger**, senior art director, Grey Advertising, appointed associate creative directors, Hicks & Greist, New York.

Bernard Kvale, with Radio Advertising Representatives Inc., named sales manager of WIND Chicago.

Donald J. MacGovern, salesman at WTIC-AM-FM Hartford, Conn., named regional sales manager.

Edward J. Politowski, account executive at WEEP-AM-FM Pittsburgh, appointed commercial manager.

Herb Tannen, with Abrams-Rubaloff & Associates, Beverly Hills, Calif., named director, commercial division.

Howard Linkoff, president of Lantern

Productions, joins EUE/Screen Gems, New York, as sales representative and producer.



Mr. Millard

Charles E. F. Millard, VP and account management supervisor with William Esty Co., New York, named senior VP and director of client services at Gilbert Advertising Agency, that city.

Arthur E. Toft appointed assistant director of advertising for P. Lorillard Co., New York. **J. Robert Carey**, account supervisor at Clyne Maxon Inc., New York, succeeds Mr. Toft as advertising manager. **Irving A. Guberman**, assistant director of market research at Lorillard, appointed advertising product manager.

Robert P. Schroeder, sales manager of NBC's WKYC-TV Cleveland, terminates five-year association with network to become Midwest manager of Advertising Time Sales Inc., with headquarters in Chicago. **Thomas P. Cawley**, sales development representative, NBC-owned stations division, NBC, New York, joins radio sales department, ATS, same city.

William Carpenter, VP in charge of Corinthian sales division, H-R Representatives, New York, returns to Metro TV Sales as VP and Midwest manager, headquartered in Chicago.

Yves Vezina, TV director in Montreal office of BBDO, moves to Chicago's office as TV production manager. **Joan Novick**, with BBDO, New York, joins Chicago office as copy group supervisor.

David Smith and **Richard J. Dunne**, with NBC, New York, appointed account executives, radio spot sales.

MEDIA



Mr. Mendelsohn

cast business.

Herbert J. Mendelsohn resigns as VP and general manager of WMCA New York effective in mid-November. WMCA said it had not yet named successor. Mr. Mendelsohn said he plans to continue in broadcast business.

John Siqueiros, general manager of KDEF-AM-FM Albuquerque, N. M., named VP of parent Trigg Vaughn Sta-

tions Inc.

Salvatore L. Giangrosso appointed general manager of WNNR New Orleans.

Donald A. Pels, treasurer of Capital Cities Broadcasting Corp., New York, elected executive VP-finance and administration.

Monroe G. Gordon, general sales manager of WOLF Syracuse, N.Y., also appointed station manager.

Sam C. Haddock, TV Cable Co., Moscow, Idaho, and **Claude Stevanus**, Tower Antenna Inc., Coshocton, Ohio, elected to board of National Community Television Association at NCTA board meeting in Carmel, Calif. They replace **Robert Clark**, Vumore, Oklahoma City, and **Pat Hughes**, Moses Lake TV Inc., Moses Lake, Wash., who resigned.

Collis A. Young, WCOL Columbus, elected president of Ohio Association of Broadcasters. Others elected: **Allan Land**, WHIZ-TV Zanesville, 1st VP, and **Sandy Dresbach**, WPFM Middletown, 2d VP.

Julius Talton, WHBB Selma, elected president of Alabama Broadcasters Association. Also elected: **Ruth Harris**, WNPT Tuscaloosa, VP-radio; **Jack Worley**, WOWL-TV Florence, VP-TV, and **Charles Boman**, WJBY Gadsden, secretary-treasurer.

Harry Mitchell, WNNJ Newton, elected president of New Jersey Broadcasters Association. **Tony Morano**, WCTC New Brunswick, elected VP.

Robert L. Melton, sales manager of KRUX Glendale, Ariz., also appointed station manager.

Nathan Arnold Shaw, television production specialist in Instructional Television Center at U. S. Military Academy, West Point, N. Y., appointed station manager of noncommercial WUHY-FM Philadelphia.

Bernard Cohn Jr., with WREC-TV Memphis, named operations manager.

Patricia Kielty Moran, special projects editor at National Association of Broadcasters, Washington, named publications coordinator of National Association of Educational Broadcasters.

John Turpin, former professional football player with Minnesota Vikings, named to newly created position of research assistant for KGO-TV San Francisco.

PROGRAMMING

Charles Weintraub resigns as VP in charge of West Coast operations for Tele-graff Corp. and as head of World International Film Corp. No future plans announced.

John Palmer and **Philip Hale** appointed program manager and director

of program operations, respectively, at WHNB-TV New Britain-Hartford, Conn.

Jim Long named program director for WIBC Indianapolis.

Mel Phillips, with WRKO-FM Boston, named program director.

Mel Bernstein, assistant program manager at WJZ-TV Baltimore, appointed program manager.

Art Greenfield, general sales manager of M & A Alexander, Hollywood, appointed general sales manager of Crown International Television, Beverly Hills, Calif.

Lars Calonius joins Pelican Films Inc., New York, as director of animation, in move in which Pelican acquired Lars Calonius Productions, that city.

Leo Pepin, associate producer of *The Adventures of Ozzie and Harriet* for 14 years, named production manager for Desilu Productions, Hollywood.



Mr. Franken

Jerry Franken, senior account executive at McFadden, Strauss, Eddy & Irwin, named VP and general manager of Bill Burrud Productions, Los Angeles. Prior to joining MSEI, Mr. Franken was head of advertising and publicity for National Theatres and Television (now National General); president of his own advertising and PR company; and, in New York, radio and television producer and newspaperman and columnist.

Jeff Rose, member of publicity and promotion department, Screen Gems, New York, named eastern publicity and promotion manager.

Jack Kane, with WLCY St. Petersburg, Fla., joins WAIR-AM-FM Winston-Salem, N. C., as operations manager.

Robert L. Olson, motion picture and television set designer for Metro-Goldwyn-Mayer, joins newly created design department at KNXT(TV) Los Angeles.

Robert Beringer, program director of WFOX Milwaukee, joins WVT(TV), that city.

NEWS

Harvey Sachs, editor-producer of KGO-TV San Francisco, joins KTTV(TV) Los Angeles as news director.

Arthur H. Wakelee, manager of NBC-owned station news, New York, named manager, NBC News, San Francisco, replacing **Albert S. Buchard**, who has been transferred to New York to serve as producer of NBC Radio network news programs. Mr. Wakelee had served as manager of news on West Coast for nine months before undertaking his New York position.

Joseph A. McGowan Jr. named chief

of bureau for AP, New Delhi, with responsibility for operations in India, Pakistan, Nepal, Ceylon and Afghanistan. He succeeds **Conrad C. Fink**, who has been assigned to special project. **Antonio Escoda**, AP correspondent in Kuala Lumpur, Malaysia, named chief of bureau, Manila. He succeeds **George McArthur**, who will get new assignment. Mr. Escoda is succeeded in Kuala Lumpur by **Robert Poos**, who has been covering war in Vietnam.



Mr. Gregory

Robert J. Gregory, sales manager of long lines department of American Telephone and Telegraph Co., New York, appointed personnel manager of UPI, that city, succeeding **Ross Downing**, who retires.

Dean Naven appointed news director of KTIV(TV) Sioux City, Iowa.

Jerry Moring named director of news operations for WHNB-TV New Britain-Hartford, Conn.

Jerry Girard named director of news for WHLI-AM-FM Hempstead, N. Y.

Bill Royce, KGMF Cape Girardeau, elected president of Missouri Radio Television News Association. Other new officers: **Rod Gelatt**, KOMU-TV Columbia, VP; and **Ray Rouse**, KMOS-TV Sedalia, secretary-treasurer.

Jack Twyman, retired captain of Cincinnati Royals pro basketball team, joins ABC, New York, as commentator for ABC-TV's coverage of *NBA Basketball* beginning Jan. 1, 1967.

Steve Smith, with WXYZ-AM-FM-TV Detroit, joins KPRC-TV Houston as TV reporter, editor, writer and on-camera newsman. **Lee Butler**, news director, KTRE-AM-TV Lufkin, Tex., named to handle general news assignments at KPRC-TV.

John Sabin, with news staff of KMOX-AM-FM St. Louis, named newsroom manager. **Roy May**, newscaster-announcer with KMOX-AM-FM, resigns.

Dan Scanlon joins WHYN-AM-FM-TV Springfield, Mass., as newscaster, succeeding **Vin Burke**, who returns to Syracuse University to complete work on doctorate.

Victor Sussman, news writer with NBC, joins news department of WWDG-AM-FM Washington.

Gary Maurer joins WFIL-AM-FM-TV Philadelphia, as Trenton (N.J.) correspondent.

John Fonda, news director of WESR Tasley, Va., joins news staff of WINA Charlottesville, Va.

Dennis Buchanan, reporter with *Oregon Journal*, Portland, Ore., joins

KGW-TV there as news writer-reporter.

FANFARE

Larry Kellogg, TV editor of *St. Petersburg (Fla.) Times*, named promotion manager of KTIV(TV) Sioux City, Iowa.

Robert E. Humphrey, promotion manager of WPTV(TV) West Palm Beach, Fla., joins WHC-TV Pittsburgh, as assistant promotion manager.

Audrey D. Wertheim, press representative specializing in women's page news, ABC, New York, appointed women's news editor, press relations division. **Ed Leydon**, unit publicist for Universal Television, joins ABC-TV in Hollywood as unit publicist.

Ted Albert, with Mike Hall Associates, New York, joins Harold Rand & Co. there as media coordinator.

Joan Adler, junior press representative in information services department of WCBS-TV New York, joins WCBS-AM-FM as senior press representative.

ALLIED FIELDS

Gayle B. Matthews named associate in Washington law firm of Cohen and Berfield.

John Gilman McCarthy, president of Television Program Export Association, New York, elected president of American Australian Association.

EQUIPMENT & ENGINEERING

Duane M. Weise, director of engineering and operations for noncommercial WTRW(TV) and WXXW(TV)

Chicago, appointed director of engineering of General Electric Broadcasting Co., with responsibility for WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., and WSIX-AM-FM-TV Nashville.

Sylvio Limoges, with WLKW Providence, R. I., named chief engineer succeeding **Edward Schoeler**, who joins WMEX Boston.

Harold A. Ketchum, board chairman of Thomas Electronics Inc., Wayne, N. J., also named executive VP.

James R. Bradburn, division VP, electronic data processing, and **John B. Farese**, division VP, electronic components and devices, both with RCA, elected VP's of RCA.

S. W. Duck, with Ampex Corp., Redwood City, Calif., appointed director of research and engineering for Reeves Soundcraft division of Reeves Industries, Danbury, Conn. **Frank A. Pre-court**, with Audio Devices, New York, joins Reeves Soundcraft as manager of mechanical development.

E. Mark Wolf, chief administrative and special products engineer with Rome Cable Co., joins Anaconda Wire and Cable Co., Sycamore, Ill., as chief engineer of communications division.

Arde A. Burki named marketing director of electronics division of Bulova Watch Co., New York, succeeding **Joseph H. Floyd**, who becomes assistant to general manager and director of planning for that division.

Steve Reynolds, divisional manager of communication and sound product

divisions of Viking Industries, Hoboken, N. J., named divisional manager of original equipment manufacturer division.

INTERNATIONAL



Mr. Bourland

Jean Bourland, account manager at J. Walter Thompson, Chicago, named manager of Paris office of BBDO, succeeding **Al Toombs**.

Peter Reilly, who resigned as executive producer of news and public affairs for CTV Television Network, Toronto, in dispute with CTV director (BROADCASTING, Oct. 17), re-joins Canadian Broadcasting Corp. as story editor and producer for *Sunday*, new TV public affairs program.

Melville M. Goldberg, director of Theatre Foundation of Ottawa, appointed senior counsel of Board of Broadcast Governors of Canada.

DEATHS

Jimmy C. Longnecker, chief engineer of KTXJ-AM-FM Jasper, Tex., died Oct. 11 at his home in Jasper.

Steere de Montefort Mathew, 73, former NBC supervisor of radio transmission costs and coordinator of traffic who retired in 1958, died Oct. 16 at Trafalgar hospital in New York. He started at NBC in 1927 as a researcher.

Edwin Dunbar Jr., account executive for KNBR San Francisco, died Oct. 9.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 13 through Oct. 19 and based on filings, authorizations and other FCC actions. (Editor's note: FOR THE RECORD, effective today, has been reorganized. All

applications and actions by the FCC, its Broadcast Bureau, review board, hearing examiners, etc. will be found under eight overall headings: New TV, Existing TV, New AM, Existing AM,

New FM, Existing FM, CATV, and Ownership Changes).

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Palm Springs, Calif.—Pacific Media Corp. Seeks UHF ch. 42 (638-644 mc); ERP 97 kw vis., 14.4 kw aur. Ant. height above ground 96 ft.; above average terrain 856 ft. P.O. address: 2352 Calle Palo Vierro, Palm Springs 92262. Geographic coordinates: 33° 48' 06" north lat.; 116° 13' 27" west long. Type trans. RCA TTU-A. Type ant. RCA TFO-30J-DA. Legal counsel Keller and Heckman, Washington. Consulting engineer E. E. Benham and Associates, Hollywood, Calif. Principals: Robert E. Leonard (40%), Paul E. Morgan and Edgar L. McCoubrey (each 25%), and Patrick B. Raymond and Norman H. Bolstad (each 5%). Mr. Leonard

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is president and has interest in Southern California Outdoor Advertising Inc. Mr. Raymond is general manager of KCMJ Palm Springs. Mr. Morgan is director and has interest in Southern California Outdoor Advertising Inc., Bailey Productions Co., Santa Monica, The White Hills Co., Kingman, Ariz., and Desert Telecasting Co., operator of KBLU-TV Yuma, Ariz. Mr. McCoubrey has interest in Plaza Motors, Palm Springs. Mr. Bolstad is director of retail operations, Vons Grocery Co., El Monte, Calif. Ann. Oct. 13.

