



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Carl B. Vintner Library

What is an *influencible*?

Part of the go-go crowd. The part that listens to StorZ radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a StorZ station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

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STORZ

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

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

KOMA Oklahoma City
 (Blair)
 WQAM Miami
 (Blair)

**"Millions
for TV advertising
but not one cent
for color!"**



(Hooray!)

We'll cheer loud and long for that. WFGA-TV doesn't charge a cent extra for airing commercials in color. Why should we? We try to air everything possible in color... a natural thing to do if you

happen to be a color station, built from the ground up for colorcasting. We've had nine years of color experience, by the way. Talk to your PGW "Colonel" about getting some free color on WFGA-TV.



WFGA-TV/JACKSONVILLE

JACKSONVILLE'S AWARD-WINNING STATION—NATIONALLY, REGIONALLY, LOCALLY.

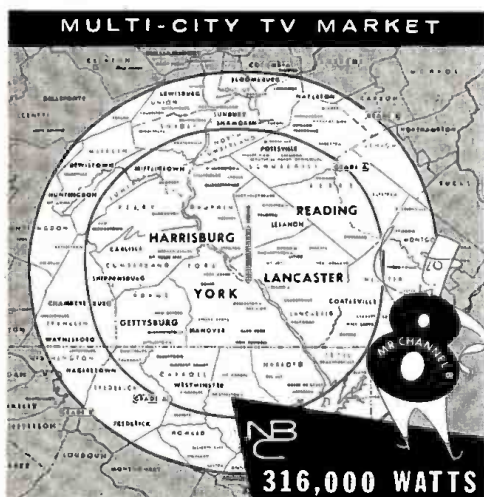
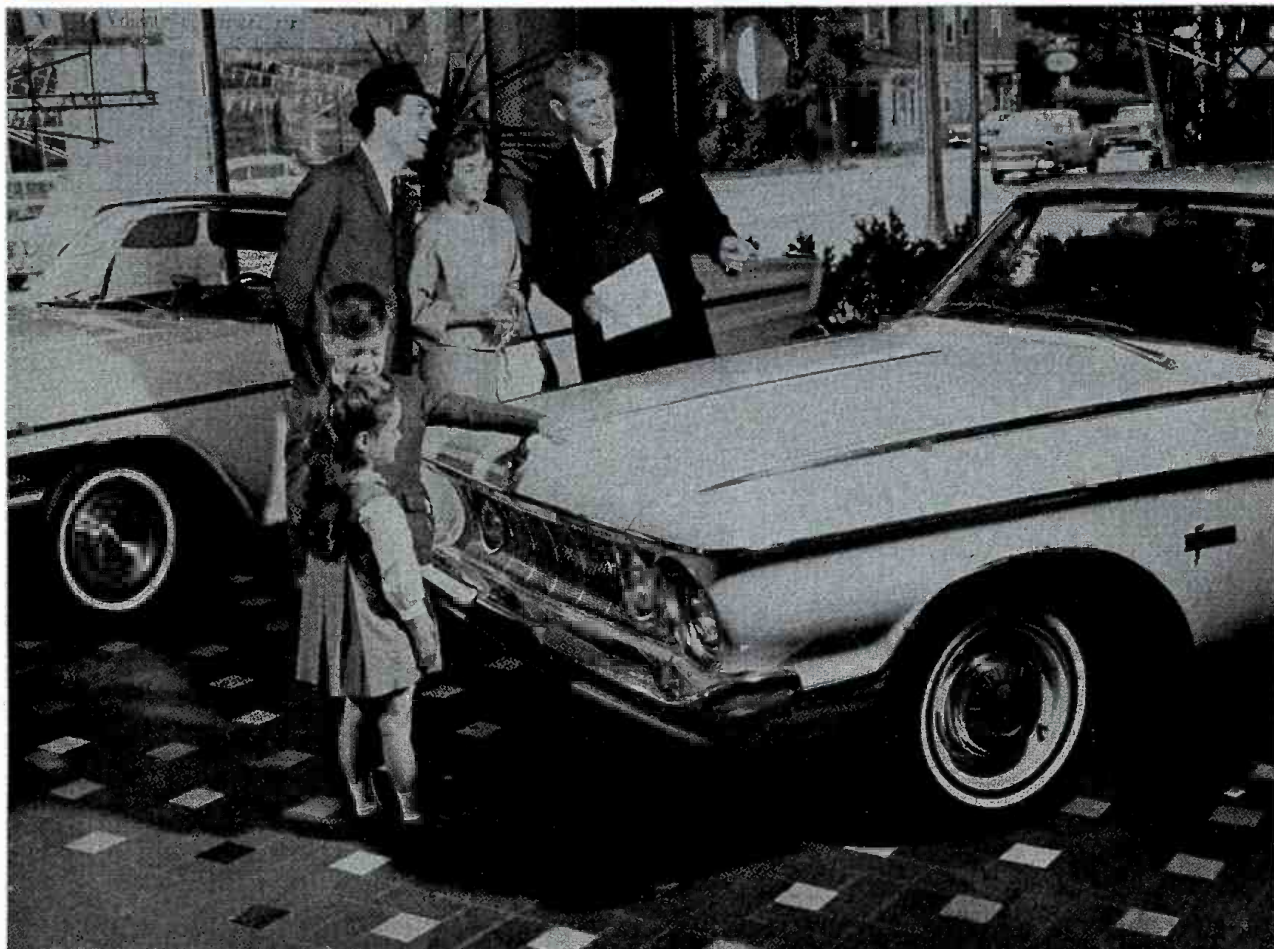


On the Go!

KTRK-TV  HOUSTON

JONES HALL FOR THE PERFORMING ARTS

*beautiful, color-full
sales scene...* **WGAL-TV**



Channel 8 is one of the country's most effective color stations. Its multi-city market—including Lancaster, Harrisburg, York, Lebanon—has reached 19%* color penetration. All local programs are colorcast live, on film, or via color tape recorders. It is an NBC full color affiliate.

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

WGAL-TV **CHANNEL 8**
Lancaster, Pa.

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

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

Some seven weeks after holding its unprecedented "oral hearing" FCC this week (Wednesday) is expected to consider action on \$400-million merger of ABC with ITT. Item, with draft of proposed majority opinion, it's understood, will be before commission at regular Wednesday meeting.

In addition to proposed majority opinion approving merger, there will be at least one detailed dissent by Commissioner Robert T. Bartley, who has had staff working on it. Which way two doubtfuls (Commissioners Kenneth Cox and Nicholas Johnson) will go and whether they'll want more time to write either concurring or dissenting views, is factor in timing. Hence action could come Wednesday by 6 to 1, 5 to 2 or 4 to 3 vote or it could go over possibly another week to allow time for completion of opinions.

No labels, please

Concern is being shown at FCC policy level because broadcasters, depending upon their orientation, are beginning to label FCC branches. For example, some CATV operators have pinned "Anti-CATV" badge on FCC's Broadcast Bureau and some anti-CATV telecasters charge that newly created CATV task force has become protagonist of cable operations.

At FCC level, position is taken that commission alone decides policy and that neither Broadcast Bureau nor CATV task force can or should become advocate of particular services subject to their jurisdiction. Under FCC's broad plan, CATV task force, once it completes its "ad hoc" assignment, is to be absorbed in Broadcast Bureau as part of overall broadcast services. Sol Schildhouse, FCC examiner on special assignment as chief of CATV task force, now is reporting direct to FCC rather than to George S. Smith's Broadcast Bureau as master plan provides.

British White Paper

When British government issues its White Paper on future of broadcasting, it will deal not only with proposed establishment of commercial radio, to drive out off-shore pirate stations, but also its judgment on creation of second commercial TV service to compete with state-controlled

noncommercial BBC 1 and BBC 2. Word leaked last week that new "Popular Music Authority" with advertising sponsorship will be recommended to compete with noncommercial BBC radio, pre-empting BBC's "light program" facilities. It would operate alongside Independent Television Authority, commercial TV service formed 11 years ago and which has outrated BBC-TV.

BBC-TV 2, which began its UHF service last year, hasn't cut mustard. Consequently it's doubted in informed circles whether Labor government will advocate second UHF commercial network in its forthcoming White Paper. Moreover, BBC-TV 2 is encountering UHF reception problems because of different standards (425 lines for VHF as against European standard 625 lines for UHF). New Popular Music Authority would be Britain's answer to off-shore stations that have coined money through cornering of market of young British audience.

Voice from past

Former Senator Burton K. Wheeler (D-Mont.) whose voice in communications was strongest in Washington generation ago, wrote FCC again last week with complaint. Octogenarian attorney advised Chairman Hyde that KGCX Sidney, Mont. and number of radio stations in North Dakota had been threatened with loss of affiliation by new ownership of Mutual Broadcasting System. Recalling he had gone to bat in years past for affiliates likewise threatened he asked FCC to "look into the matter." This Chairman Hyde did by promptly referring letter to Broadcast Bureau and its Network Study Staff.