Elgin, Ill.—Elgin Television. Seeks UHF ch. 66 (782-788 mc); ERP 31.6 kw vis., 7.1 kw aur. Ant. height above ground 436 ft.; above average terrain 373.7 ft. P.O. address: 135 South LaSalle Street, Chicago 60603. Geographic coordinates: 41° 58' 20" north lat.; 88° 21' 33" west long. Type trans. RCA TTU-2A. Type ant. RCA TFL-30J. Legal counsel Fink, Coff & Nudelman, Chicago. Consulting engineer Alfred J. Petzke, Rockford, Ill. Eli E. Fink, sole owner, owns 50% of WEEF Highland Park, Ill., and has minority interest in KBOX Dallas, Tex. Ann. Oct. 13.

Fond du Lac, Wis.—KFIZ Broadcasting Co. Seeks UHF ch. 34 (590-596 mc); ERP 200 kw vis., 20 kw aur. Ant. height above ground 495 ft.; above average terrain 478 ft. P.O. address: 18 West First Street, Fond du Lac 54935. Estimated construction costs \$378,000; first-year operating costs \$222,000, revenue \$225,000. Geographic coordinates: 43° 46' 34.5" north lat.; 88° 22' 52" west long. Type trans. GE TT-56A. Type ant. GE TY 24-D. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer David L. Steel Sr., Washington. KFIZ Broadcasting is licensee of KFIZ Fond du Lac and applicant for new FM station there. Ann. Oct. 13.

FINAL ACTIONS

KSTT, Inc. Davenport, Iowa—Granted ch. 18, ERP 251 kw vis., 50 kw aur.; ant. height 220 ft. Action Oct. 11.

OTHER ACTIONS

■ Review board by memorandum opinion and order in Syracuse, N. Y., television broadcast proceeding, Doc. 14368-72, 14444-46, granted petition to enlarge issues in reopened proceeding, filed on June 8, by Syracuse Television Inc., to extent of adding issues to determine whether T. Frank Dolan Jr., Asher H. Markson, and Edward Eagan, jointly or individually, have failed to perform their duties and obligations as members of executive committee, directors and/or officers of Channel 9 Syracuse Inc. Board member Kessler dissenting with statement in which board member Nelson joins. Action Oct. 18.

■ FCC, in acting on petition of Ultravision Broadcasting Co., an applicant for ch. 29 in Buffalo, N. Y., to prevent extension of Courier Cable Company's CATV system in same city, commission ordered hearing to determine effect CATV expansion in Buffalo area would have on television broadcast service in that market. Courier's request for relief from requirements of nonduplication rules will also be considered. In effort to achieve "equitable accommodation of the conflicting interests," commission provided that, until further order, Courier could continue to connect subscribers to any of its cables in place as of the date of release of order. Commissioners Bartley and Cox dissented with statements. Action Oct. 12.

■ Review board by memorandum opinion and order in Albany, N. Y., TV proceeding in Doc. 16737-8, denied that portion of petition to enlarge issues, filed on July 25, 1966, by Northeast TV Cablevision Corp., which requested issue to determine efforts made by Adirondack Television Corp. to ascertain programing needs and interests and manner in which it proposes to meet them (Suburban issue), and ruled that it is unnecessary to add an issue to permit inquiry into the areas and populations included within applicants' grade A and grade B contours since, where showing of substantial disparity in coverage has been made, examiner may permit adduction of such evidence under standard comparative issue. Action Oct. 12.

■ Office of Opinions and Review granted motion by Reporter Broadcasting Co. for extension of time to Oct. 21 to file opposition to motion by Bay Broadcasting Co. to reject amendment and dismiss application in San Francisco, TV ch. 38 proceeding in Doc. 16678, 16831. (Action Oct. 14).

■ Review board by memorandum opinion and order in Galveston, Tex., television broadcast proceeding, Doc. 16735-8, denied petition to enlarge issues filed by TVue Associates, Inc., on July 25, to extent that it requested financial and misrepresentation

issues as to Galveston Television Inc., and dismissed petition as moot in all other respects. In separate memorandum opinion and order in same proceeding, granted petition for approval of agreement, dismissal of application of Galveston Television Inc., granted application of TVue Associates, Inc., and terminated proceeding. Action Oct. 19.

■ Review board by memorandum opinion and order in Homewood, Ala., television broadcast proceeding, Doc. 15461, 16758-61, granted motion for leave to file late opposition, filed Sept. 7, by Chapman Radio & Television Co., and denied petition to enlarge issues filed Aug. 8, by Alabama Television Inc. Action Oct. 19.

■ Review board by memorandum opinion and order in Homewood, Ala., television broadcast proceeding, Doc. 15461, 16759-61, 16758, granted petition to enlarge issues, filed on Aug. 8, by Birmingham Television Corp., to extent of adding issues to determine reasonableness of estimated cost of operations for first year, and adequacy of staff proposed by Chapman Radio & Television Co. Action Oct. 18.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 14, designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on TV applications of Symphony Network Association Inc., and Steel City Broadcasting Co., both of Birmingham, Ala., for ch. 68; scheduled prehearing conference for Dec. 2 and hearing for Dec. 22 (Doc. 15460, 16923). Also designated Hearing Examiner Chester F. Naumowicz Jr., to serve as presiding officer in proceeding on TV applications of Sunset Broadcasting Corp., Apple Valley Broadcasting Inc., and Liberty Television, all of Yakima, Wash., for ch. 35; scheduled prehearing conference for Nov. 8 and hearing for Dec. 12 (Doc. 16924-6).

■ Hearing Examiner Isadore A. Honig on Oct. 18, in proceeding on TV application of Mary Jane Morris and James R. Searer, d/b as BCU-TV, Battle Creek, Mich., granted applicant's motion and continued hearing from Oct. 20 to Nov. 15 (Doc. 16895).

■ Hearing Examiner H. Gifford Irion on Oct. 13, in proceeding on TV applications of TV Broadcasters Inc., and Tri-City Broadcasting Inc., both of Vineland, N. J., granted motion of Tri-City and certified proceeding to review board to determine if possible, whether all issues may be resolved on basis of pending pleadings. All parties concurred in this procedure (Doc. 16702-3).

■ Hearing Examiner Chester F. Naumowicz, Jr., on Oct. 12, scheduled further hearing conference for Oct. 28 in proceeding on TV applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council, both of Chicago (Doc. 15668, 15708).

DESIGNATED FOR HEARING

■ FCC, by memorandum opinion and order, (1) designated for consolidated hearing applications of Sunset Broadcasting Corp., Apple Valley Broadcasting, Inc., and Liberty Television for new UHF TV stations to operate on ch. 35 at Yakima, Wash. (BPCT-3478, 3648, 3672); made Cascade

Broadcasting Co. (KIMA-TV), Yakima, party to proceeding with respect to Sunset and Liberty Television, and Columbia Empire Broadcasting Corp. (KNDO-TV), also Yakima, party with respect to Sunset's application; and (2) granted renewal of licenses to Cascade Broadcasting Co. for station KIMA-TV, ch. 29, and Columbia Empire Broadcasting Corp. for station KNDO-TV, ch. 23, both Yakima (BRCT-337, 494). Commissioner Bartley concurred with statement; Commissioner Cox concurred in the result. Action Oct. 12.

CALL LETTER APPLICATIONS

■ West Virginia University. Requests *WVWU-TV.

■ WGNB Inc., Bloomington, Ill. Requests WGNH(TV).

Existing TV stations

FINAL ACTIONS

*KTEH(TV) San Jose, Calif.—FCC granted waiver of Sec. 73.682 to permit ETV station to conduct experimental operations for the purpose of developing and testing a scrambled transmission system for use in transmitting medical educational programs not deemed suitable for public viewing and only for period from Oct. 14, 1966, to Nov. 14, 1966; conditions. Action Oct. 12.

*WTVJ(TV) Miami. — Broadcast Bureau granted CP to increase ant. height to 983 ft. Action Oct. 12.

WLKY-TV Louisville, Ky.—Broadcast Bureau granted license covering changes in TV station and to specify aur. ERP as 54.8 kw. Action Oct. 14.

WRAL-TV, Raleigh, N. C.—Broadcast Bureau granted license covering changes in TV station. Action Oct. 14.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on Oct. 12, by order on TV application of Chronicle Broadcasting Co. (KRON-TV), San Francisco, seeking to increase ant. height, granted applicant's petition for dismissal and terminated proceeding (Doc. 12865).

New AM stations

APPLICATION

Tomahawk, Wis.—Tomahawk Broadcasting Co. Seeks 810 kc, 500 w. P.O. address: 3828 Windsor Court, Ames, Iowa 50010. Estimated construction cost \$19,475.75; first-year operating cost, \$24,000, revenue \$30,000. Principals are Bruce J. Micek, program director and chief engineer at KASI Ames, Iowa, and Lonise M. Micek, housewife (50% each). Ann. Oct. 19.

FINAL ACTIONS

Brandon, Miss.—Wilbur J. Martin Sr. Granted 970 kc, 1 kw, D. DA. P.O. address Box 507, Waynesboro, Miss. Estimated construction cost \$35,105; first-year operating cost \$28,000; revenue \$35,000. Mr. Martin owns WABO Waynesboro. Action Oct. 17.

Norwalk, Ohio—Ohio Radio Inc. 1510 kc, 500 w, D. DA. P.O. address: 114 East Fifth Street, Port Clinton, Ohio. Estimated construction cost \$35,105; first-year operating cost \$48,000; revenue \$60,000. Principals: R. C. Linker (10.1%), Robert W. Reider (58.8%) and others. Mr. Reider is president,

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 20

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	4,072	18	77	394		
FM	1,510	50	242	220		
TV-UHF	474	20	24	199 ¹		
TV-UHF	93	30	105			

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 20

	VHF	UHF	Total
Commercial	519 ²	229	748
Noncommercial	70	83	153

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 ⁵
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.

publisher and principal stockholder in Port Clinton Daily News. Messrs. Linker and Reider have interest in Portage Valley Broadcasters Inc., permittee of new FM in Bowling Green, Ohio. Action Oct. 11.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Oct. 18, in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc., and Midwest Broadcasting Company, all of Lorain, Ohio, scheduled certain procedural dates and rescheduled hearing from Nov. 7 to Dec. 14 (Doc. 16876-8.)

■ Hearing Examiner Chester F. Naumowicz, Jr., on Oct. 13, in proceeding on AM applications of Audubon Broadcasting Corp. and Holmes Broadcasting Inc., both of Westwego, La., and West Jefferson Broadcasting, Inc., of Gretna, La., scheduled hearing to be convened on Jan. 9, 1967 (Doc. 16879-81).

■ Hearing Examiner Elizabeth C. Smith on Oct. 13, in proceeding on AM applications of Luis Prado Martorell, Loiza, P. R. and Augustine L. Cavallaro, Jr., Bayamon, Puerto Rico. Examiner Smith continued hearing from Nov. 22 to Dec. 19 (Doc. 16890-1).

■ Examiner Smith in proceeding on AM application of James L. Hutchens, Central Point, Oregon, granted applicant's request and continued prehearing conference from Oct. 19 to Oct. 26 (Doc. 16525).

CALL LETTER APPLICATIONS

■ Heart of Georgia Broadcasting Inc., Gordon, Ga. Requests WKIC.

■ KHHH Pampa, Tex. Requests KGRO.

■ Jose Soler, Coamo, P. R. Requests WCPR.

CALL LETTER ACTIONS

■ KPCR Bowling Green, Mo.

■ WTNE Trenton, Tenn.

Existing AM stations

APPLICATIONS

■ KOAG Arroyo Grande, Calif.—Seeks CP to change from DA-2 to DA-N. (1280kc). Ann. Oct. 13.

■ KRZY Albuquerque, N.M.—Seeks CP to increase daytime power from 250w to 1kw. Ann. Oct. 13.

■ KRTN Raton, N. M.—Mod. of license to change hours of operation from U. to specified hours; Monday to Saturday 6 am to 7 pm; Sunday 8 am to 5 pm. Ann. Oct. 13.

FINAL ACTIONS

■ By order, commission in matter of Patroon Broadcasting Inc., (1) did not pass on initial decision of July 21 (Doc. 16087; BR-2787) which proposed to grant Patroon's renewal of license of station WPTR Albany, N. Y. and which will become effective Oct. 19 under commission's rules; and (2) granted application for transfer of control (BTC-3439) and assignment of license to WPTR Inc. (BAL-5749) effective Oct. 19. Commissioner Bartley abstained from voting; Commissioners Cox and Johnson not participating. Action Oct. 12.

■ KOKX Keokuk, Iowa—Broadcast Bureau granted mod. of license to change licensee name to Keokuk Broadcasting Inc. Action Oct. 17.

■ KLEM Le Mars, Iowa—Broadcast Bureau granted CP to make changes in ant. system; ant. height 303 ft.; condition. Action Oct. 12.

■ WTTD Toledo, Ohio—Broadcast Bureau granted mod. of CP to make change in daytime DA; and for extension of completion date to Nov. 30. Action Oct. 17.

■ WTHB North Augusta, S. C.—FCC granted increased power on 1550 kc from 1 kw-D, to 5 kw-D, and change in designation of station location to Augusta, Ga.; conditions. Ann. Oct. 18.

■ WYCL York, S. C.—Broadcast Bureau granted license covering change in frequency, increase in power, installation of DA-D, new trans.; and changes in ground system. Action Oct. 18.

■ Broadcast Bureau granted renewal of licenses for: WHAR Clarksburg, W. Va.; WIBX Utica, N. Y.; WIKI Chester, Va.; WLES Lawrenceville, Va.; WPGC-AM-FM Morningside, Md.; WVRC, Spencer, W. Va.; KIBH Seward, Alaska; WDIC Clincho, Va.; WLLH-AM-FM Lowell, Mass.; WRAA Luray, Va.; WXGI Richmond, Va.

OTHER ACTIONS

■ Office of Opinion and Review granted petition by Broadcast Bureau for extension of time to Oct. 31 to file reply briefs to exceptions to initial decision and to the supplemental initial decision in matter of revocation of license of Quality Broadcasting Corp. (WKYN), San Juan, P. R., et al. (Doc. 15139-41).

■ Review board granted motion filed on Oct. 10, by Plains Broadcasting Inc. (KGYN), for extension of time to Oct. 20 within which to file responsive pleadings to motion to modify and enlarge issues filed by CBS on Sept. 26. (Doc. 16588-90, 16848). Action Oct. 12.

■ Review board denied motion filed on Oct. 3, by Scott Broadcasting Co. of Pennsylvania Inc., for extension of time to file petition to enlarge issues, ruling that appropriate method in such situations is to plead good cause for late filing at time petition to enlarge is submitted (Doc. 16861-3). Action Oct. 12.

■ Review board by memorandum opinion and order in Washington, AM broadcast proceeding, Doc. 16533, denied petition to enlarge issues filed on July 8, by Atlantic Broadcasting Co., which requested issues to determine whether WOL Inc., or any of its employees, have engaged in "payola" practices and conducted fraudulent contest; and denied motion to strike and/or opposition to petition to enlarge issues filed on July 18, by WOL Inc., to extent that it is intended as motion to strike. Action Oct. 13.

ACTIONS ON MOTIONS

■ Office of opinions and review on Oct. 13, granted request by Arthur Powell Williams for extension of time to Nov. 1 to file petition for reconsideration and grant without hearing application for renewal of license of KLAU Las Vegas, (Doc. 16864), and on Oct. 14, granted petition by Broadcast Bureau for extension of time to Oct. 28 to file responsive pleadings to joint petition by Arthur A. Cirilli, trustee in bankruptcy (WIGL), D. L. K. Broadcasting Inc., and C & H Broadcasting Corp., Superior, Wis., in Doc. 16476-8.

■ Chief Hearing Examiner James D. Cunningham on Oct. 14, designated Examiner James D. Cunningham to preside in proceeding on AM application of American Homes Stations Inc. (WVCF), Windermere, Fla.; scheduled prehearing conference for Nov. 14 and hearing for Dec. 12 (Doc. 16922).

■ Hearing Examiner Thomas H. Donahue on Oct. 13, in proceeding on renewal of licenses of WIFE-AM-FM Indianapolis, rescheduled hearing from Oct. 26 to Nov. 7 in Indianapolis. (Doc. 16612).

■ Hearing Examiner Isadore A. Honig on Oct. 18, in proceeding on renewal of AM license of Arthur A. Cirilli, trustee in bankruptcy (WIGL); application for CP of Quality Radio Inc. (WAKX); and assignment of license of WIGL all of Superior, Wis., continued without date hearing presently scheduled for Nov. 10 (Doc. 16476-8).

■ Hearing Examiner David I. Kraushaar on Oct. 12, scheduled further prehearing conference for Oct. 14 in AM proceeding of Atlantic Broadcasting Company (WUST), Bethesda, Md., et al (Doc. 16706-8) and on Oct. 14, by order granted motion of Bethesda-Chevy Chase and continued hearing from Oct. 24 to Feb. 14, 1967, in AM proceeding of Atlantic Broadcasting Co. (WUST), and Bethesda-Chevy Chase Broadcasters Inc., both Bethesda, Md. (Doc. 16706-8).

■ Hearing Examiner David I. Kraushaar on Oct. 14, in remand proceeding on AM applications of The Edgefield-Saluda Radio Co. (WJES), Johnston, S. C., and WQIZ Inc. (WQIZ), Saint George, S. C., scheduled further hearing for Oct. 25 (Doc. 16340-1).

■ Hearing Examiner Elizabeth C. Smith on Oct. 11, in proceeding on AM applications of 1400 Corp. (KBMI), Henderson, Nev., et al., canceled dates of Oct. 12 and 19 for exchange of exhibits and notification of witnesses and scheduled further prehearing conference for Oct. 18 (Doc. 16813-5), and on Oct. 18, in proceeding on renewal of AM license of 1400 Corp. (KBMI); application for AM CP of Joseph Julian Marandola; and assignment of AM license of 1400 Corp. to Thomas L. Brennen, all of Henderson, Nev., granted petition of Joseph Julian Marandola and amended his application by furnishing current and correct information in response to section II of application; and, by sepa-

(Continued on page 95)

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Staffing new 50kw MOR stereo WBNY-FM, Buffalo. Interviewing air/sales/programming/management. Reply Tom Talbot, WJLL Radio, Niagara Falls, N. Y.

Manager wanted for country and western radio station. Individual only who is interested in participation of profits or owning part of station. Marion Jenkins, Carlsbad, New Mexico. Area Code 505 TU 7-5521 or TU 5-2179 or after 6 pm TU 7-3409.

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Radio time salesman for really going small market station. We guarantee \$800 monthly; you should make \$800 to \$900. You must be up and at 'em and know your business. Reply in confidence with complete details. Box K-239, BROADCASTING.

Young experienced salesman to take over established territory with regional 5kw in eastern Michigan medium market. Good commission, excellent benefits. Box K-306, BROADCASTING.

Mutual affiliate in sunny Arizona seeks aggressive salesman. If you are a creative, overly ambitious and can sell yourself as well as your product, excellent returns await you in this virgin market. Unlimited present and future opportunities! Dale Bennett, KPIN, Casa Grande, Arizona.

A good account list and plenty of prospects are waiting for you. Beautiful opportunity. You'll never want to leave us. WBYS, Canton, Illinois.

Growing C & W station with unduplicated audience, needs salesman with proven record. Starting salary plus commission. Real opportunity. WNOW, York, Pa.

Ready to step up to 100,000 market? Ready to bust into the five figure income group? Northeast station has the opportunity. If you have the experience, ability and desire call 617-674-3535.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Midwest group now scouting for boss jocks and noseey newsmen. Send talented tape, resume and salary requirements to Box K-16, BROADCASTING.

Announcers—(cont'd)

Midnight to 6 top 40 dj. University city in midwest medium-large market. Above average salary for above average talent. Box K-70, BROADCASTING.

Afternoon drivetime, top 40, chance to do some TV if desired. Hops, money, retirement plan, life and health insurance. . . . In exchange for stable, professional, qualified air personality. Great Lakes. Box K-72, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Middle of the road music format. Send complete resume, photo and air check in first letter to Box K-168, BROADCASTING.

South Alabama station—opening, announcer with first ticket. Working and environmental conditions, excellent. Send tape, resume. Box K-198, BROADCASTING.

Wanted—announcer/salesman with 1st ticket. No maintenance for 5 day, evening airshift, and sales in midwest. Salary for announcing, liberal commission for sales. Box K-231, BROADCASTING.

Western Pennsylvania member of employee conscious group is systematically screening applicants for 4 to midnite tour. A draft exempt, bright individual who will take time to prepare his news and correctly handle a tight musical format will be selected. If you think you qualify send tape & resume to Box K-256, BROADCASTING.

Attention soul brothers. Station listed in the top 10 markets on the east coast with R&B format is looking for a live wire. Send aircheck. Top pay for right man. Box K-272, BROADCASTING.

Single station market needs announcer with first class ticket. You don't have to be the world's greatest but must be a responsible, conscientious individual. Opportunity for advancement. Beginning salary commensurate with ability. Box K-286, BROADCASTING.

Lost our sports announcer to draft. About 90 area games each year. College town. Prefer man from Iowa, Minnesota, Wisconsin, Dakotas or Nebraska. Send resume and tape. Box K-287, BROADCASTING.

Break into radio . . . We pay while you learn . . . you'll receive a minimum wage and a maximum of experience . . . third phone a must . . . will also train first phone men for chiefs slot . . . announcers . . . newsmen . . . engineers this is the opportunity of a lifetime . . . there is an opening for you . . . write today . . . Box K-288, BROADCASTING.

Announcer-salesman must be pro at both. Excellent opportunity for right man in rapidly expanding new england market. Married preferred. Immediate opening Box K-295, BROADCASTING.

Announcer salesman (2) family men only, for NBC station in Sebring, Fla. Salary plus commission. Box K-296, BROADCASTING.

Wanted: Bright morning man at number one pulse rated country station in metro northwest market. Third class ticket. Send tape and resume to Box K-305, BROADCASTING.

Immediate opening for announcer with first phone no maintenance run tight board news and commercial. Single station market in Michigan's upper peninsula. 906-341-2024. No collect calls or send tape & resume to Box K-323, BROADCASTING.

Announcers—(cont'd)

Wanted—Combo man. Young, aggressive group wants sharp stable man. Good starting salary and benefits. Virginia station. Tape and resume to Box K-326, BROADCASTING.

Immediate opening for announcer with first phone for remote controlled fulltime MOR top quality station in Rocky Mountain region. No maintenance. Good fringe benefits. Send qualifications, salary requirements and tape to Box 876 or call 303-545-4106. Cliff Hendrix, Manager, KCSJ, Pueblo, Colorado.

1st phone announcers only. New 100 kw FM soon to join 25 year old 5 kw AM. Different program structure, announcers will work both sides. Must plan staff now. Here's the right place for man with 2-4 years experience to join good, solid, growing company. Flexibility must range thru news, C&W pop-adult, top-40 and good commercial delivery. Small market men with limited future, here's your chance to start at top and still have lots of room to go. Send details to Jim Jae, General Manager, KHMO, Hannibal, Missouri.

Immediate opening for an experienced announcer who might also like sales. A good small midwest market. Excellent salary, plus commission. Call Manager Ralph Meador, KLEX, 816-259-3232.

Experienced first phone, KLO, P.O. Box 1499, beautiful Ogden, Utah. Number one station—tape, resume.

DJ's with modern format experience capable of competing in the Seattle market. 1st phone required. Average pay about \$750.00. Two good men needed. Send tape and resume to W. R. Taft, KRKO, P. O. Box 1227, Everett, Washington.

Experienced, 1st ticket. Excellent opportunity. \$500 monthly, with benefits. Send resume. KSEN, Shelby, Montana.

Immediate opening for young announcer who wants a top 40 show to call his own. Show fully sponsored, need a good man. Write full details to KVBR, Brainerd, Minnesota.

Licensed announcer, beginner considered. Also, announcer-salesman. KVVWG, Pearlsall, Texas.

Immediate opening. Experienced announcer, 3rd class endorsed ticket necessary. First phone preferred. Send resume and tape to KYSL, Box 1489, Alexandria, Louisiana.

Opportunity knocks for eager broadcasters. Highly respected station in city of 13,000 adding to present staff. Want to go places? Come along with us. WBYS, Canton, Illinois.

1st phone announcer. WCRM's newly remodeled daytime station, all new equipment, in the best living area in the world. Call or write George Devenney, WCRM, Clare, Michigan, 386-9907.

Chicago suburban: 1st class. Complete information, tape to WEAW, Evanston, Ill.

Staff announcer opening, radio WGKV, Charleston, W. Va. Must send tape and resume. Send to WGKV, 28 Capitol City Building, Charleston, W. Va. 25301.

Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit. WHMI, Howell, Michigan.

Immediate opening for cooperative announcer with 1st phone. WISZ, Glen Burnie, Md.

Announcers—(cont'd)

Knoxville, Tennessee, WIVK-AM-FM needs two good announcer-salesmen, who like modern country music, to complete staff. (WIVK-AM will increase power to 50,000 watts by January 1st.) If you want to move up to a winner send complete resume of sales experience and tape of air-work to James Dick, Box 10207.

Immediate opening, nightman, teen-college audience. Top rated, promotion-minded organization. Lively MOR programing. Multi-station market. WJON, St. Cloud, Minnesota.

Two openings in the Goldman group for combination play by play sports caster and staff news and staff. Send tape and resume to WJTN, Jamestown, New York.

Announcer opening. Nite man with third class ticket. Good music plus special rock program at nite. Send complete resume, picture, tape, salary expected in first letter. No phone calls. WMVA-AM-FM, Martinsville, Va.

Come to the "Land of Pleasant Living." We need immediately an announcer with 3rd class endorsed ticket. Will train inexperienced, hard-working, ambitious beginner. Send tape, resume and photo to Dean Loudy, WNNT, Warsaw, Virginia. 22572.

Announcing in small market? Want to learn sales; do short air shift? Write Graham Jones, WODI, Brookneal, Virginia.

Announcer to develop news/sports leadership at this adult CBS affiliate in city of 14,000 located between Cincinnati and Louisville. Right man—to take, type, news/sports—will become news director in six months. Send picture, full details to General Manager, WORX, Madison, Indiana.

Immediate opening for PD with good voice, MOR format—Send complete details first letter include tape to WPEO, Jefferson Hotel, Peoria, Illinois or call 309-674-9249—Salary open.

Florida: 5000 watt, NBC, fulltimer in the Cape Kennedy area needs two experienced first phones, one announcer/production (or maintenance) and one midnight till six AM announcer, no maintenance. Adult format, usual benefits and excellent working conditions. Send tape, resume and salary requirements first letter to . . . WRKT, RRI, Box 1219, Cocoa, Florida. Sorry, no tapes returned.

Wanted immediately: Announcer with third class broadcast license to fill newly created staff position. Must be capable of good news delivery and like beautiful music. No personality. Pay will depend on experience. Contact Mort Roberts, Program Director, WTYM, Springfield, Mass. . . . or call 1-413-525-4141.

Midwest openings for announcers, newsmen and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Announcers earn extra money—agency needs top announcers. Cut commercials your studio. Good talent fees. Rush audition tape to Davis Enterprises, P.O. Box 981, Lexington, KY.

Need immediately country and western announcer for new country-western radio station. Chance for advancement. Call Marion Jenkins, Carlsbad, New Mexico. Area code 505. TU 7-5521 or TU 5-2179 or after 6 pm TU 7-3409. Do not apply unless can move immediately.

Permanent position with future for experienced announcer and production man. MOR AM-FM stereo station in southeast. Start \$100 per week. PM shift. Good insurance & vacation plan. Pleasant conditions. Call Fred Owen, 803-524-3050. Start right away.

1st phone-great opportunity to learn automation-immediate opening. Capable of delivering good newscast . . . Call Norm Pike, Houghton Lake, Michigan 366-5364.

Funny deejays wanted. Lost your Clyde? If you have humor, laffs, boffs; See our ad under Miscellaneous this issue.

Technical

Engineer experienced AM-FM-TV first-class license. Must have maintenance experience in above. Overseas position minimum two year contract. Salary \$12,000 year. Box K-115. BROADCASTING.