Old films never die

Screen Gems is reported to have sold *The Flintstones* off-network cartoon series to NBC-TV for start in early January. This sort of off-network return to network is not unusual, but *Flintstones* (1) originally was on ABC-TV and (2) earlier this year had been sold via syndication to markets across country. It's understood, however, that syndicated run in most cases will not conflict with NBC-TV showing, reportedly slated for Saturday, 12-12:30 p.m. This could be

new pattern of selling special-appeal series for both daytime network and across-board scheduling on stations. *Flintstones* bumps *Top Cat* in NBC's Saturday schedule. Both *Flintstones* and *Top Cat* are productions of Hanna-Barbera—which last week was bought by Taft Broadcasting (see page 78).

STV's chance

Subscription Television's languishing plan to acquire Shasta Telecasting assets may not be as dead as it looks (see page 63), but source close to complex refinancing gambit gives it only one chance in five of surviving. And time is running out. What may have been death blow was inability to get Shasta loan from Massachusetts Mutual Life Insurance (reportedly \$2 million) transferred to STV. Conditions for transferral would have held up interest payout on estimated \$5 million held by major STV creditors.

Some of creditors, whose goodwill is essential to deal's success, gave company deadline of December, 1966 to acquire new assets. Time is short and stakes are high. Estimated \$16 million loss sustained by STV could be turned into substantial tax loss carried forward if company could survive and aim at original purpose of pay TV operation.

Talk isn't cheap

After years of bucking problems caused by political and financial instability of market, U.S. TV program syndicators are beginning to make headway in Latin America. Financial conditions still are not best, but now at least it's possible to get money out of market with decent degree of consistency. Problem of dubbing costs, however, remains. Syndicator selling hour show to Spanish-speaking countries for average price of \$5,000 must pay about \$1,100 to have it dubbed. Price of same show to Portuguese-speaking Brazil is \$3,000 with syndicator having to pay about \$500 for dubbing process. Only other country in world that normally requires syndicator to pay for dubbing is France. Percentage of dubbing costs is even higher there, with hour show selling for maybe \$7,500 requiring \$2,800 dubbing job.

America's Newest, Most Modern and Complete

FULL COLOR
TELEVISION STATION

WAEQ-TV

CHANNEL 12

Serving the Wausau-Rhineland Northern Wisconsin Area
and Upper Northwest Michigan Area

FULL COLOR
TELEVISION STATION

- LIVE **COLOR**
- NETWORK **COLOR**
- FILM **COLOR**
- SLIDE **COLOR**
- VIDEO TAPE **COLOR**



Alvin E.
O'Konski,
President

NBC Channel 12 with a 1710-foot tower

Highest TV Point above Sea Level in entire midwest

Represented by **VENARD, TORBET & McCONNELL, INC.**

WEEK IN BRIEF

Advertising world begins drive to counter reports of impending government crackdowns. Addresses at gatherings of major ad organizations seek industry offensive. Manufacturers, ad groups urged to lobby. See . . .

GIRDING FOR BATTLE . . . 35

TVQ study indicates viewers are finding this fall's TV programming better than last fall's. Network movies seen as most popular category while new comedies decline in viewer appeal. See . . .

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New communications satellite passing preliminary tests after successful launch. May open up links between U.S., Asia. Possible TV use of new bird being discussed with high interest shown by industry. See . . .

LANI RIDING HIGH . . . 82

FCC issues new questionnaire on broadcast commercial practices. Chairman Hyde says step will give greater flexibility. Denies limits are adoption of NAB code or intended to be rigid. See . . .

NEW AD FORM . . . 45

Educational broadcasters urged to adopt modern methods to make programming more appealing. Friendly hails Ford Foundation plan to fund ETV as beginning of new age. Plans for political action bared. See . . .

ETV PRODDER . . . 70

Broadcasters asked to take part in urban revolution at Westinghouse parley. Cox, McGannon sound call for industry to help solve urban problems. Cox also challenges Loevinger view of programming. See . . .

CALL TO REVOLUTION . . . 66

FCC regards as hopeless individual hearings on each CATV case. Commission working toward wholesale settlement of disputes. Schildhouse cites volume of work involved, size of staff. See . . .

MASS ACTION SEEN . . . 52

Commissioner Johnson turns tables at NAB conference, asks broadcasters questions. Queries cover spectrum allocation, CATV, ETV, responsibilities of industry. Asks how FCC can do better job. See . . .

JOHNSON QUESTIONS . . . 53

Eastern parley of American Association of Advertising Agencies discusses challenges of industry in society. Group hears Marshall McLuhan, author of "Understanding Media," prophesy new era. See . . .

KEEPING IN STEP . . . 44

Second session of 89th Congress, like 1965 session, did much studying of communications problems but passed little legislation in field. Departure of key figures, controversial hearings enliven session. See . . .

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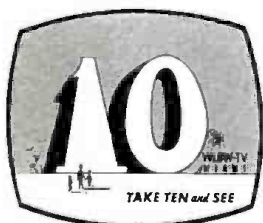
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In Every Way: A Leader!

Tom Nugent, father of football's "I" formation and coach for twelve years at the University of Maryland and Florida State University, is the new sports voice of WLBW-TV in Miami. Today, as always, Tom commands the attention and respect of those within range.



WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO



BROADCASTING, October 31, 1966

Pastore querying stations on fairness

Questionnaire asking comments from all radio-TV licensees on FCC fairness doctrine and public affairs programming has been prepared by Senate Communications Subcommittee and will be sent out this week.

Study conducted by subcommittee under its chairman Senator John O. Pastore (D-R.I.) has been in works for months and results will be used to judge whether new legislation is required in field.

It covers subjects ranging from use of station editorials and public affairs programs to broadcasts of controversial syndicated shows and station policies. Also requested are opinions on Section 315 of Communications Act and fairness doctrine.

First section requests data on editorials. Included are frequency of editorials, sources of editorials, subjects and whether station uses syndicated editorials. Locally originated "open mike" programs are another subject of interest to subcommittee. Practices surrounding this type of talk-participation

show are requested. Among questions are whether station requires names or addresses of callers, whether subjects are known beforehand, if delay device is used and if station offers reply to parties attacked on show.

Lots of Shows — Subcommittee also lists over 50 syndicated shows dealing with subjects of public importance and asks if station carries or refuses to air shows, reasons for decision and if series was offered on fully paid commercial basis. Included in programs are: *Dan Smoot Report*, *Drew Pearson Washington Merry Go Round*, *John Birch Society Report*, *Life Line*, *Louis Lomax Show*, *Melvin Belli*, *William Buckley*, *Open End*, *Joe Pyne*, *Merv Griffin* and *Mike Douglas* shows.

Also asked is whether station has pre-empted network news or public affairs programs and for what reasons. Amount of time spent on locally originated news and public affairs shows is subject of other questions.

Questionnaire asks information concerning station policies on giving opportunity for parties to defend stands or present opposition side to issues discussed on station and how much time has been spent on such reply programs in year.

Pacific satellite has 2 successful tests

New communications satellite launched last week to provide telecommunications link between U. S. and Asia (see page 82), passed first test of its capacity to relay television signals, both black-and-white and color on Friday (Oct. 28).

Communications Satellite Corp., which operates new bird, said black-and-white test pattern and color bars had been transmitted to satellite from Andover, Me., earth station and back to Andover. Results of both tests were termed very good.

Meanwhile, NBC News had joined other TV networks in planning to use new satellite in relaying coverage of Hawaii elections. NBC News president William R. McAndrew said his unit will use satellite if it is available but that detailed plans are not complete.

In another Comsat development, that company has asked FCC for authority to build high-capacity earth station in central California to provide additional West Coast facility to serve expanding needs of commercial communications via satellite. Station, to be located in Peach Tree, Calif., would be

used in transmission of telephone, telegraph, facsimile, high-speed data and television between U. S. and Pacific locations via satellite.

Comsat stations at Brewster Flat, Wash., and Paumalu, Oahu, Hawaii, are nearing completion.

WPIX buys WICC for \$2,350,000

Sale of wicc Bridgeport, Conn., to WPIX Inc., subsidiary of *New York Daily News*, for \$2,350,000 was completed Friday (Oct. 28), subject to usual FCC approval. *New York News-WPIX Inc.* are affiliated in ownership with Chicago Tribune Co. and its wholly owned subsidiary, WGN Continental Broadcasting Co.

Transaction, announced jointly by Fred M. Thrower, president-general manager of WPIX-FM-TV and president of its new subsidiary, Connecticut Broadcasting Co., and Kenneth M. Cooper, president and principal owner of wicc, has been in negotiation since last spring. WPIX-TV (ch. 11) has no New York AM affiliate but does operate WPIX-FM. WICC operates on 600

kc, with 1 kw day and 500 w night. It was established in 1926 and is 24-hour operation.