Montana 1kw DA 2 remote needs chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Some announcing ability preferred but not mandatory. Position available during the next three months. Send all details first letter including picture to Box K-199, BROADCASTING.

Engineer with first phone to maintain AM and FM stereo. Limited hours per week board shift for a limited time. Excellent working conditions. Medium southern market with all new equipment from ground up. Guaranteed growth opportunity. Starting salary \$7,800.00. Box K-204, BROADCASTING.

Central Indiana 5kw, DA 3kw FM. Immediate opening for 1st phone. Announcing desired but not required. Maintenance essential. Send resume and salary requirements to Box K-251, BROADCASTING.

Boston station needs recording engineer with first phone. Must know good production . . . maintain equipment to insure quality and be able to follow instructions without constant supervision. Union station with regular salary increases. Send full resume to Box K-270, BROADCASTING.

Major market top 40 directional needs chief with heavy experience in studio and production problems. Please reply to Box K-300, BROADCASTING.

First phone. Must be experienced in AM & FM. Capable of extensive studio maintenance. Our chief willing to train a beginner. Write or phone now: Sterling Reames, Chief, WAVI-WADO, Dayton, Ohio. 513-224-1137.

Engineer first ticket for transmitter duty. Experience not essential. Give background. WCED-WCED FM, DuBois, Pennsylvania.

1st class for transmitter duty. To learn directional 5 kw, DA-2 and 50 kw vertically polarized FM. All new equipment. Regional network operation with advancement opportunity. \$6,240.00 to start. Contact Don Knowles, WDEA, Ellsworth, Maine.

1st class engineer-announcer. WEBQ, Owego, New York. Phone 607-687-0371.

Experienced first phone maintenance engineer. No announcing. WFLL, Fort Lauderdale, Florida. Area 305-566-9621.

Engineer—No experience, no announcing. WINA, Charlottesville, Va.

Need immediately, 2 operators with first class license for radio/TV operation. Will accept those without experience. Pat Finnegan, C.E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Board operator—3rd phone required. Steady in 2nd market area. WSBC, 312-666-9060, Chicago.

Immediate opening for reliable chief engineer, preferably with announcing experience. Send resume, complete details and references to WSWW AM-FM, Platteville, Wisconsin.

Engineer with first class license, no experience required. Call Gordon Atteberry—609-882-7191.

NEWS

Newsman. Good opportunity for all-around newsmen in New York metropolitan area. Must have several years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ fifty people. Only applicants sending complete biographical resume, air check, writing samples, salary requirements and photo will be considered. Box K-167, BROADCASTING.

NEWS—(Cont'd)

Need news director for Illinois local day-timer. Heavy local. Must be able to write, gather and air. Resume, tape, recent photo. Will consider recent journalism graduate. Box K-205, BROADCASTING.

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Good pay to start. Newsmen . . . 3 man crew. Will train right man. Good opportunity for high school grad, or jock wanting to break into news. . . . Nice town. . . . 35,000 market. Warren Boldt, KROS, Clinton, Iowa.

Outstanding Indiana AP contributor in state 1964, winner population class last 3 years, will add newsmen. City of 30,000 with that many local stories to gather. Must type. 3rd endorsed necessary. Send tape and resume to: Program Director, WCSI, 501½ Washington St., Columbus, Indiana 47201.

Immediate opening for experienced dedicated newsmen, to gather, write & broadcast. Must be strong on actualities. Opportunity to expand into local commentary and talk programming. Salary up to \$140 weekly depending on experience. Send tape and resume to News Director, WRTA, Altoona, Pennsylvania. No collect phone calls.

Newsmen with writing ability and mature voice wanted. Send resume and audition tape to WSWW AM-FM, Platteville, Wisconsin.

Production—Programing, Others

\$10,000 per year to start for program director with experience and ability for southeast top 40 station in competitive market. You will have complete program authority. Mature family man preferred. Send picture, tape and resume to Box K-310, BROADCASTING.

What do you have to offer? Aggressive station adding to its staff. Here's your chance to join with real go-getters. WEYS, Canton, Illinois.

Chief announcer—suburban Chicago, 1st class. Ability to supervise others. Complete information, tape, WEAU, Evanston, Illinois.

Production chief-copywriter — Versatile, imaginative, with good sense of punch-writing and spot production. Exceptional salary, with benefits. Leading adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Creative production-copywriting, some announcing. Male or female. First class ticket good but not imperative. 5 kw, Camden-Philadelphia, market. Phone collect 609-365-7200, WKDN, Gordon Giffin, General Manager.

Farm director—Man should have 1 or 2 years experience in farm broadcasting or an extensive farm background, a working director to head up a revenue producing department. We are open on educational background but would prefer a college degree. We have no preference on age. Located in good midwestern farming area in southeastern Illinois. Send complete resume and tape to: C. R. Griggs, WVLN, P.O. Box "L", Olney, Illinois.

RADIO

Situations Wanted—Management

Looking for something different? Experienced radio man. 37, vet, family wants to move up into management or programming. Box K-127, BROADCASTING.

Sales trainer & leader: Want a top trainer of salesmen & great personal salesman? Earning twenty thousand. Accept base of fifteen plus overrides. 16 years radio. 40, family. Box K-170, BROADCASTING.

General manager: Capable complete responsibility. Managing dominant station large southwest market. Top salesman & trainer of salesmen. 16 years radio. Age 40, family. Currently twenty thousand income. Accept fifteen plus incentive. Box K-189, BROADCASTING.

Ten years in ownership, available as station manager. Box K-230, BROADCASTING.

Management—(Cont'd)

Billing \$8,000-\$9,000 monthly in local business, handling regional and national accounts in medium market. Manager with ten years experience would prefer larger market. Finest references from past employers, associates, accounts, and competitors. Presently earning \$20,000. Prefer California or southwest., especially if incentive or stock options available. Write Box K-234, BROADCASTING.

Absentee owner. Problem property? Don't sell! This \$30,000 broadcaster can bring your station to full potential Low salary. Percentage of net and capital gains. Box K-259, BROADCASTING.

20 years experience from talent to management, from the smallest market to 4 of the top 10. A man who can "make decisions," with proven ability to produce revenue and ratings. Looking for good permanent opportunity. Equal consideration given to each reply. For personal interview write Box K-264, BROADCASTING.

Management position in southwest urgently desired. Impeccable sales record, fully experienced, college, family man, highly respected, 30. Now employed. Box K-281, BROADCASTING.

Have taken one tired radio station and four unproductive territories in the last ten years and turned each of them into gold mines. Isn't this worth at least \$1200 a month to you? Box K-302, BROADCASTING.

Love smaller cities—Former assistant manager wishes to become manager. Box K-304, BROADCASTING.

Advertising career family man, age 31, with radio sales and broadcasting experience, looking for small market station in upper midwest that offers challenge and opportunity. Box K-312, BROADCASTING.

Sales

Los Angeles area. Excellent metro sales record. Need new challenge. Box K-260, BROADCASTING.

Long on desire . . . short on experience. Missouri University Radio-TV grad . . . announcing and production experience . . . now sales. Box K-289, BROADCASTING.

Spectacular sales, successful style, superb service, say satisfied sponsors! 9 year continuity director at big midwest market station seeks re-location in south east or west. News, sports, writing background. 29. References. Box K-298, BROADCASTING.

Situations Wanted—Announcers

Experienced sportscaster. All major sports. First phone. College. Box K-197, BROADCASTING.

Experienced play-by-play sportscaster available early December. Currently with top 25 market 50KW. Looking to relocate permanently. College grad. Military completed. Resume and tape on request. Box K-215, BROADCASTING.

Announcer-dj, 3 years experience, family, responsible, salesman, not a floater or prima donna. Box K-238, BROADCASTING.

DJ-announcer. Jazz, good pop experienced. Family man. Not a prima donna or floater. Box K-262, BROADCASTING.

Ambitious rock jock, excellent production, 6½ years experience, 24, now in Vietnam, ready to settle with right firm. Available in January. Box K-268, BROADCASTING.

Young experienced first phone announcer desires new position. Write Box K-271, BROADCASTING.

Disc jockey—announcer. Prefers top 40. Can do lively show. Young and dependable. Will travel. Call 212-456-3090 or Write Box K-283, BROADCASTING.

DJ Gospel only. Experienced newscaster—Authoritative, tight board. Sale radio, married. Box K-284, BROADCASTING.

Experienced, young veteran—tight control board operator. Authoritative newscaster, alert, bright dj. No prima-donna. Box K-285, BROADCASTING.

Announcers—(cont'd)

Creative announcer-\$100 — Voices, third, maximum production, copy-writing, minimum news, daytime, top 40 drive time, teens; mid-morning, housewives. MOR-northeast, Box K-291, BROADCASTING.

Top 40 personality . . . popular with teens . . . college . . . employed . . . non-drinker . . . 18 months experience, Box K-299, BROADCASTING.

Experienced DJ/program director. Five years solid experience. Top notch play-by-play—all sports. Both rock & middle of road formats. Tight board. Available now. Box K-311, BROADCASTING.

Country disc jockey. First phone. Have some experience. Box K-314, BROADCASTING.

Beginner—Negro, R&B combo dj-announcer. Authoritative newscaster, tight board, third license, married, will relocate. 212-756-0173 or Box K-317, BROADCASTING.

Talk personality — Volatile, controversial, well versed, mature, entertaining. Box K-319, BROADCASTING.

DJ—Negro, some experience. Married, no floater. 3rd. Box K-320, BROADCASTING.

"Wild, hip, swinging, groovy," are only some of the words used to describe the hottest twosome in radio. Two wild men looking for big market work. We are better because we do everything twice as well. Comedy our specialty. Ratings are unbelievable. Tapes can be forthcoming. Box K-324, BROADCASTING.

Young DJ announcer third endorsement, experienced bright sound, tight board, desires relocate New York area. (212) 528-2652 or Box K-325, BROADCASTING.

Jan. 1st! Young bright personality — network experienced—MOR/TP—Creative/dependable. North-east/west coast. Good offers considered. Air Mail—Savage, AFKN, APO San Fran 96259.

Recent pioneer in exciting "talk" programming now available. Helped major market station go all talk with measurable rating success. Illness caused lay-off. Call mornings or evenings at 313-272-3541 or 313-538-0956.

Experienced young Negro dj-announcer, available immediately. Paul Sherrod, P. O. Box 355, Ludonwici, Georgia.

Mich. area—DJ, top 40, or middle of road, 3rd phone, will relocate, beginner, Detroit Broadcast School graduate. Ray Cooper, 7241 Rockdale, Detroit, Mich., 313-875-6141, call after 6 P.M.

First phone announcer! Extensive AM-FM good music background. Relaxing informative style. Nights 201-227-1103.

Technical

Consulting engineer seeks permanent position as working chief. Box K-98, BROADCASTING.

Engineer. Maintenance, construction, handle technical department, and radio production. No announcing. Presently located on northeast coast but will relocate for good position. Box K-265, BROADCASTING.

First phone, AM-TV, Transmitter experience, prefer northeast. Box K-315, BROADCASTING.

NEWS

Woman, staff writer Washington Post six years. 3rd endorsed. News/woman's/good music dj. Prefer mid-Atlantic. Box K-308, BROADCASTING.

Production—Programming, Others

Working sportscaster in western third of country available December 1st for job offering new challenge . . . organization with more security. For the past five years I have handled major college and professional play-by-play, emphasizing local sports coverage. Rated one of the most competent sportscasters in the state. Would prefer radio-TV. Box K-289, BROADCASTING.

Production—Prog. Others—(Cont'd)

Need PD? First phone, major market, creative. Box K-293, BROADCASTING.

Administrative assistant - personality - currently employed. Trained and ready to move. Box K-301, BROADCASTING.

Wanted—Large market sports and/or administrative position. Nineteen years as sports, sales and program director. Taylor -413-443-0576 or Box K-328, BROADCASTING.

TELEVISION

HELP WANTED

Management

General sales manager—Opportunity in group operation. Strong on motivation and supervision of local salesmen, able to aggressively handle national sales in conjunction with rep. Potential advancement to station manager in expanding company. Salary and liberal incentive open to negotiate, but the right man should expect to earn over \$20,000 per year. Send full particulars and photo to Box K-309, BROADCASTING.

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.

Young Florida VHF television station seeks young aggressive salesman seeking permanent connection with unlimited opportunity in the land of sunshine. Radio salesman considered. Send resume and three references. Box K-263, BROADCASTING.

Announcers

Who says you can't make money in south Florida? We need a good studio man with a first phone, and first class experience which includes VTR, some color and remotes. Send references, resume & salary requirements to Box J-295, BROADCASTING.

Position opening soon for experienced man to do on camera and booth announcing. Send picture, VTR, and resume to Box K-185, BROADCASTING.

VHF-California, deadline 11/15- normal company benefits . . . expanding-permanent positions to qualified applicants—Announcer/directors, xmtr. and studio engineers with some switching, continuity . . . we want workers not talkers . . . resume with first letter and salary requirements. Box K-274, BROADCASTING.

Versatile TV announcer wanted immediately to do commercials, weather and sports. Send resume and VTR to: KETV, Program Department, 27th & Douglas, Omaha, Nebraska.

Announcer: Immediate opening for a young person with commercial experience who is capable of handling live television commercial assignments and hosting live color TV programs. Send confidential resume and videotape to Mr. George Resing, Program Director, WLWD, Avco Broadcasting, 4595 S. Dixie Highway, Dayton, Ohio. An equal opportunity employer. (M/F).

Radio-TV announcer 25-35 years old. Upbeat MOR air shift. News, sports or weather. Opportunity for good radio man to get into TV. Send audition including music show, complete resume, plx and salary requirements to WSAV-TV, Harrisonburg, Virginia.

TV staff announcer needed immediately. Chance for own weather show. Good appearance. Midwest market. Contact P.D., Phone 419-225-3010.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station. experience not required. Write Box J-123, BROADCASTING.

Technical—(Cont'd)

Immediate opening upstate New York TV station for studio/transmitter technician with first class license. Experience helpful but not necessary. Excellent opportunity for advancement. Send resume to Box K-188, BROADCASTING.