Transaction does not include wicc's FM outlet, WJZZ-FM, but purchaser acquires option for acquisition at price understood to be in neighborhood of \$300,000.

Mr. Thrower said interest in wicc stemmed from desire to expand holdings in broadcast field and that Bridgeport property is considered attractive because of its financial success and thriving area.

Mr. Cooper, who acquired wicc in 1959, said proceeds of sale would go to establishment of channel 43 Bridgeport for which he and his associates hold construction permit.

Mr. Thrower said no changes in wicc's staff are contemplated. He said Leavitt J. Pope, operations vice president for WPIX Inc., negotiated purchase for his company and that transaction on wicc side was handled by Edwin Tornberg & Co., New York.

Morse 'urges' delay in ABC-ITT merger

Concerned that FCC may approve ABC-International Telephone & Telegraph merger while Congress is not in session, Senator Wayne Morse (D-Ore.) Friday (Oct. 28) said he would "strongly urge" commission not to act yet.

In letter to FCC Chairman Rosel Hyde, Senator Morse said Congress wanted to determine whether there were conflicts of interest involved in proposed merger. Earlier in week Senator Gaylord Nelson (D-Wis.), chairman of Small Business and Monopoly Subcommittee, asked commission to delay acting on merger until Justice Department completes study of anti-trust aspects (see page 57).

Citing ITT's extensive foreign interests, Senator Morse, chairman of subcommittee on Latin American affairs, said both his and Senator Nelson's subcommittees wanted to study subject.

"There is not the slightest evidence that the public interest requires a quick decision," senator wrote. "On the contrary, since ITT desires to own and control an important domestic broadcasting network, the public interest absolutely requires the most careful investigation into its foreign interests."

Chairman Hyde had no comment on letter, noting that merger application

WEEK'S HEADLINERS



Mr. Thurm



Mr. Getlin

Samuel Thurm, VP, advertising, Lever Brothers Co., elected board chairman of Association of National Advertisers last week at association's annual meeting in Colorado Springs. **Colonel Joseph V. Getlin**, VP marketing, Ralston Purina Co., elected ANA vice chairman and **Peter W. Allport**, president of group, re-elected. Mr. Thurm has been ANA director since 1964 and was vice chairman of association last year. He joined Lever Brothers as media director in 1956 and became advertising VP three years later. Mr. Getlin has served on ANA board since 1965. He was elected VP of Ralston Purina last year.

Sylvester L. (Pat) Weaver, executive producer of CBS-TV's *Garry Moore Show*, returns to agency business, joining Wells, Rich, Greene, New York, under five-year contract effective next January. He will organize new TV department for agency while continuing his CBS association. Mr. Weaver's varied career started with American Tobacco Co., where he was advertising director. He was president and board chairman of NBC until 1956. In 1959, he became chairman of board, McCann-Erickson (International) and was also president of M-E Productions. From 1963 until last April, when he



Mr. Weaver

became producer of *Moore Show*, he was president of Subscription TV Inc.

became producer of *Moore Show*, he was president of Subscription TV Inc.



Mr. Stern

consultation project taken for Israel.

Joseph L. Stern, director of engineering, CBS-TV Stations Division, New York, named VP-engineering services. He will continue as consultant to CBS-owned television stations on all engineering matters and will direct CBS has under-



Mr. Little

there. Earlier he had been with Lord & Thomas.

Henry G. Little, board chairman of Campbell-Ewald Co., retires Tuesday (Nov. 1) after 47 years in advertising. He joined agency in 1944 as general manager and has been chief executive supervisor on Chevrolet account



Mr. Harper

Arts since 1965, continues as executive VP of REA Express-Seven Arts Television Inc., firm's travel entertainment subsidiary. He had previously been with Samuel Goldwyn Productions and MGM-TV.

Richard E. Harper named VP, syndicated sales for Seven Arts Television, New York, with responsibility for all domestic and foreign sales operations for Seven Arts Television. Mr. Harper, officer of Seven

FCC to say transfer application needed

FCC is expected to tell management of Columbia Pictures this week that filing of application for transfer of control of that strife-torn company appears to be required.

Commission notification would be in response to letter from attorneys for Columbia, whose management is attempting to fight off bid by stockholders group to take control of company (see page 78).

Commission is concerned because of Columbia's 88% ownership of Screen Gems, which owns or controls six broadcast stations.

Sources speculated that letter from commission stating that application for transfer of control was in order would be used by Columbia as basis for asking court to restrain proposed transfer.

Attorneys Robert L. Heald and Edward F. Kenenhan, in letter relating Columbia's version of effort of stockholders to take control, last week said dissidents claimed to control majority of stock and had asked permission to name majority of directors on board.

Attorneys said management had asked dissidents whether they would comply with FCC rules requiring filing of application for transfer of control but had not received reply.

Attorneys also stated management would not "voluntarily agree to any arrangement for transfer of control without prior commission approval," and asked whether facts outlined in letter indicated that parties involved should file application with commission.

Commission sources Friday (Oct. 28) indicated Columbia would be told that, under circumstances attorneys outlined, application should be filed promptly.

More time for CATV forms

FCC, on request of National Community Television Association and number of CATV's, has extended deadline for return of new CATV reporting form to December 1. Form, issued by commission last month (BROADCASTING, Oct. 3), was sent to more than 1,700 CATV systems, requesting ownership and operational details.

Cahill to Hyde's office

FCC Chairman Rosel H. Hyde has named Robert V. Cahill his legal assistant. Mr. Cahill, former attorney for National Association of Broadcasters, had been chief of commission's complaint branch for past two years. He has been serving chairman as legal aide on temporary basis for past month.

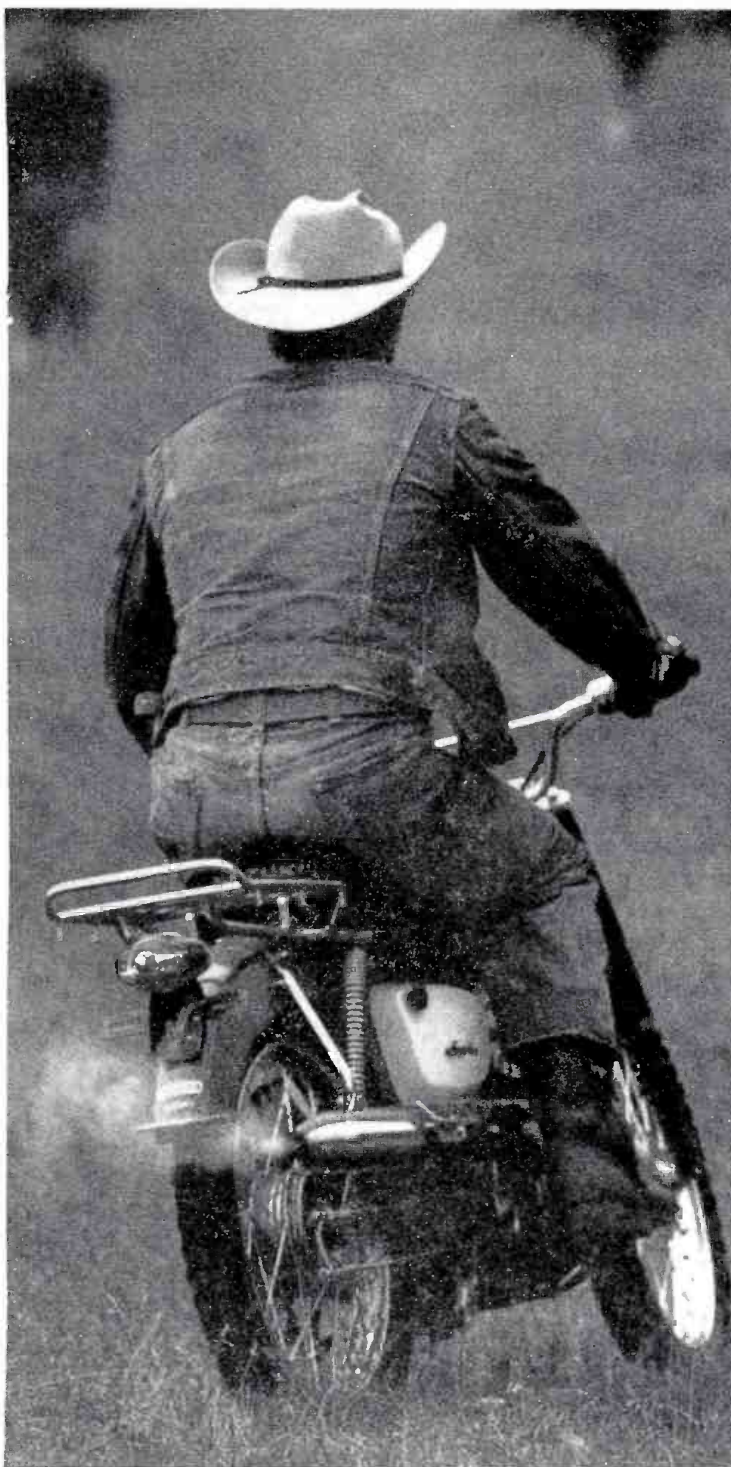
For other personnel changes of the week see FATES & FORTUNES

was hearing case. He said he knows of "no basis" for report that commission might act on merger this week, adding it's still under consideration.

Another toss-up

Three television networks were about half point apart, with NBC-TV in lead,

in Nielsen multimarket ratings report for week ended Oct. 23. Nighttime averages: NBC 18.0, CBS 17.5, ABC 16.9. In wins by half-hour periods and nights of week: NBC, 17 half-hours, Tuesday, Wednesday and Saturday; CBS, 15 half-hours, Thursday and Friday; ABC, 17 half-hours, Monday and Sunday.



**Soon even a business as
far out as this one can use ITT's
new data processing services.**

Once you had to live in a major city to be near a data processing center.

Now ITT Data Services Division is changing all that with strategically located data processing stations linked to computer centers. The computer is, in effect, being brought to all business, wherever it may be.

This will eliminate the transport of

data to distant computer centers. And it will take only minutes instead of days to process the data.

The ITT Data Services Computer Center in New Jersey (the largest of its kind), linked to satellite stations throughout Greater New York, has set the pace. Now there's one like it in Los Angeles, to be linked with satellites in

southern California and nearby states.

Soon there'll be similar centers and satellites throughout the U.S. and in major European cities. One is now operating in London. Thus, ITT will make data processing economically available to a whole new group of businesses.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

in **COLOR**

ADVENTURE • MYSTER
DRAMA • DOCUMENTAR
POLICE ACTION • COMED
SCIENCE-FICTION



MY MOTHER THE CAR

Family comedy full of laughs,
starring JERRY VAN DYKE, ANN SOTHERN. Half-hours.



RIPCORD

Color makes this a panoramic experience . . .
LARRY PENNELL, KEN CURTIS skydive. Half-hours.



FAVORITE STORY

Masterpieces of world literature,
featuring guest stars. Half-hours.



EVERGLADES

Adventure in a locale ablaze with color . . .
starring RON HAYES. Half-hours.



CIRCUS PARADE

New to TV—great performances
by stars of the circus world. 140 acts.

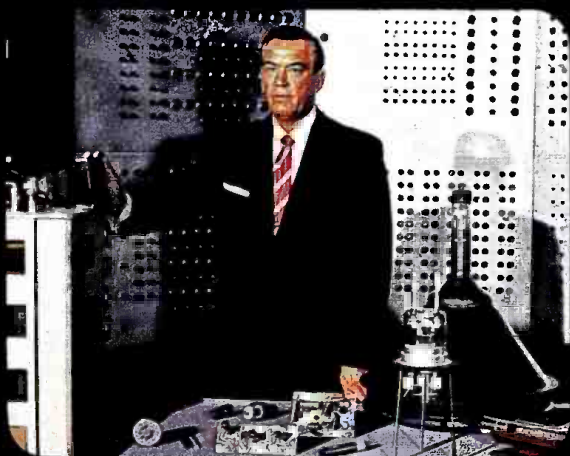


LAWBREAKER

starring LEE MARVIN in authentic
police action. Half-hours.

Scores & Scores of Stations Program UA-TV COLOR

WALB-TV Albany, Ga.	KWGN Denver	KODE-TV Joplin	WTEV New Bedford	WTAE Pittsburgh	KTXL Sacramento	WTVT Tampa
KVII-TV Amarillo	WXYZ-TV Detroit	WBIR-TV Knoxville	WNHC-TV New Haven	WCSH-TV Portland, Me.	KXTV Sacramento	WTHI-TV Terre Haute
KOI-TV Ames	KTVT Fort Worth	WILX-TV Lansing-Jackson	WDSU-TV New Orleans	WGAN-TV Portland, Me.	KRON-TV San Francisco	KVOD-TV Tulsa
NAGA-TV Atlanta	WBAY-TV Green Bay	KATC Lafayette, La.	WNEW-TV New York	KOIN-TV Portland, Ore.	KTVU San Francisco	WITN-TV Washington, NC
NJBF Augusta	WGMB-TV Honolulu	KORK-TV Los Angeles	WPIX New York	KOLD-TV Reno	KTVU San Francisco	WEAT-TV West Palm Beach
NABF-TV Baton Rouge	KHSTV Houston	KCOP Los Angeles	KOSA-TV Odessa	WRDC-TV Rochester, NY	WTOD-TV Savannah	WPTV West Palm Beach
NBMG-TV Birmingham	KHSTV Houston	WMAZ-TV Macon	WFTV Orlando	WREX-TV Rockford	KOMO-TV Seattle	KARD-TV Wichita
NBEN-TV Buffalo	KPRC-TV Houston	WISC-TV Madison	WFIL-TV Philadelphia	WTVB Rockford	WSBT-TV South Bend	KAUZ-TV Wichita Falls
VRCB-TV Chattanooga	WFBM-TV Indianapolis	WCCO-TV Minneapolis	WPHL-TV Philadelphia	WHBF-TV Rock Island	KTNT-TV Tacoma	KFDX-TV Wichita Falls
NGN-TV Chicago	WIKS-TV Jacksonville	WTCN-TV Minneapolis	KPHO-TV Phoenix	KBIM-TV Roswell	WFLA-TV Tampa	WWAY-TV Wilmington
VTN-TV Columbus	WJXT Jacksonville	WALA-TV Mobile				



SCIENCE FICTION THEATRE

Atomic/Space Age adventures, guest-starring Hollywood greats. Half-hours.



MR. DISTRICT ATTORNEY

TV's most famous law-enforcement series, starring DAVID BRIAN. Half-hours.



BOSTON BLACKIE

TV's best-known detective in action, starring KENT TAYLOR. Half-hours.



KEYHOLE

Behind-the-scenes views of the unusual, with JACK DOUGLAS, host-narrator. Half-hours.



I LED THREE LIVES

Adventures of a counterspy, starring RICHARD CARLSON. Half-hours.



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We get channels you can't get anywhere else.



In November: What's bugging spot TV? An analysis of spot spending and spot spenders in the past decade. A deep look at a new system to thin out the paperwork in spot buying. A step-by-step examination of the making of a spot campaign. What the critics say about the new season. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036; (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

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.

■Oct. 31—Annual meeting of stockholders of Official Films Inc. to elect directors and to transact other business. Delmonico's hotel, New York.

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. 1—Semi-annual East Coast membership meeting of the American Society of Composers, Authors and Publishers (ASCAP). Waldorf-Astoria hotel, New York.

■Nov. 1—Sales Executive Club luncheon with Peter G. Peterson, president and chief executive officer, Bell & Howell Co., as speaker. Hotel Roosevelt, New York.

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. 2-3—National marketing conference sponsored by the Department of Commerce. Mayflower hotel, Washington, and National Bureau of Standards, Gaithersburg, Md.

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. 4—International Radio and Television Society newsmaker luncheon, featuring Whitney Young Jr., executive director, National Urban League. Waldorf-Astoria hotel, New York.

■Nov. 4—Luncheon sponsored by Catholic Apostolate of Radio, Television and Advertising (CARTA). Guest speaker will be the Rev. John M. Culkin, S.J., director of communications center at Fordham University. Women's National Republican Club, New York.

■Nov. 6-9—Thirteenth annual convention of the Association Canadienne de la Radio et de la Television de Langue Francaise. Speakers include the Honorable Daniel Johnson, premier of the Province of Quebec; J. Alphonse Oulmet, president of the Canadian Broadcasting Corp.; Andrew Stewart, chairman of the Board of Broadcast Governors; Gerard Pelletier, chairman, broadcasting committee of the House of Commons; Jean-A. Pouliot, president of the Canadian Association of Broadcasters; and Gaby Lalonde of Young & Rubicam Ltd. 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 direc-

tor, 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 Hilton, 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.

■Nov. 10—"Television in the space age—a new opportunity for the global advertiser," symposium sponsored by ABC International Television and the Worldvision Network. Features presentation and a panel composed of James McCormack, chairman of the board of Comsat; Asher Ende, chief of office of satellite communications, FCC; Barton Cummings, chairman of the board, Compton Advertising; Robert Young, VP-corporate marketing world wide, Colgate-Palmolive Inc., and Joseph Waldschmitt, Page Communications Engineers. Lincoln Center, New York.

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. Portland Hilton hotel, Portland, Ore.

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

■Nov. 11-13—Sixth annual second district convention of the Advertising Federation of America. Shelburne hotel, Atlantic City.

■Nov. 12—Second annual creative seminar for Midwest members, National Federation of Advertising Agencies, O'Hare Inn, Chicago.