CCTV technicians: Group broadcaster needs young ambitious technicians with TV studio experience. Accent on operation and maintenance of new RCA transistorized studio equipment. Will be trained for complete technical responsibility. Mid-eastern location. Box K-206, BROADCASTING.

Operating and maintenance technicians for VHF/UHF group operation in upstate New York. Experienced men with license desired. Send salary requirements and resume to Box K-267, BROADCASTING.

AM/FM/TV operation has immediate opening in television. VHF, all color, first in market. We are looking for a sharp man, with good experience, who wants a permanent position offering top wages and benefits. First class license. Northeast-midwest states area. Box K-276, BROADCASTING.

Licensed TV board operator to do operating and production in small TV station. Good opportunity to learn. Good pay. Write Box K-292, BROADCASTING.

Engineers, 1st phone, transmitter and studio. New ETV starting construction in Mid-Atlantic state. An equal opportunity employer. Box K-297, BROADCASTING.

TV studio technician, experienced, northern Calif. full color operation. Good salary. Contact Wm. J. Karpisek, Ch. Eng., KCRA-TV, Sacramento, Calif. Tel: 916-444-7300.

Tucson immediate openings. Studio engineer with 2nd phone. Technical engineer with 1st phone. Paid holidays. 2 weeks vacation, sick leave, group insurance plus other benefits. Excellent working conditions. Contact Studio Supervisor, KGUN-TV, P.O. Box 5147, Tucson, Arizona.

Immediate opening for experienced transmitter engineer. RCA TT25BL transmitter full power on Channel 5, Rocky Mountain region. Call collect Ken Renfrow, KOAA-TV, Pueblo, Colo. 303-544-5782.

KREX-TV has immediate openings at three western Colorado locations. 1st class required. Television studio and transmitter experience desirable but not necessary. Send complete resume to James H. Meyer, P.O. Box 789, Grand Junction, Colorado.

Transmitter technician for high power mid-west UHF group station. Full color, clean, high quality operation. Contact Jerry Merritt, WICS-TV, 2680 East Cook St., Springfield, Ill. 217-528-0465.

Immediate openings for experienced color video technicians. Also need experienced Ampex color technicians. Permanent jobs available in major market high power UHF Station. Send resume and salary requirements to: Director of Engineering, WPHL-TV, 1230 E. Mermaid Lane, Philadelphia, Pa. 19118

TV maintenance engineer—First phone, color experience, good references. Write Mr. J. G. Rogers, Manager of Technical Operations, WRC-TV, Washington, D.C. Give full background and references. Only capable maintenance experience considered.

WTOC-AM-FM-TV. Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief engineer, P.O. Box 858, Savannah, Georgia 31402.

Sarkes-Tarzan Broadcasting stations are in need of technical people with 1st class licenses for various locations in Indiana. Contact: Elmer C. Show, Engineering Director, WTTV, 3490 Bluff Rd., Indianapolis, Indiana. Phone 317-787-2211.

New ETV station has openings for experienced TV engineers with valid FCC 1st. Send resume and salary requirement first letter to: Personnel Department, Spokane Public Schools, West 825 Trent Avenue, Spokane, Washington 99201.

Technical—(Cont'd)

Television technician (Information retrieval program); CCTV maintenance/operation; begin November 1; Personnel Office, Beverly Hills Unified School District, Beverly Hills, California 90212; (213) 278-1480.

NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Top on-camera newsman wanted by West Coast television station. Must be capable of gathering, writing and delivering the news with the best of them. We are looking for that man who can develop viewer loyalty. Send VTR, resume and salary requirements to Box K-313, BROADCASTING. All replies confidential.

Large midwest station seeking TV newsman. Must be experienced in on-the-air reporting and writing. Salary commensurate with ability. Send tape, photo, resume in first letter. Box K-329, BROADCASTING.

Northern new england station needs all around newsman with on-air emphasis. Immediate excellent opportunity in 3 station market. Write: George Gonyar, Operations Director, WABI-TV, Bangor, Maine.

Alert personable newsman to gather, write, and air news as part of 10-man radio-TV news operation. Successful applicant will handle substantial TV writing and radio duties, work in field and as emergency replacement for regular TV newscaster. Send audio tape or VTR, picture, full resume, writing samples. Durham Caldwell News Director WHYN-TV, Springfield, Mass.

Production—Programing, Others

Art director wanted! Color-oriented, network affiliated, VHF station in medium-sized, highly competitive midwest market has immediate opening for artist with talent, enthusiasm, and organizational ability. Excellent opportunity. Send resume and salary requirements to Box K-171, BROADCASTING

Personable, attractive gal wanted to do kid show and women's show daily for midwestern group TV station. Will also be assigned office duties. Send VTR or film if possible, or photo plus audio tape, as first step leading to personal interview. Excellent working condition, fringe benefits. Reply in full immediately to Box K-183, BROADCASTING.

Commercial artist to head 3-man department. Hand-art and scenic design. This is a television opportunity with salary dependent upon experience and training. Box K-190, BROADCASTING.

Sales and program promotion manager with some previous experience in radio or TV. Immediate opening. For interview write: John MacRae, Manager, WABI-TV, Bangor, Maine.

TV director—Produce own shows. Heavy live, VTR production. Send resume, picture, salary requirements to P.D. WIMA TV, Lima, Ohio or phone 419-225-3010.

Film editor-studio cameraman wanted for WOKR-TV, Rochester, N. Y. Experience desirable. Contact Don Friedman, 17 Clinton Ave. S., 716-546-4262.

New 2500 megacycle ETV installation needs producer-director to start immediately. Student help for studio and control room. City School District, Box 711, Newburgh, New York.

TELEVISION

Situations Wanted

Sales

Southern California. High income successful broadcaster available January 1 for top station. Let's talk. Box K-261, BROADCASTING.

Technical

Experience, first phone, technical school graduate, TV studio, GE-RCA, UHF transmitter, micro-wave, maintenance, switching and film projection. Box K-282, BROADCASTING.

Technical—(Cont'd)

Need a xintr supervisor? 10 years experience in TV (color), AM (directional), FM (stereo), micro-wave, maintenance and proofs. Box K-294 BROADCASTING.

4 years—Mostly maintenance and same company. Installed RCA TT10AL, also 1kw directional AM from ground up. Want TV transmitter shift/maintenance — Available immediately. Box K-322, BROADCASTING.

NEWS

Experienced broadcaster-reporter. Solid all around background. Employed. Box K-43, BROADCASTING.

Production—Programing, Others

Promotion, public service, sales service. 10 years experience in radio/television. Available immediately. Box K-275, BROADCASTING.

Like to move into Television as director or assistant director from radio production. Box K-290, BROADCASTING.

Want behind the scenes position, in television. Experienced radio production, announcing, program director, assistant manager. Perhaps as assistant director. Box K-303, BROADCASTING.

WANTED TO BUY

Equipment

New or good condition cartridge rewriter. State price and condition. Box K-222, BROADCASTING.

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used tape machines. Ampex, Magnecord, or Spot Recorders playbacks. Box K-273, BROADCASTING.

Used 5 or 10 w FM transmitter needed for College radio station. Ray Cox, Southwest-ern College, Winfield, Kansas.

FOR SALE—Equipment

Co-axial cable—Heliac, Styroflex, Spirolene, 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, WNY'S-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Check our listings for your equipment requirements. . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tenn.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

UHF television transmitter. One kw-\$9,500. Immediate delivery. Box K-182, BROADCASTING.

Raytheon TV microwave complete, RCA cameras, good videotape in bulk, and 5820 orths. 212-EN 2-5680, or Box K-214, BROADCASTING.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia. South Carolina.

Antenna & Tower installation and service worldwide. Swager Tower Corp., Fremont, Indiana.

For sale—4RCA, BA-26 equalized turntables, pre-amplifiers. Excellent condition. Call or write to station WHAT, Philadelphia, Penna. TRinity 8-1500.

Gates Model M-6144 Dual peak stereo limiting amplifier. Been in use approximately one year. Price \$495.00 WLAC-FM, 161 Fourth Avenue, North, Nashville, Tennessee. 37219.

FOR SALE—Equipment

Continued

Ampex, Neuman, Telefunken, Rek-O-Kut, JBL, Electro-Voice, Sony and more. G. Chapekis, 1155 Ash, No. 1004, Denver, Colorado.

Four Viking model 36 cartridge decks with 3 belt drive and auto stop head \$60.00 each. Tele-Comm Elec., 3820 Alameda, Houston, Texas.

RCA TK-21C Film camera chains/RCA/HF TD52 Panoramic camera dolly: M/R mic boom; RCA PD-4 color camera pedestals; RCA PN6-29 pneumatic balance pedestals. All used, in excellent electrical and physical condition. Write or call TELEQUIP Corporation, 224 Glen Cove Ave., Glen Cove, N.Y. Tele. 516-OR 1-8806.

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: Publishing Trademark, "TELE-BRIEFS", Box J-46, BROADCASTING.

30 minute tape—"quickies" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

600 feet color film—production aids. 180 scenes for commercial leadins, for any product or situation. \$250. 100 feet sample \$50 deposit. Davis Enterprises, P.O. Box 981, Lexington, Ky.

Funny??? Be funny for less money. Ten years successful gag service exclusively for deejays. Quips on Politics, Artists, korny commercials; silly song titles etc. . . . Current issue: "DEEJAY DIGEST" just out. Two bucks (air mailed on request). P.O. Box 1234, Eureka, Calif.

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—16th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. 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.

INSTRUCTIONS—(Cont'd)

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 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Nov. 14—Jan. 2—Feb. 6—Mar. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Denver. The same famous (5) week course for the first class Radio telephone license that is available in Sarasota, Florida will also be available in Denver, Colorado. The first class begins January 2, 1967. For details and reservation write to home office, R.E.I., 1336 Main Street, Sarasota, Florida.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

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 Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Train for a career in professional broadcasting in exciting music city. Courses in announcing and station management. Financing plan, job guaranteed . . . Tennessee Institute of Broadcasting, 1811-A Division Street, Nashville, Tenn. 256-7622.

RADIO—Help Wanted—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—(cont'd)

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

Announcers

OUTSTANDING OPPORTUNITY

for tight, swinging, M.O.R. DJ who is heavy on production, promotion and programming ideas. Metro midwest. Only pros who want a solid future and advancement need apply. Right man gets eventual promotion. Send resume, tape and picture to:

Box K-258, Broadcasting.

NEWS

NEWSMAN

Alert morning newsmen, mature voice, well paced delivery. Must be a go getter. No rip-and-readers need apply. Send tape & resume to:

F. Michael Franklin

WNOE

529 Bienville

New Orleans, Louisiana 70130

NEWSMAN

CBS Owned radio station needs top-notch newsmen. Good writer & strong on air. Sharp elbows for on street work. Salary in five figures. Rush tape & resume to:

NEWS DIRECTOR

WEEL/CBS RADIO

Boston, Massachusetts 02111

WANTED:

Newsman—who wants to work with best equipped radio news department in Kansas. AM-FM stations. Experienced only. Very good pay for very good man. Don't waste my time if you're not. I want a man who can be a great, not just good, news director, and head four man department. Call R. M. McKune, Manager, KWBB, Wichita, Kansas.

Production—Programming, Others

WANTED

by Radio and TV Executive
a Girl Friday, between 20 and 30 years of age. Must have top short-hand and typing, pleasant personality, enjoy travel, be able to handle executive details.

This is a stimulating job involving travel throughout the U. S. and Canada. Salary \$600.00 per month. Send resume of experience and a recent photograph with application to

Box K-78, Broadcasting.

Situations Wanted

Announcers

D.J. PRO.

Box K-279, Broadcasting.

TALK PERSONALITY

Volatile, Controversial

Well versed, Mature

Entertaining

Box K-318, Broadcasting.

TELEVISION

Help Wanted

NOW STAFFING

W B M O

CHANNEL 36
ATLANTA, GEORGIA

A new communication station needs a full staff of personnel in all departments including:

**ENGINEERING, TRAFFIC,
PROGRAMING & PRODUCTION,
PHOTOGRAPHY, ARTIST,
ANNOUNCER-DIRECTOR.**

Career opportunity to grow with a group station. Send complete resume & photograph if possible.

Mr. Clarke Davis

W B M O

MONY Building
1655 Peachtree St., N.E.
Atlanta, Georgia

Management

GENERAL MANAGER

Challenging Over-Seas Opportunity

International television consultant is seeking General Manager applicants for near-east and far-east projects.

Minimum 5 years station management experience, including placing station on air.

Overseas benefits.

Box K-307, Broadcasting.

**GOOD EXECUTIVES ARE DISCREET
BUT NOT WITH US!**

WE KNOW WHO'S LOOKING

Discreet TV & Radio stations use our services to locate the right executive for any position — General Manager, Program Director, Sales Manager or Director of Engineering.

CALL 312—337-7075

**"THE DIRECT LINE TO
A GOOD EXECUTIVE!"**

Nationwide Broadcast Personnel Consultants



645 North Michigan Avenue
Chicago, Ill.

Area code 312 337-7075

RON CURTIS—President



"the professional employment service for broadcasters"

Help Wanted—Technical

ENGINEERS

Over-seas Opportunity

International television organization is presently seeking engineer applicants for near-east and far-east projects.

Minimum 5 years maintenance and operating experience in such positions as Chief, Transmitter, Mobile Van and Studio engineer.

Professional challenge with growth opportunity; Overseas benefits and congenial associates.

Box K-316, Broadcasting.

**NEED HELP?
LOOKING FOR A JOB?
For Best Results
You Can't Top A
Classified AD**

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Technical—(Cont'd)

BROADCAST TV SYSTEMS

BSEE required and experience in design of studio controls and equipment, or application of TV equipment. Experience in preparing technical proposals helpful.

Send resume and salary history to:

R. J. Finley

F & M SYSTEMS CO.

Division of Fischbach & Moore, Inc.
P.O. Box 20778 Dallas, Texas 75220

Production—Programing, Others

ARE YOU A COMPLETE SPORTSCASTER...