■Nov. 13-16—Fall convention of California Community TV Association. El Mirador hotel, Palm Springs.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society with the National Association of Broadcasters. Vincent Wasilewski, NAB president, is the speaker. Waldorf-Astoria 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—Radio and television workshop sessions sponsored by Peters, Griffin, Woodward Inc., for all stations represented by the company. Chase-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 meet-

NAB FALL CONFERENCES

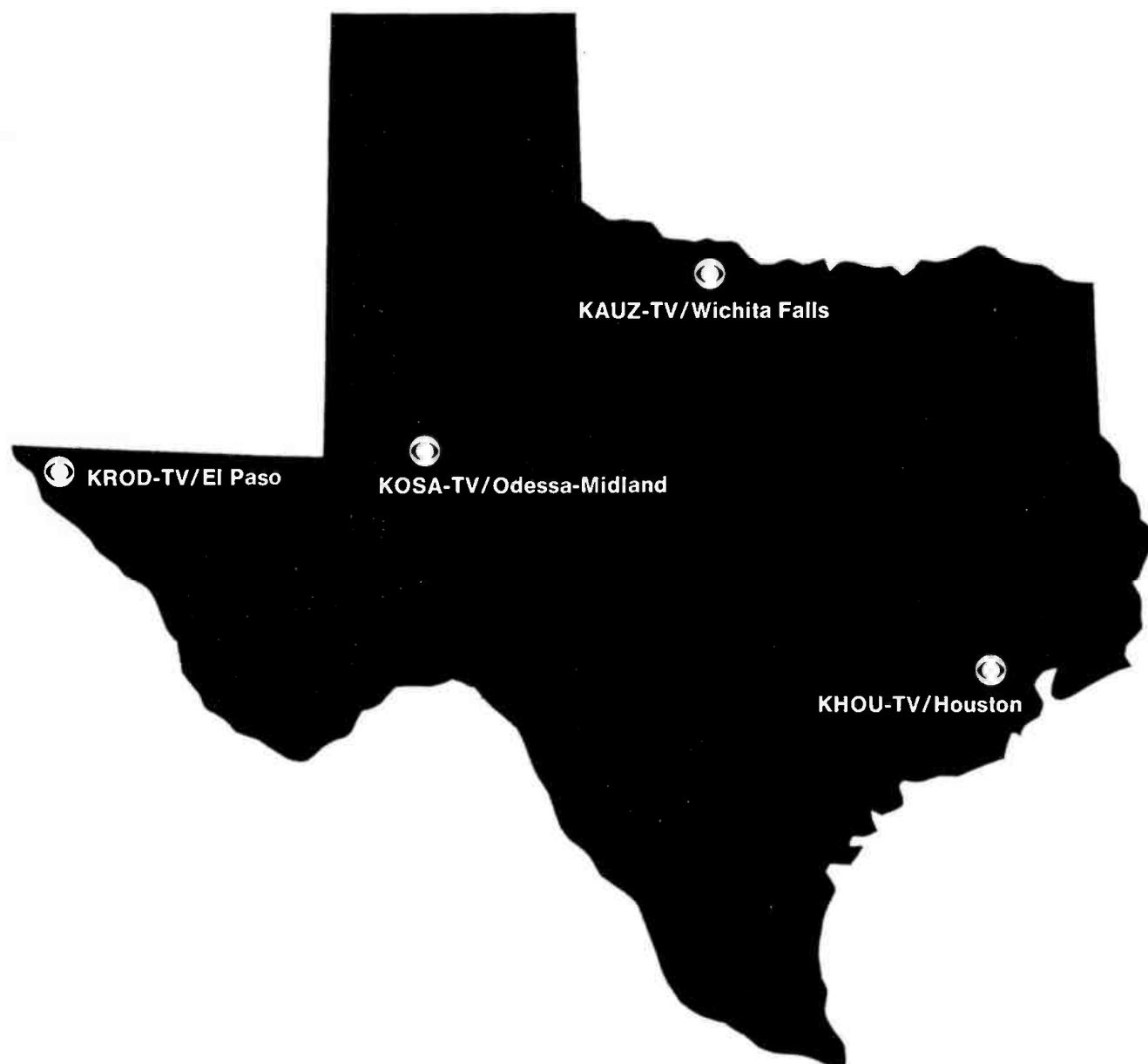
Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

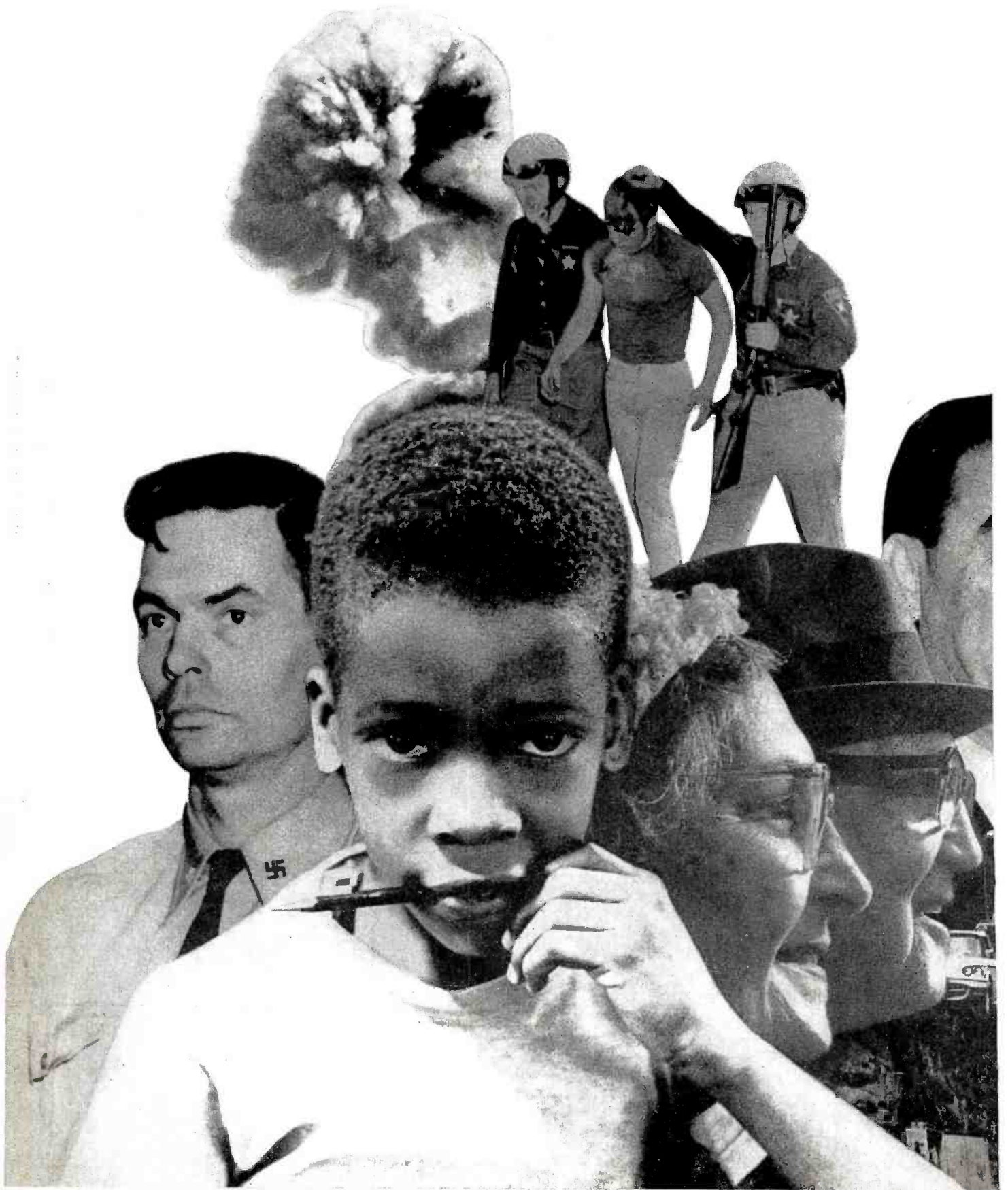
Nov. 14-15 — Waldorf-Astoria hotel, New York.

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

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

THE EYES OF TEXAS ARE UPON US. KROD-TV and KOSA-TV, the Trigg-Vaughn CBS stations serving the rich El Paso and Odessa-Midland markets; and KAUZ-TV, the CBS Mid-Texas Broadcasting Corporation station in Wichita Falls, proudly announce the appointment of **H-R Television, Inc.**, as exclusive national sales representatives effective November 1. These three new stars join **KHOU-TV**, the H-R represented Corinthian CBS station in Houston, on the map of the Lone Star State. To cover Texas, cover H-R.





1,326 editorials per year.

1,326 is the number of *different* television editorials presented on Corinthian stations during the past year. Their subjects ranged from traffic congestion to Communist aggressions, from race riots to lunar landings, from police protection to Presidential politics.