CAN YOU . . . interview . . . edit film . . . handle controversy . . . flavor programs with authoritative comments and opinions . . . both radio and TV.

SALARY RANGE \$10,000-\$12,000 dependent upon experience. Eastern Market. Major company fringe benefits. Send non-returnable VTR or audio tape plus picture and resume to:

Box K-330, Broadcasting.

Large Eastern TV Station

Needs capable combination man—artist-scenic designer-set builder. Familiar with slide making procedures and titling with experience in color television.

Box K-253, Broadcasting.

An Equal Opportunity Employer

Production—Programing, Others

Continued

WANTED

(Very Live)

Position

SCENIC DESIGNER

NOV. 1, 1966

Open

IDENTIFYING MARKS

Imaginative • Practical
Experience • Shop Drawings
Renderings

ACTIVITIES

All Live Color Productions
Large Syndication Division

\$ REWARD \$

EXCELLENT SALARY

LOCATION

Nation's Number One Independent
Box K-100, Broadcasting

DOCUMENTARY PRODUCER

One of the Nation's major TV stations, Group owned, and located in top five market, seeks Documentary Producer-Writer-Director capable of delivering Network quality results. Unequaled opportunity for right man to work in creative environment with enough time, money and support to turn out top quality local product. Opportunity for personal satisfaction, remuneration and prestige unparalleled. Wishful thinkers, please do not apply. This is a job for a first-rate pro with credits and awards in his resume.

Write: Box K-277, Broadcasting.

COPY CHIEF

Midwest TV station will pay up to \$9,000 per year for continuity director. Male or female. Send resume and sample copy today. Nationwide Broadcast Personnel Consultants 645 N. Michigan Ave. Chicago, Ill.

NO PLACEMENT FEE!!!

Program Directors

Immediate openings for Program Directors who are stable and have good credits. Starting salary open. Also first phone announcers needed immediately. Call Rodger Bubeck, 312-337-7939. Nationwide Broadcast Personnel Consultants

"no fee"

FOR SALE—Equipment

#379 used Videotape stock Large inventory, many 30 and 60 minute uncut reels; passed only two or three times. Others in smaller lengths. Will accept reasonable offers. Call Rich Chapman, (212) TR 3-5800, Videotape Center, 101 W. 67th Street, New York City.

FOR SALE—Equipment

Continued

EQUIPMENT FOR SALE

Two type G-24 Stainless 365.5 ft. Radio Towers guyed and insulated designed for 25 lb., 100 mph wind load, including insulated guy wires, CAA "A-3" lighting kit and mercury flashers. These towers are in excellent shape, hot dipped galvanized, disassembled and ready for shipment. \$4,000.00 Each.

400 feet type T453 Andrew 6 1/8" 51.5 ohm rigid coax—\$350. per 20 ft. section
Two 1053M 6 1/8" Miter Elbows 90 degree—\$180.00 each

Two 2053 end seals for T453 Line—\$95.00 each

400 feet type 452 Andrew 3 1/8" 51.5 ohm rigid coax—\$125 per 20 ft. section
Two 1052M 3 1/8" Miter Elbows 90 degree—\$65.00 each

Two 2052 end seals for 452 line—\$32.00 each

Forty horizontal supports for 6 1/8" line—\$20.00 each

Forty horizontal supports for 3 1/8" line—\$8.00 each

Above line in excellent shape and all bullets and hardware will be furnished with line, including O rings.

For information on any of the above equipment, please contact:

Glenn Collison, Director of Engineering, The McLendon Corporation, Dallas, Texas RI. 7-9311.

FOR SALE

MAGNACORDER—M-81 tape recorder for rack mount, for 10 1/2" reels monaural—excellent condition. \$295 plus any freight.

TS-10 RCA TV Switcher—excellent condition, with manuals. Less power supply. \$350.

SYNCO Generator, Federal type FTL68-B, good condition but needs some attention to timer chassis. With all power supplies \$800.

RCA CONSOLE Disc Recorder—with reconditioned head, cuts up to 150 lpl. With orthocoustic filter. \$325.00

GE ST9A Dual regulated power supply—excellent \$100

2 SPINDLE SAUPE SELECTROSLIDE JR TV PROJECTORS \$150 ea.

1 RCA BC-3A Audio Console—good to excellent condition. Little use. \$1,700. Will pack and ship.

1 Turntable RCA 70D \$95.00. 1 RCA 70C turntable \$75. both with Grey/RCA arms and also micro groove arms. Excellent condition.

1MTI Solid State TV Sync Generator—new \$1500.

Box K-327, Broadcasting.

CATV FRANCHISE

APPLICATIONS FOR C.A.T.V.

Franchise for city of Tracy being accepted. Closing date October 26, 1966. Contact City Manager's office, Post Office Box 651, Tracy, California 95376.

WANTED TO BUY—Stations

STATION WANTED:

Qualified community-minded young operator, experienced sales, programming; seeks marginal small, medium market AM needing locally-oriented owner operation. Buy, relatively low down, or lease-purchase. Prefer Southwest. Write in confidence to

Box K-321, Broadcasting.

FOR SALE—School

BROADCAST SCHOOL FOR SALE

1965 Gross over \$76,000
Cash flow over \$30,000
Priced at \$75,000. 29% down—terms
Box K-176, Broadcasting.

FOR SALE—Stations

FOR SALE

A \$40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station. No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for \$15,000 investment plus \$5,000 operation capital. Principals only.

Box: J-85

Broadcasting Magazine
1735 De Sales Street, N.W.
Washington D.C.

TOTAL PRICE \$39,000

California stereo FM serving sophisticated area of 70,000 good music listeners with high average income. Grossing \$2,000 monthly with absentee owner. Low overhead operation. Ideal for man and wife team. Terms available.

Box K-254, Broadcasting.

Station for Sale

N.E. Oklahoma. Over 60,000 pop. within 10 miles of tower, 250 watts, and money maker, priced at \$65,000, \$20,000.00 down. If you don't have the money don't call. Single station market. Gene Humphries, Box 189, Vinita, Oklahoma.

San Francisco area

500 W. daytime. Less than 80 miles from City Center. Only local AM for 250,000 people.

R. A. King.
Oakhurst, Calif.
209-683-7575

(Continued from page 86)

rate order, continued without date hearing presently scheduled for Oct. 25 (Doc. 16813-5).

FINES

■ By memorandum opinion and order, Commission ordered KEEDO Inc., licensee of KEEDO Longview, Wash., to forfeit \$1,000 for violations involving operator, power and maintenance log requirements. This is amount specified in June 1 notice of apparent liability. Action Oct. 12.

New FM stations

APPLICATIONS

Dodgeville, Wis.—Dodge Point Broadcasting Co. Seeks 107.1 mc, ch. 296A. 3 kw, ant. 300 ft. P.O. address: c/o W. D. Hamlin, 110 Dodge St., Mineral Point, Wis. 53565. Estimated construction cost \$19,735; first-year operating cost \$10,000; revenue \$10,000. Dodge Point Broadcasting is owned by W. D. Hamlin, physician and applicant for AM station on 810 kc with 250 w-D at Dodgeville. Ann. Oct. 14.

FINAL ACTIONS

Bisbee, Ariz.—Bisbee Broadcasters Inc. Granted 92.1 mc, channel 221, 37 w. Ant. height above average terrain 2,000 ft. P.O. address: Drawer C, Lowell Station, Bisbee 85603. Estimated construction cost \$7,613; first-year operating cost \$3,600; revenue \$4,000. Principals: Arlo Woolery (50%), John Hogg and Jack Williams (25% each). Bisbee Broadcasters is licensee of KSUN Bisbee. Messrs. Hogg and Williams are each 25% owners of KOY Phoenix, and 20%

FOR SALE—Stations

Continued

TOP FM STATION

Is interested in a working partner and/or investor for St. Louis area FM. Approximately 20% open to the right man. Willing to discuss price.

Box K-332, Broadcasting

FOR SALE AM-FM in CENTRAL U. S.

Now a Family-type daytimer operation. Single station market with excellent economy. Ideal owner-operator situation. Making money now ... much more potential. Owner going into other businesses.

Total price of \$150,000 with \$60,000 down and balance over seven years at 6 percent. Will sell for \$150,000 cash.

Box K-331, Broadcasting.

TaRue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

N.E.	small	daytime	\$150M	terms
Gulf	medium	fulltime	130M	cash
S.E.	medium	AM+FM	263M	nego.
South	metro	fulltime	1.3MM	cash
Fla.	major	fulltime	420M	SOLD



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

owners of KVOY Yuma, both Arizona. Action Oct. 14.

*Berkeley, Calif.—Regents of The University of California. Granted 90.7 mc, channel 214, .010 kw. Ant height above average terrain minus 11 ft. P.O. address: c/o C. J. Hitch, 641 University Hall, Berkeley 94720. Estimated construction cost \$2,310; first-year operating cost \$5,735. To be supported by allocations from regents and students' funds. To be administered by board of regents. Action Oct. 18.

KEFM, Inc. Santa Rosa, Calif.—Granted 100.1 mc, 2.6 kw Ant. minus 260 ft. Action Oct. 13.

*Nampa, Idaho—Northwest Nazarene College. Granted 91.5 mc, channel 218, 10 w. Ant. height above average terrain 90 ft. P.O. address: c/o Virgil W. Vail, 523 Maple, Nampa 83651. Estimated first-year operating cost \$8,200, supported by funds from the college. Administered by board of governors. Action Oct. 18.

Baton Rouge, La.—Guaranty Broadcasting Corp. Granted 98.1 mc, channel 251, 100 kw. Ant. height above average terrain 1,550 ft. P.O. address: c/o Thomas E. Gibbens, Box 2671, Baton Rouge 70812. Estimated construction cost \$79,434; first-year operating cost \$65,000; revenue \$90,000. Guaranty Broadcasting is owned 100% by Guaranty Bond and Finance Co., licensee of WAFB-TV Baton Rouge. Action Oct. 13.

Stillwater, Okla.—KVRO Inc. Granted 105.5 mc, channel 288, 295 w. Ant. height above average terrain 33 ft. P.O. address: Communications Bldg., Oklahoma State University Campus, Stillwater 74074. Estimated construction cost \$4,763; first-year operating cost none; revenue \$15,000. Action Oct. 17.

Clearfield, Pa.—Clearfield Broadcasters Inc. Granted 93.5 mc, channel 228A, ERP 3 kw, U. Ant. height above average terrain minus 241 ft. P.O. address: William K. Ulerich, 215 Church Street, Clearfield. Estimated construction cost \$14,350; first-year operating cost \$24,000; revenue \$24,000. Principal: Progressive Publishing Inc., publisher of Clearfield Progress and licensee of WJCM Sebring, Fla. Clearfield Broadcasters is licensee of WCPA Clearfield. Also see Indiana, Pa., below. Action Oct. 12.

Indiana, Pa.—WDAD Inc. Granted 103.1 mc, channel 276A, ERP 3 kw, U. Ant. height above average terrain 86 ft. P.O. address: William K. Ulerich, 632 Philadelphia Street, Indiana, Pa. Estimated construction cost \$14,350; first-year operating cost \$24,000; revenue \$24,000. Principals: Clearfield Broadcasters (52%), LeRoy W. Stauffer (32%) and Mrs. Julia D. Joplin (16%). Clearfield's interest is voted by its president, W. K. Ulerich. WDAD Inc. is licensee of WDAD Indiana. Clearfield is owned by Progressive Publishing Inc., Clearfield, Pa., licensee of WJCM Sebring, Fla. Also see Clearfield, Pa., above. Action Oct. 12.

Nacogdoches, Tex. — J. C. Stallings. Granted 103.3 mc, channel 277, 51 kw. Ant. height above average terrain 360 ft. P.O. address: Box 1111, Nacogdoches. Estimated construction cost \$900; first-year operating cost \$20,000; revenue \$30,000. Principal: J.C. Stallings (100%). Mr. Stallings owns KEEB Nacogdoches. Action Oct. 18.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Oct. 18, by order closed record in FM proceeding of Lunde Corp., Ames, Iowa (Doc. 16667).

■ Hearing Examiner H. Gifford Irion on Oct. 13 in proceeding on FM applications of Lynn Mountain Broadcasting and WBEJ Inc., both of Elizabethton, Tenn., granted motion of WBEJ for rescheduling certain procedural dates, and continued hearing from Oct. 25 to Nov. 17 (Doc. 16794-5).

■ Hearing Examiner Elizabeth C. Smith on Oct. 18, in proceeding on FM applications of BBPS Broadcasting Corp., Thomas C. DeLanzo and Scott Broadcasting Co. of Pennsylvania Inc., all of Ellwood City, Pa., granted petition of Thomas C. DeLanzo and dismissed with prejudice his application (Doc. 16861-3).

RULEMAKING PETITION

Warren L. Authement, Thibodaux, La.—Requests assignment of a class C channel FM radio station for Thibodaux, La.

RULEMAKING ACTION

■ Commission en banc, by Commissioners Hyde, Loevinger and Wadsworth, with Commissioners Cox and Johnson dissenting and issuing statements, took following action on Sept. 28: Adopted report and order amending FM table of assignments to add fourth channel, ch. 269A, to Rochester, Minn., and terminating proceeding (Doc. 16715). Ann. Oct. 18.

CALL LETTER APPLICATIONS

■ Guy Christian, Santa Fe, N. M. Requests KAFE-FM.

■ B. F. C. Inc., Cincinnati. Requests WBFC-FM.

CALL LETTER ACTIONS

- KAFF-FM Flagstaff, Ariz.
- WCOF-FM Immokalee, Fla.
- WRLJ(FM) Jacksonville, Fla.
- WDAN-FM Danville, Ill.
- WMIN-FM St. Paul.
- KCRF-FM Enid, Okla.
- WDX-FM Orangeburg, S. C.
- KUWR(FM) Laramie, Wyo.

Existing FM stations

FINAL ACTIONS

KVEE-FM Conway, Ark.—Broadcast Bureau granted mod. of CP to change ant.-trans. location, change type trans.; ERP 29 kw; ant. height 320 ft.; remote control permitted. Action Oct. 18.