Sensitive, time-consuming, important... editorializing is a major responsibility of top management at each Corinthian station. Helping to ensure balanced editorial judgment are editorial boards, experienced writers, careful research, and a high degree of community involvement.

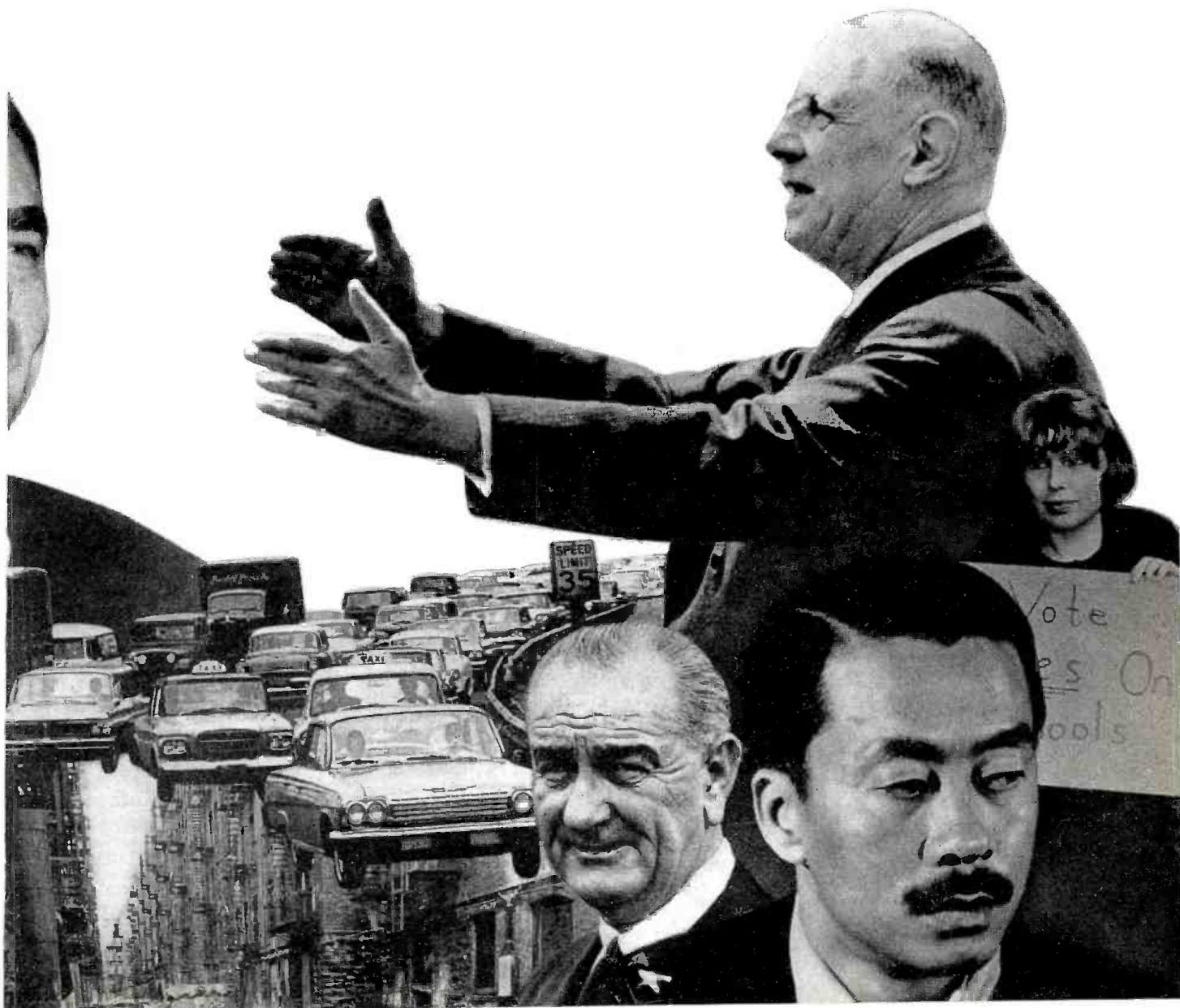
Our editorials question, clarify, praise, criticize, encourage, analyze, prod, and inform. They seek to crystallize community concern and, where necessary, suggest a course of community action.

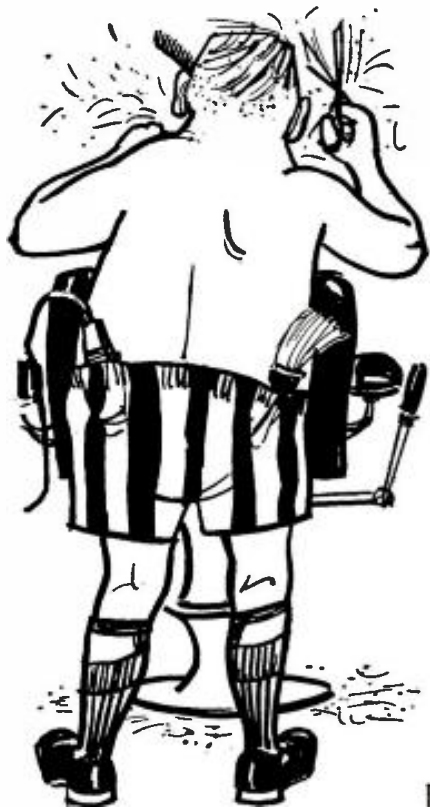
You can see it's Corinthian.

Represented by H-R/Corinthian

Responsibility in Broadcasting

① KXTV, Sacramento — KHOU-TV, Houston — WISH-TV, Indianapolis — WANE-TV, Fort Wayne — KOTV, Tulsa





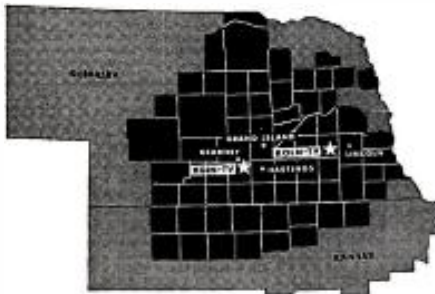
**You're only
HALF-COVERED
in Nebraska...
if you don't use
KOLN-TV/KGIN-TV!**

Don't shave Nebraska Coverage

To get the best cut of the Nebraska market, you need Lincoln-Land. It's Nebraska's *other* big TV target.

Lincoln-Land offers you more than half of Nebraska's total buying power. And only KOLN-TV/KGIN-TV really covers it, as proved by its leadership when all stations are carrying the same type of program (news).

Let Avery-Knodel provide the tonic for a healthy program in Nebraska. They've got the facts about KOLN-TV/KGIN-TV, Official Basic CBS Outlet for most of Nebraska and Northern Kansas.



* Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

NEW 1,500-foot tower is tallest in Nebraska!

Now KOLN-TV beams its signal from a new 1,500-foot tower—the tallest in the state. The new structure represents an increase of 500 feet (50 per cent) in tower height. Measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.



The Feltz Nations

RADIO
WATO SALAMAZO-SATTLE CREEK
WIKV GRAND RAPIDS
WIFM GRAND RAPIDS-SALAMAZO
WIVM CHILLICOTTE
TELEVISION
WJCTV GRAND RAPIDS-SALAMAZO
WHTV CHILLICOTTE-TRAVERS CITY
TNNW-TV SAULT STE MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV/KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

**Why is WRVA
THREE-WAY RADIO...
A THREE-WAY RIGHT BUY
FOR ADVERTISERS?**



WRVA-RADIO

50,000 Watts
Richmond, Virginia

Get the facts... in WRVA-Radio's new market data brochure. Call your PGW Colonel today.

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).

Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

ing 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. 20—Annual meeting of the Hollywood general membership of the Screen Actors Guild. Hollywood Palladium, Hollywood.

Nov. 24-27—Annual fall meeting of the National Association of Farm Broadcasters. Speakers include Vincent Wasilewski, president of the National Association of Broadcasters. Conrad Hilton, Chicago.

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National 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. 1—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.

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; Douglas Anello, general 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

Indicates first or revised listing.

PROGRAMS PROGRAMS

PROGRAMS

PROGRAMS

PROGRAMS

PROGRAMS

PROGRAMS
PROGRAMS



THE DIFFERENCE IS ... **mca tv**

Duet for



a Decade

Ten years ago this month: revolt in Hungary...international crisis over the Suez Canal...rebellion in Algeria.

It was that same news-packed month that saw the premiere of "The Huntley-Brinkley Report," a nightly program destined to become television's most popular news broadcast.

The program is watched by more than 50 million viewers a week. Over the years, it has won every important news honor, including six Emmys and two George Foster Peabody awards.

Three seasons ago, the 15-minute telecast was expanded to a half-hour, and last fall "The Huntley-Brinkley Report" became network television's first daily news program broadcast in color.

In the course of these ten years, Chet Huntley and David Brinkley have become the best-known and most highly respected team of correspondents in the history of journalism.

Aided by the invaluable resources of

NBC News' world-wide staff, Chet and David have shown a truly remarkable skill for making the world's complex, swift-moving news clearer and more meaningful for the American viewer.

(It is a skill that will be re-demonstrated graphically on the night of Nov. 8, when anchormen Huntley and Brinkley again spearhead the Election Night coverage from NBC's Election Central.)

"The Huntley-Brinkley Report" made its debut in an era of crisis and violence. Today, ten Octobers later, the world still is beset by all too many examples of man's inhumanity to man.

It is to be hoped that on some October day in the near future, there will suddenly be a blissful shortage of any such subject matter on "The Huntley-Brinkley Report." Now, that's what we would call an *anniversary*.

NBC  NEWS

Twins Network Contest Winners!

KCMT-TV KYNT-RADIO

ALEXANDRIA, MINNESOTA YANKTON, SOUTH DAKOTA



In Los Angeles to attend the World Series as guests of The Hamm Brewing Co., sponsor of the Minnesota Twins, are: (L. to R.) Ed Freudenberg, Mrs. Judy Freudenberg, Promotion Manager, KCMT-TV; Lloyd Reedstrom, Station Manager and Darold Loecker, Sales Manager, KYNT.

Winners were chosen from over 100 stations in the Twins Network for their tune-in promotion efforts during the season. Runners up are:

TV:

KSOO, Sioux Falls, S. D.
WTCN, Minneapolis, Minn.
KXJB, Fargo, Valley City, N. D.



RADIO:

KVCK, Wolf Point, Mont.
KRIT-FM, Clarion, Iowa
KDLM, Detroit Lakes, Minn.

CONGRATULATIONS FROM THE FOLKS AT HAMM'S

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Starline

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solid-state
CATV
distribution

Starline features unitized trunk-line station design; maximum cascading with quality reception to end-of-line, and unparalleled flexibility, reliability and economy. For details phone (215) 925-9870, or write CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

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BROADCASTING

1735 DeSales St., Washington, D. C. 20036

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 Broadcasters 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. Gnani, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

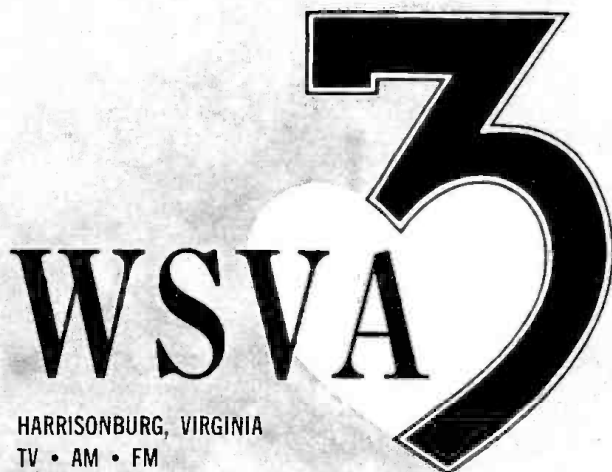
■Indicates first or revised listing.

BOOK NOTE

"Statistical Abstract of the U. S." 1966 edition, prepared under direction of Edwin D. Goldfield, chief, Statistical Reports Divisions, Department of Commerce. 1,039 pp. \$3.75. Available from Division of Public Documents, U. S. Government Printing Office, Washington 20402.

Published annually since 1878, the abstract is the standard summary of statistics on the social, political and economic organization of the U. S. It is compiled from government and private sources, and is useful to both the business and programming sides of radio-TV.

Among the many new subjects in the current edition is more data on the Negro population, new tables on social welfare, added facts on the military and more extensive treatment of crime and law-enforcement statistics.



DOMINANCE IN THE SHENANDOAH

WSVA's leadership in the vast Shenandoah Valley is no fluke. It has been achieved by a continuing effort to determine what programs the audience favors and then making them available from all three networks. Of course, a superb staff and the latest equipment also contribute to the local effort.

Our audiences are constantly urged to express personal program preferences by telephone and letter. In-depth market surveys by outside research agencies further guide our programming direction. Hundreds of public appearances each year by WSVN personnel help keep us in tune with our public. And finally, since WSVN-TV is a member of all three major networks, we can choose from the widest variety of programs, adjust closely and rapidly to meet current program preferences.

Thus, alert *audience-preference programming* is the major factor behind WSVN dominance today as the Information/Entertainment Heart of the Shenandoah.

Condensed WSVN Market Facts: only TV station in 240-mile circle — \$625 million retail sales market — Market Measurement Index service — see Eastman or Robert E. Eastman Co.



James S. Gilmore, Jr., president

A responsible factor in the community . . .

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVN-TV-AM-FM Harrisonburg



LOW BUDGET COLOR TAPE SYSTEM NO.2

...for simultaneous color recording and



**SYSTEM NO.2B
RECORDER/PLAYER AND
PLAYER WITH REMOTE RECORDER**

Adding the TR-5 provides a mobile facility for on-location recording of commercials or special programs. With this, you can record on location in color—at the same time you are recording in the studio. The TR-5 also provides a back-up recording facility for the studio. (Note: The TR-5 is for low band color only.)

- All this equipment is part of a matched line for broadcasters—matched in performance, features and appearance.
- All engineered and built by RCA, assuring single source responsibility.
- All designed for color television.



**SYSTEM NO. 2A
RECORDER/PLAYER
AND PLAYER**

This combination will do as much as two complete recorder/players—with greater efficiency and lower cost. You can perform two functions at the same time—recording on one, while playing on the other. (By adding the optional accessory you can make and play high band color tapes.)

This is a total capability recording and playback system with built-in picture and waveform monitors, and other provisions for attaining good quality pictures.

playback

★ **HIGH BAND COLOR**

is optional accessory for TR-3 and TR-4 machines.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. for your copy of new Booklet.



THE MOST TRUSTED NAME IN ELECTRONICS

A communications job for the electronic media

Those who were caught up in the Great Blackout of November 1965 will never forget the experience. It took many of us quite a while to realize that the blackout affected not only our own building, or our city, but the entire Northeast.

It took less time for the inevitable rumors to appear. Within a 10-minute period I "learned" that: The whole nation was dark; enemy attack was imminent; flying saucers would be landing momentarily, and that the power failure would definitely last three days.

I feel sure that if city officials had been polled a few days before the blackout and asked what they might expect in such a hypothetical situation, they would have predicted complete and utter chaos. But instead of looting and mugging in a predictable breakdown of the social structure, New Yorkers—as well as the citizens of other major affected cities—remained remarkably calm and, in fact, probably were more cooperative than they had ever been before.

In an age when the spectre of nuclear warfare constantly hovers over all of us, what had prevented wild speculation from taking hold? What kept us rational, reasonable and reassured?

The answer, of course, has to be radio.

Transistor radios that had not been used since the World Series a month before were taken out of desk drawers. Women, alone at home, awaiting their husbands' return, turned to the authoritative radio voice for comfort and information.

Garment center messengers, whom many of us had mentally cursed earlier that day as they walked down the streets with the strains of the Rolling Stones blasting out of their shirt pockets, became sidewalk heroes.

Every automobile driver with a radio in his car became a source of information for hundreds of perplexed pedestrians.

Accolades ■ This was the broadcasting industry's finest day. The accolades the industry received for performing under the most difficult imaginable conditions were richly deserved. There is absolutely no question that broadcasting helped avert panic and saved lives.

Never did the public-relations image of the broadcasting industry seem brighter. Never before did the public hold the industry in such esteem for its selflessness and service.

Unfortunately, all too often, many Americans view broadcasting in much

less favorable terms. There seems to be a constant stream of criticism ranging from Newton Minow's commentaries on the state of TV fare to the pseudo-intellectual saw, uttered with pride, that "Why should I own a TV set, there's nothing worth watching?"

And, today, the daily press often devotes as much space to reporting the industry developments as it does to a presidential pronouncement.

Thus, the industry finds itself vulnerable by having both its productions and administrative actions constantly exposed to the public.

Every time a network vice president is fired or a series cancelled, news is produced. If there were to be a shake-up at a cheese company, you can bet that it would be buried somewhere on the financial page.

It is an unfortunate fact of life that broadcasting is condemned so often by so many. What is equally unfortunate, in my opinion, is the industry's defensive reaction to many of these criticisms.

I believe that broadcasting is doing an infinitely better job than the public gives it credit for. The industry has unique problems and restrictions. I believe that it has failed to do the proper PR job in getting its story across to the general public.

Praises Unsung ■ As it stands now, its goofs are magnified and its accomplishments are all too often ignored.

Take ratings, for example. There's always been powerful criticism directed toward the ratings system, and the industry has been accused of using the numbers to sell time instead of "giving the public what it wants."

Why can't we get it across that ratings are—indeed—a valid measurement of public likes and dislikes. And how better can we serve the public than by meeting their indicated programing de-

sires? Ratings reflect popularity, and popularity means large listening and viewing audiences. Yet, these important numbers have become a Frankenstein monster. Their role has not been conveyed properly.