KBRG(FM) San Francisco—Granted CP to install new trans., dual polarized ant.; ERP 50 kw; ant. height 810 ft.; remote control permitted. Action Oct. 12.

*KUID(FM) Moscow, Idaho — Broadcast Bureau granted CP to change ant.-trans. location; ERP 1.05 kw, ant. height 1,000 ft. Action Oct. 18.

WLPO-FM LaSalle, Ill.—Broadcast Bureau granted CP to install new trans., dual polarized ant., make changes in ant. system, ERP 3 kw, ant. height 300 ft., condition. Action Oct. 17.

*WEVC(FM) Evansville, Ind.—Broadcast Bureau granted CP to increase ERP to 5.7 kw. Action Oct. 12.

WYCA(FM) Hammond, Ind. — Broadcast Bureau granted CP to change ant.-trans. and studio location install dual polarized ant., ERP 30 kw, ant. height 380 ft. Action Oct. 17.

WRFM(FM) New York—Broadcast Bureau granted CP to change ant.-trans. location (main trans.) to Empire State Building, New York; remote control permitted; ERP 5.2 kw, ant. height 1220 ft.; conditions. Action Oct. 18.

WCOL-FM Columbus, Ohio — Broadcast Bureau granted CP to install new trans., dual polarized ant., increase ERP to 29 kw, ant. height 310 ft.; remote control permitted; condition. Action Oct. 18.

WGAL-FM Lancaster, Pa.—Broadcast Bureau granted CP to install vertically polarized ant. and operate with vertical ERP of 2.0 kw; remote control permitted. Action Oct. 12.

WYFY-FM Columbia, Tenn. — Broadcast Bureau granted mod. of CP to change ant.-trans. location. Action Oct. 17.

*WSSU(FM) Superior, Wis. — Broadcast Bureau granted CP to install new trans. and operate with ERP of 320 w, ant. height minus 120 ft. Action Oct. 14.

CALL LETTER APPLICATIONS

■ WDTM(FM) Detroit. Requests WWWW-(FM).

■ WJML(FM) Petoskey, Mich. Requests WJML-FM.

■ WNEW-FM New York. Requests WSHE-(FM).

CATV

OTHER ACTIONS

■ Commission, by its CATV task force, granted Austin T. Nance d/b as Sanderson Cable Co. near Sanderson, Tex., CP for new CATV relay station to bring in signals of TV stations in Odessa, Midland and Monahans, all Texas. Ann. Oct. 17.

■ Review board, by memorandum opinion and order in San Diego proceeding in Doc. 16786, granted petition for leave to withdraw appeal, filed on Oct. 3 by Midwest Television Inc., and dismissed appeal from rulings of presiding examiner, or in alternative, motion for modification of issues, filed on Sept. 16 by Midwest Television Inc. Action Oct. 17.

■ Review board by order in San Diego, CATV proceeding in Doc. 16786, certified to commission petition for enlargement and clarification of issues, filed on Aug. 15, by respondents Mission Cable TV, Inc., Pacific Video Cable Co., and Trans-Video Corp. Action Oct. 18.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 13, designated Examiner Charles J. Frederick to serve as presiding officer in investigatory proceeding involving the lawfulness of Tariff FCC No. 1 and Tariff FCC No. 2 of California Water & Telephone Co., applicable to channel service for use by CATV systems; scheduled prehearing conference for Oct. 28 and hearing for Nov. 17 (Doc. 16928). On Oct. 14

designated Hearing Examiner Herbert Sharfman to serve as presiding officer in matter of petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc. Ordered hearing convened on Nov. 21, and prehearing conference on Oct. 31, all proceedings to be held in offices of commission, Washington.

Ownership changes

APPLICATIONS

KPOL-AM-FM Los Angeles—Seeks assignment of license of Coast Radio Broadcasting Corp., 100% owned by Capital Cities Broadcasting Corp. to Capital Cities. No consideration. Ann. Oct. 13.

KICM Golden, Colo.—Seeks assignment of license from George I. Norman and Philip B. Rosenthal, d/b as Norman Broadcasting to Greater Leasing Co. for \$10. Principals are LaVoy R. Wood (15%), J. Robert Jensen (10%), Delmar E. Cooper (37½%) and Donald S. Cooper (37½%). Mr. Wood is president of and has interest in KSVN Ogden, Utah. Mr. Jensen is manager of KICM. Mr. Delmar E. Cooper is banker, motel operator and insurance director. Mr. Donald S. Cooper is pastor, banker, insurance director and motel operator. Ann. Oct. 17.

WSNS(TV) Chicago—Seeks assignment of CP from Essaness Television Associates to Video 44, a joint venture. Essaness Associates terminates its existence and transfers its rights to Essaness TV Corp., which is to be merged into River Grove Theater Corp. Merged River Grove Theater Corp. along with Verma Entertainment Corp. and Riverdale Drive-In Inc. will own 50% of Video 44. Other 50% will be owned by Harriscope of Chicago Inc. Harriscope will contribute \$500,000 for its 50%. Other group will contribute \$485,830. Principals in Harriscope have interests in KTWQ-AM-TV Casper, Wyo.; KBAK-TV Bakersfield, KKAR Pomona, KLFB(FM) Long Beach, all California, and KPBB-AM-TV Great Falls, Mont. Ann. Oct. 17.

WLEF Greenwood, Miss.—Seeks assignment of license from William E. Hardy to Kathleen E. Stutts for \$71,000.00. Assignor is selling for reasons of health. Mrs. Stutts is owner of WRJW Selma, Ala. Mr. A. B. Stutts, husband, has 10% interest in CATV franchises issued to Clear Vision TV Corp., Meridan, Miss. Ann. Oct. 14.

KYLT Missoula, Mont.—Seeks assignment of license from Montana Broadcasting Co., Louis Vetere, president, to W. L. Holter d/b as The Scottie Broadcasting Co. for \$27,000. Mr. Holter owns KLTZ Glasgow, Mont. Ann. Oct. 17.

WBBF-AM-FM Rochester, N.Y.—Seeks assignment of license of WBBF Inc. from Maurice R. Forman to Monroe County Radio Inc., wholly owned subsidiary of LIN Broadcasting Corp. for \$2 million plus value of specified assets on closing date. LIN Broadcasting owns WAND(TV) Decatur, Ill.; KAAV Little Rock, Ark.; KEEL Shreveport, La.; WAKY Louisville, Ky., and WMAK Nashville. It also holds CP for FM in Shreveport and has applied for FM in Little Rock. Ann. Oct. 17.

WMMH Marshall, N. C.—Seeks transfer of control of Marshall Broadcasting Inc. from Cleatus O. Brazzell (50% before, none after) to Andrew D. Shields (50% before, 66½% after) and Allie R. Shields (none before, 33½% after). Consideration \$12,500. Ann. Oct. 13.

KELI Tulsa, Okla.—Seeks assignment of license from T&O Broadcasting Co. to Broadcast Associates Inc. See KTRN Wichita Falls, Tex. Ann. Oct. 13.

KENS-TV San Antonio, Tex.—Seeks assignment of license from Express Publishing Co. to Express Communications Inc., wholly-owned subsidiary. No consideration. Ann. Oct. 13.

KYLE-FM Temple, Tex.—Seeks transfer of control of Texas Radio Corp. from Jarrod Secrest, deceased (80%) to Francis T. Secrest, Mr. Secrest's wife. No consideration involved. Ann. Oct. 13.

KTRN Wichita Falls, Tex.—Seeks assignment of license from T&O Broadcasting Co. to Broadcasting Associates Inc. Assignment is step in corporate consolidation of C. A. Sammons broadcast interests. Transferee is surviving corporation after merger of T&O Broadcasting and Broadcasting Associates. Broadcasting Associates Inc. is owned 80% by Sammons Enterprises Inc. and 20% by Raymond R. Huff, and is licensee of KIXZ Amarillo, Tex. See KELI Tulsa, Okla. Ann. Oct. 13.

WJJJ Christiansburg and WVVV(FM) Blacksburg, Va.—Seeks assignment of license from WBCR Inc. to Blacksburg-

Christiansburg Broadcasting Co. for \$115,000. Principal purchasers are Madge P. and Fletcher R. Smith (22.222% owned jointly) and Burke County Broadcasting Co. Central Broadcasting Co. and Concord-Kannapolis Broadcasting Co. (22.222% each). Mr. Smith is TV technician at WSJS-TV Winston-Salem, N. C. Mrs. Smith is school teacher. Burke County Broadcasting Co. is licensee of WSVN Valdese, N. C. and owns interests in WZKY Albemarle, WPEG Winston-Salem and is applicant for AM station in Mebane, all North Carolina. Central Broadcasting is licensee of WCGC Belmont, N. C. and has interests in WSVN, WPEG and WEGO-AM-FM Concord, N. C. Central Broadcasting also owns minority interest in CATV system in Gastonia, N. C. Concord-Kannapolis Broadcasting is licensee of WEGO-AM-FM. Ann. Oct. 13.

KGA Spokane, Wash.—Seeks assignment of license from Gran Broadcasting Co. (owned by Bankers Life & Casualty Co.) to KGA Inc. for \$300,000. Principals are Robert L. Swartz, Arthur R. MacKelvie and Anthony R. Wright (each 33½%). Mr. Swartz is president and has interest in KZUN-AM-FM Opportunity, Wash. Mr. MacKelvie is vice president and has interests in KZUN-AM-FM. Mr. Wright is sales manager and has interests in same station. Ann. Oct. 13.

KODI Cody, Wyo.—Seeks transfer of control of KODI Inc. from Lyle D. and Eleanor S. Ellis (each 50%) to Robert K. Toombs and Lee R. Robbins for \$99,000. Mr. Toombs is program director at KOYN Bismarck, N. D. Mr. Robbins is in wholesale sporting goods, wholesale medical surgical supply and custom printing businesses in Billings, Mont. Ann. Oct. 18.

ACTIONS

KGPA-TV Phoenix—Granted 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 KHP-TV 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. Consideration \$80,000. Action Oct. 12.

WDAX McRae, Ga.—Granted 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. Action Oct. 17.

KSO Des Moines, Iowa—Granted assignment of license from Des Moines Broadcasting Co. to Stoner Broadcasting Co., owned by Ruth Hamilton Stoner Trust, Thomas H. Stoner Trust (each 42.2%), Ruth H. Spencer and Thomas H. Stoner (each 7.8%). Stoner Television Inc., same ownership as Stoner Broadcasting, is permittee for new UHF on channel 17 in Des Moines. Consideration \$372,000. Action Oct. 18.

KVER Brainerd, Minn.—Rescinded Oct. 3 action which granted transfer of negative control from Charles B. Persons to Don Wohlenhaus and Ray G. and John R. Moonan pending consideration of petition to deny filed Sept. 30 by Brainerd Broadcasting Co. (KLIZ). Action Oct. 13.

WOKJ Jackson, Miss.—Granted assignment of license to Jomac Jackson Corp. (John R. McLendon, 100%) Action Oct. 13.

WLSE Wallace, N. C.—Granted acquisition of negative control of licensee corporation, Duplin Broadcasting Co. by H. E. Kramer and Samuel Leder (each 45.45% before, 50% after) through sale of stock from Vivian Kramer (9.10% before, none after). Consideration \$3,157.90. Action Oct. 13.

KAMY McCamey, Tex.—Granted assignment of license from Don Renault (100% before, none after) to George A. Fox, Jr. (none before, 100% after). Mr. Fox is presently manager of KDLX Del Rio, Tex. Consideration \$35,000. Action Oct. 17.

KFEC-FM Waco, Tex.—Granted transfer of control of licensee corporation Centex Radio Co. from Charles Watson (controlling interest) to Joe H. Smith Jr. Consideration \$8,500. Ann. June 10.

KUDY Spokane, Wash.—Granted acquisition of positive control of licensee corporation by G. C. Monson (51.9%); consideration \$7,500. Action Oct. 13.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Oct. 19. 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.

■ **Manteca, Calif.**—General Electric Cablevision Corp. (multiple CATV owner) has been granted a franchise for an 11-channel system. Installation charge will be \$20 with a monthly charge of \$4.95. The city will receive approximately \$1,200 per year for the franchise.

■ **Twain Harte, Calif.**—Daniel I. Gillespie of Pacifica has applied for a nonexclusive franchise for a 12-channel system with a monthly charge of \$5.

■ **Rochester, Ill.**—First Illinois Cable TV Inc. has applied for a franchise. The firm is operating in Springfield, Ill. William Clancy, representative, proposed a \$20 installation fee, \$5 monthly charges, and a 12-channel system. (Correction to Oct. 17 item reporting application in Rochester, N.Y.).

■ **Gary, Ind.**—George Metrovianis of Mobile Radio Communications has been awarded a franchise for a 12-channel system. Monthly charge will be \$4.95 with a \$20 installation fee, and Gary will receive 4% of gross profits. Another applicant, Gary Cable TV Inc. (subsidiary of H&B American Corp., group CATV owner), withdrew its bid for a franchise after receiving it (BROADCASTING, July 25).

■ **South Bend, Ind.**—Valley Cablevision Corp., South Bend, (CATV multiple owner; Arthur R. O'Neil, vice president) has been awarded a franchise. The firm is owned by three South Bend stations: WSBT-TV; WNUD-TV, and WSJV-TV. Monthly charge

will be \$4.90 with an installation fee of \$14.90. The city will receive a \$500 annual fee, plus 3% of gross receipts.

■ **Dodge City, Kan.**—Dodge City Broadcasting Co., owner of KGNO-AM-FM, has applied for a franchise. Other applicants: Kansas Telecasters Corp., Multi-Vue TV Systems Inc. and Dodge City Cablevision Systems Inc.

■ **Arcadia, La.**—Cable Co. of Louisiana Inc. (L. E. Ozley, representative) has applied for a franchise.

■ **Elko, Nev.**—Television Cable Inc. (William A. Gentry, owner) has applied for a franchise. Rates for monthly service will be \$5.20 and the installation fee will be \$25.50.

■ **Flemington, N. J.**—Continental CATV of Hoboken, N. J., (affiliate of Viking Industries Inc., also Hoboken. James Coffey, assistant manager) has applied for a franchise. The firm proposed a monthly charge of \$4.95 with 3% of its annual gross receipts to the city.

■ **Boonville, N. Y.**—Robert Thayer has been awarded a six-month conditional franchise.

■ **Lawton, Okla.**—KSWO-TV Co. has applied for a franchise. R. H. Drewry is president of the firm.

■ **Center twp., Pa.**—Center Video Corp. has been granted a 15-year franchise.

■ **Duquesne, Pa.**—Steel Valley Cable Vision Co. a subsidiary of Center Video Co., State College, Pa. (Robert Tudek, vice president-general manager) has been awarded a 20-year franchise. Monthly charge will be \$4.50 with a \$5 installation fee. Duquesne will receive 3% of the firm's gross receipts. Other applicants were Community Area Television Inc. and Fabeck Cable TV Corp., Coraopolis, Pa.

■ **Manheim boroughs, Pa.**—Television Community Services Inc. has been granted a franchise.

■ **Petersburg, Va.**—Tri-Cities Cable TV Inc. has applied for a franchise. The firm proposed a 12-channel system, a \$20 installation fee and \$4.50 monthly.

E. L. TIMBERMAN JR. traveled the route from mail room boy to agency president in 17 years but he doesn't consider the feat unusual by any means.

Tall, trim and boyish-looking at 39, Mr. Timberman laughs at the suggestion that his election to president is tied in with an accent-on-youth program at K&E. He believes his appointment is part of an evolutionary process that develops at many major agencies, and, in a self-analytical aside, points out good-humoredly:

"After all, I'm not that young and I've been around this business for a long time."

Mr. Timberman, who is "Tim" to his friends and business associates, recalls that he was attracted to advertising even as a youngster growing up in and around New York. His father had been an executive with the Continental Baking Co. and they often discussed business in general and advertising in particular.

"I thought of becoming a copy writer," Mr. Timberman remarked, "but I guess it was luck or fate that thrust me into the account end of the business."

In the summer of 1949, following his junior year at Yale, "Tim" Timberman accepted a job in the mail room at Ted Bates & Co. This stint convinced him that advertising should be his vocation.

"I was lucky in that I passed through the mail room phase during a summer vacation," he points out cheerily. "When I was graduated from college in 1950 I was able to bypass the mail room and obtain a job at Warwick & Legler in the media department."

Account Backbone ■ After a year in media at W&L, he moved into the account end of the agency field, which has been the backbone of his experience. He shifted to Benton & Bowles in 1954 (General Foods and Procter & Gamble) and to K&E for his first tour of duty there in 1957 (Beech-Nut and Beecham). He left K&E in 1960 to join Colgate-Palmolive Co. as a group product manager.

"I decided to move to the advertiser side for awhile," Mr. Timberman said, "to see if I could get more done."

While at Colgate, he was responsible for sales of about \$100 million of products and was intimately involved in the advertising program, which included hefty investments in television.

In 1963, he rejoined K&E as a vice president and management supervisor and was advanced to executive vice president early in 1965. In early September K&E announced a realignment of its structure into two operating divisions, domestic and international. Mr. Timberman was named president of K&E's domestic company.

At 39, the former mail room boy oversees an agency with domestic billing of approximately \$90 million. K&E has 725 employees located in New York,

Bad advertising No. 1 enemy for television buff

Detroit, Chicago, San Francisco and Boston and maintains service offices in Los Angeles, Atlanta and Dallas. Television and radio represent about 50% of K&E's domestic billing.

K&E's billing has remained relatively stable over the past few years. Mr. Timberman acknowledges that this is not an enviable position for a company that is part of a growth industry, and adds:

"But I have a strong conviction that if an agency has a good product volume will take care of itself. I have the feeling we have hidden our light under a bushel for too long. We've been considered an agency that is market-oriented and this perhaps has obscured the fact that particularly over the past few years we have bolstered the creative side. It seems to be the creative agency

that makes the most headway in the new-accounts area."

Mr. Timberman believes that K&E's creative product can "stand up in competition with other agencies," and points out that its TV-radio department has been boosted with the appointment several months ago of Rod Erickson as vice president and director of TV-radio.

Mr. Timberman is not overly concerned with rising media costs and "clutter," though he recognizes these are significant factors. His deepest concern is with ineffective advertising.

"Too much advertising is depressed by reliance on the routinized, the standardized, the safe way," he asserted. "A bad piece of advertising is a sharper concern of mine by far than media costs."

Mr. Timberman could be called a television buff. He watches the pilots of many of the new programs and enjoys the action-adventure series, some of the comedies, the documentaries and sports programs.

He enjoys his association with the constantly changing advertising business. Over the next few years, he added, the electronics industry will exert a sharp impact on the advertising field as computers point the way to more efficient record-keeping and to potentially new concepts of media selection.

He is convinced, too, that the advertising business should be experimenting constantly, both in the marketplace and within the agency itself, to find new approaches to emerging problems.

Close Watch ■ In television, Mr. Timberman observes, advertisers and agencies will have to watch more closely the effect that multi-set homes, the expansion of UHF outlets and a diversity in programming will have on the interests of the viewer. The coming refinement in video-tape technology which ultimately can result in playback equipment for home television can lead to a further segmentation of the audience with meaningful implications for advertisers, according to Mr. Timberman.

Mr. Timberman, who is interested in sports in general, is a lacrosse enthusiast. He played that sport in college and has watched its expansion from a game that has been popular in the East to one that is gaining in spectator interest throughout the country.

The Timberman family makes its home in New York's Greenwich Village. Mr. Timberman and his wife, Eleanor, are theatergoers. Mrs. Timberman formerly was an actress and has written several experimental dramas.

Mr. Timberman, who once aimed for a career as an agency copy writer, still retains the creative urge.

"I would like to do more writing and painting," he confides. "I have a drawer full of unpublished short stories. And I have an outline of a novel that I would like to write some day."

WEEK'S PROFILE



Ellsworth Lozier Timberman Jr.—president, Kenyon & Eckardt domestic division, New York; b. Sept. 23, 1927, New York City; Andover Academy, 1945; U.S. Marine Corps, 1945-46; Yale University, B.A., economics, 1950; Media Buyer, Warwick & Legler, 1950-51; assistant account executive, W&L, 1951-54; assistant account executive and account executive, Benton & Bowles, New York, 1954-57; senior account executive, Kenyon & Eckardt, 1957-58; vice president, K&E, 1958-60; group product manager and associate general product manager, Colgate-Palmolive Co., 1960-63; vice president supervisor, K&E, 1963-65; executive vice president, 1965-66; elected president, K&E domestic division, Sept. 8, 1966; m. Eleanor Baron of Boston; children: Karen, 13; David, 11; Tracy, 9; Daniel, 6; Sarah, 4; Member: Yale Club (New York); hobbies: fishing, writing, painting.

Double jeopardy

TWO unrelated events in Washington last week bespeak the mounting problems that major advertisers and marketers face in various departments of the government.

The Federal Trade Commission persuaded the Supreme Court to review an appellate court reversal of an FTC decision requiring Procter & Gamble to divest itself of Clorox. A major finding in the FTC decision was that the weight of P&G advertising gave Clorox an unfair advantage over its rivals in the bleach field. If the Supreme Court upholds the FTC, there are sure to be other cases in which the sheer size of advertising budgets becomes a pivotal issue.

The Senate passed and sent to the White House the much-disputed "truth in packaging" bill. This legislation was the reflection of a growing belief that consumers need more protection against the cleverness of marketers.

In more and more quarters of government may be seen a movement toward the control of advertising expenditures and content. This movement can be arrested only by a concerted effort of advertisers and advertising media to prove that advertising is a vital function in the U. S. economy. The pertinent trade associations had better get started now on a unified plan.

The ties that bind

OFFICIALS of the FCC are going out of their way to disavow an intention to get into the business of enforcing the commercial time limitations in the National Association of Broadcasters' radio and television codes. Maybe they are sincere in what they are saying, but the apparatus they have set up to get commitments from every AM, FM and TV licensee can lead only to the purpose they deny.

As reported last week, the commission has approved a questionnaire to be sent to all the stations in the country. The questionnaire asks licensees to (1) state the maximum amount of commercial matter they propose "normally" to allow in any 60-minute segment; (2) if the "normal" amount is to be exceeded at times, state "under what circumstances and how often this is expected to occur, and the limits that would then apply"; and (3) if the normal hourly maximum is to exceed 18 minutes for radio and 16 minutes for television (rounded to the nearest minute), "state the basis on which licensee concluded that such proposed commercial practices will be consonant with the needs and interests of the community which licensee serves."

The third question is the loaded one.

As everyone knows, 18 minutes of commercials per hour are the limit fixed by the NAB radio code during any part of the broadcast schedule, and 16 minutes and 20 seconds per hour are the limit fixed by the television code for non-prime time. By code definition nonprime time is all of a television station's schedule except three consecutive hours that the code subscriber may himself choose to label "prime time" in any block between 6 p.m. and midnight. In those three hours, the code imposes a commercial limit of 10 minutes and 20 seconds per hour.

So for all practical purposes the FCC has told licensees that the time standards of the NAB codes are now the government's and that any licensee that intends to go beyond the standards must justify the excess as a public service. This means that the many stations that do not now subscribe to the NAB codes must either bring their commercial proposals into line with the codes' limits or embark on the

intricate job of explaining why their particular communities need to be exposed to more commercialism than the codes say is tolerable.

The number of stations adhering to code standards is bound to be enlarged by this procedure. There is room for considerable recruitment. At the moment only 42.5% of all radio stations and 64% of all TV's are code subscribers.

Those stations that choose to exceed the standards face grave uncertainties. Nobody at the FCC is now in a position to say what kind of explanations will eventually be deemed acceptable for code violations. Before that question is resolved—if it ever is—a lot of licenses will have been laid on the line.

The FCC would have been denied the use of the NAB's own codes as instruments of government regulation if the NAB leadership had followed earlier advice to eliminate from the codes the explicit limitations on commercial time. The leadership has chosen to retain the limitations because it is composed mostly of broadcasters who occupy strong positions in their markets and can operate profitably within the limitations they set in their codes.

But it is the weaker stations in the weaker competitive positions that are hurt by the FCC's new attack.

Maybe the FCC needs a small-business committee.

Sand-bagging

WHEN the National Association of Broadcasters decided to invite spokesmen for the land-mobile radio services to make their pitch for more spectrum space at the fall conferences, we thought the association was playing into the hands of the enemy.

We now admit—after the first confrontation in Dallas—that it was we who had erred. The spokesmen of the manufacturers destroyed whatever case they might have had. They tried the "we-are-your-best-customers" approach. It was the veiled threat of business sand-bagging if broadcasters didn't play ball by agreeing to share or possibly relinquish portions of the spectrum allocated for TV or FM.

If Washington counsel for the manufacturers were responsible for this approach, they should be sacked. Key executives are not taking their marketing or advertising advice from communications attaches or Washington lawyers. One has nothing to do with the other.



Drawn for BROADCASTING by Sid Hix
"Here's bad news, folks. Candidate Snert, ill with laryngitis, has canceled his speech. The program originally scheduled will be heard."



We make mistakes

Let's be candid. Some of the programs we recommend go down. No television station can honestly claim otherwise . . . and no seasonal viewer can expect anything else. Our sole claim is that we research programs in scrupulous detail and we recommend only those programs we believe will have a better-than-average chance of entertaining our audience. We're also prompt to recommend a cancellation should the wind shift.

The KPRC-TV Way

The men at KPRC-TV who recommend programs don't just sit around watching the

tube and reading the television pages. We have no chartists drawing up "technical" reviews. That's because we believe human beings make decisions after careful thought. We feel that a chart only reflects what's past . . . what some other television show has already done. Our men go out where the facts are . . . to homes, offices, factories and retail outlets. Each year our interviewers hold more than 5000 conversations with the people who watch Houston television to find out what's going on at the sets. This is the kind of information practically no individual viewer can uncover alone.

Free Sample

If you would like to find out just what we're recommending right now, send for our current research material . . . Or, pick up a copy at the nearest Edward Petry & Co. Office.

KPRC-TV, HOUSTON TELEVISION



Channel 2 in Houston, NBC
Founded 1949

Courtesy of Shearson, Hammill & Co., Inc.

NOW! North Carolina's **MOST POWERFUL**
Television Station Gives You **MORE**
SELLING POWER In The **#1 MARKET—CHARLOTTE**

ANOTHER BAHAKEL STATION

WCCB-TV

ONE MILLION WATTS!

The Best Is Seen
On **EXCITING EIGHTEEN**

NBC•ABC•CBS



SEE YOUR **ADAM YOUNG MAN** FOR MORE DETAILS
ON **EXCITING 18—CHARLOTTE, NORTH CAROLINA**



REMEMBER



YOU SELL MORE PER DOLLAR ON ALL BAHAKEL STATIONS
5 COMMUNITY-MINDED TELEVISION STATIONS

WABG-TV
GREENWOOD, MISS.
CHANNEL 6 ABC
Rep: Venard, Torbet
& McConnell, Inc.

WKAB-TV
MONTGOMERY, ALA.
CHANNEL 32 ABC
Rep: Savalli/Gates, Inc.

WOLO-TV
COLUMBIA, S. C.
CHANNEL 25 ABC
Rep: Venard, Torbet
& McConnell, Inc.

WCCB-TV
CHARLOTTE, N. C.
CHANNEL 18
NBC-ABC-CBS
Rep:
The Adam Young Co.

WDXI-TV
JACKSON, TENN.
CHANNEL 7 CBS
Rep: Venard, Torbet
& McConnell, Inc.

6 RADIO STATIONS THAT SERVICE BUILT

KXEL
WATERLOO, IOWA
Rep: Savalli/Gates, Inc.

WDOO
CHATTANOOGA, TENN.
Rep: Savalli/Gates, Inc.

WWOD
LYNCHBURG, VA.
Rep: Savalli/Gates, Inc.

WKIN
KINGSFORT, TENN..
Rep: Venard, Torbet
& McConnell, Inc.

WLBJ
BOWLING GREEN,
KENTUCKY

WABG
GREENWOOD, MISS.
Rep: Venard, Torbet
& McConnell, Inc.