The Advertising Council has done a magnificent job for the "hidden persuader" set. But, strangely, the stations that donate their very valuable time when they run these public service messages don't share the glory.

Some 20 years ago, "The Hucksters" gave a distorted picture of the advertising profession. Today, thanks to newspaper and magazine reports and to a number of best-selling novels, stereotypes of broadcasting men and women have replaced ad types in the public mind.

Sure, there are hundreds of radio stations that blast out a steady stream of inane rock-'n'-roll muttering. But, then again, there are U. S. senators who enjoy dancing to the Beatle sound. Sure, there are westerns galore on the tube each night, but "Shane" and "High Noon" reveal that the U. S. western is a legitimate art form admired the world over. Sure, we have more spy and mystery programs, but President Kennedy's keen interest in James Bond made Ian Fleming an international celebrity.

The industry has a powerful case to present. But, instead of being positive about its achievements, and disseminating the facts about its needs and problems, it is becoming too defensive, too apologetic.

Each week, the broadcasting industry does an incredible job in overcoming seemingly insurmountable obstacles.

It must learn how to get the public to appreciate and to understand. Other industries, with much less to offer, have been doing this for years.



Sanford M. Teller is an account executive and writer with the New York office of Ketchum, MacLeod & Grove Inc. In addition to his work with the agency, Mr. Teller is associated with the 'Long John Nebel Show' on WNBC New York as a regular panelist. He is a contributor to photography magazines and has written 'Duffy's Tavern' scripts for NBC Radio's 'Monitor service. Mr. Teller concentrates on KM&G's Air Express and various other accounts.

UNIQUE



Long the leader in New Haven Radio, WELI works hard to stay at the top. Modern thinking, streamlined programming, talented personnel. Plus unique dedication to and respect for its New Haven-centered audience. It's the sound that sells Long Island East, too.

weli

5000 Watts - 960 KC
The Sound of New Haven

National:
H-R Representatives, Inc.
Boston:
Eckels & Company

why is
WCCO Radio
one of the
great
stations
of the
nation?





nation's greatest share! that's why

WCCO Radio ranks No. 1 in the nation with a 51.2% share of audience. It's the greatest share delivered by any station in any of the 26 major markets measured by Mediastat.

Based on average listeners per half-hour, 6:00 AM-12:00 Midnight, 7 days a week.



big, big market audience! that's why

With an average of 103,000 listeners per half-hour, WCCO Radio holds a top position with the leading big market stations. Only five other stations (four in New York and one in Los Angeles) have more.

6:00 AM-12:00 Midnight, 7 days a week.



greatest market impact! that's why

WCCO Radio is the top station of the nation in market impact power. It reaches 48.5% of the total population of its market survey area. This is the strongest penetration score for any station in the 26 Mediastat markets.

Based on total cumulative listeners, all hours, 7 days a week.



nation's no. 6 market! that's why

Only five markets in the nation have stations with greater weekly circulations than WCCO Radio. Which means WCCO Radio's total of 1,285,000 makes Minneapolis-St. Paul the nation's No. 6 radio market.

Based on total cumulative listeners, all hours, 7 days a week.



greatest acceptance! that's why

Above all, WCCO Radio provides the advertiser with a setting of outstanding acceptance for his sales story. Nothing sells like acceptance.

Based on a 42-year tradition of full-size, complete radio, 1924-1966.

WCCO Radio

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

MINNEAPOLIS • ST. PAUL

Represented by **CBS** RADIO
SPOT
SALES

Source: Based on Mediastat estimates, June-July 1966, subject to qualifications which WCCO Radio will supply on request.

7

BLAIR*

GOOD SCENTS! The perfume counter salesgirl said it to the pretty, young customer: "Don't buy this brand if you're bluffing."

wtrf-tv Wheeling
SEW SEW! The sewing centers now have golden thimbles which they feature as "Status Thimbles."

TOTAL COLOR

DOUBLE CHOICE! The young man had married one of the identical twins, each as gorgeous as the other. "Tell me, Tom," asked his friend, "how on earth do you ever tell them apart?" Tom smiled, "Who tries?"

ALL COLOR FACILITIES

SPECTACLES! Remember when the family had to spend a lot of time hunting for granny's glasses? Nowadays she just leaves them where she empties them.

Wheeling-Steubenville

SOME STATES are planning to issue upper and lower plates for the real old family cars.

Ohio Valley Empire

POLLYANNA SAYS: "One nice thing about an egotist; he doesn't talk about other people."

ColorFULL wtrf-tv

FORTUNATELY, new fads replace the old. Imagine someone with a hula hoop on a skateboard on a Honda?

wtrf-tv Wheeling

TWO CAVEMEN were once discussing the horrible weather and one observed, "You know, we never had weather like this until they started shooting off those bows and arrows."

COLOR, COLOR, COLOR!

***YOUR SPOT** schedules deserve the attentions of the avid WTRF-TV audience in this rich and busy Ohio River Valley Empire. Call Bob Ferguson or Cy Ackermann at WTRF-TV in Wheeling, West Virginia or tell your Blair rep to make haste.

CHANNEL **NB** WHEELING,
SEVEN **C** WEST VIRGINIA

BINGO CARDS

LOWEST PRICES

FINEST QUALITY

FASTEST SERVICE

IMPRINTED

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OPEN MIKE®

Meet the State Department

EDITOR: Our next national foreign policy conference for editors and broadcasters will be held at the Department of State early in December—tentatively Dec. 1 and 2. Any bona fide representative of the domestic information media is eligible to attend.

Speakers at the Conference will include the secretary of state and other high-ranking government officials. We would be grateful if BROADCASTING could announce the December conference. We are particularly anxious for editors and broadcasters to know that invitations can be obtained.—*W. D. Blair Jr., director, office of media services, Department of State, Washington.*

(Since 1961 the State Department has held semi-annual foreign-policy conferences to which it invites editors and broadcasters from all over the country. Any bona fide representative of the domestic information media can have his name placed on the invitation list for these conferences by writing—or having his superior write—to the director office of media services, Department of State, Washington 20520.

The conferences are intended to give editors and broadcasters an opportunity to obtain directly from principal policy-making officials the maximum possible in-depth information on current foreign-policy issues. All conference sessions are held under the "background only" rule.

Conferences last a day and a half and are held at the new Department of State building in Washington, D. C. The agenda is arranged to permit questions from the floor and discussion by all participants.)

Spanish-radio training

EDITOR: As a newcomer to radio, I especially enjoyed your Spanish-language issue (BROADCASTING, Sept. 19).

I became so impressed with the number of Spanish radio stations in the U.S. (as described in the articles), and after my own short experience in radio came up with a project of training Mexican-American students for announcing jobs in Spanish radio.

Six students have already been lined up to participate, pending their grades on a test for third-class radio-telephone licenses being given locally. It is my view that Spanish radio needs announcers badly, and I know we can place good announcers almost as soon as they're ready to work.

Congratulations on your special issue.—*Alvin Korngold, president, KEVT Tucson, Ariz.*

Serving the market

EDITOR: KARA Albuquerque has just recently changed to an all-Spanish format, and we would like to offer our con-

gratulations on your fine article in the Sept. 19 issue.

This article was not only interesting, but very helpful. Please rush us 15 reprints of the Spanish Market Special Report.—*Steve Springer, assistant general manager, KARA Albuquerque, N. M.*

(Reprints of the Spanish Market Special Report are still available. Copies are 30¢ each, quantity orders: 100 to 500, 25¢ each; more than 500, 20¢ each plus shipping. Address requests to BROADCASTING, 1735 De Sales St., N.W., Washington, D. C. 20036.)

Government and radio

EDITOR: Bravo—your editorial, "The ties that bind" (BROADCASTING, Oct. 24), on the FCC's use of the National Association of Broadcasters' guidelines concerning the number of commercial announcements.

It is about time that the federal government, and the FCC staff in particular, realized that more than half of this nation's radio industry does not belong to the NAB, the Radio Advertising Bureau, or other organizations because we do not have the budget for it, whether we agree with the various policies or not.

Why not extend assistance of the Small Business Administration to radio properties? It is getting pretty foolish when one set of federal regulations prohibit one small business from receiving the tax money that is available to another, when another set of federal regulations prohibit the very things that disqualify the assistance. One can only deduce that the federal government considers the small broadcaster to be a devious crook.

Let's nail this one to the wall in Austin.—*Gene Ladd, president, Stallion Arts Inc., Valley Stream, N. Y.*

Network service corrections

EDITOR: There are three omissions in your program listings appearing on pages 62 and 63 of your Oct. 10 issue:

Weekdays, 7-8 a.m., CBS is listed as "no network service." For over a year, CBS News has produced programs in this time period. Since August, *CBS Morning News with Joseph Benti* has been broadcast, in color, in two feeds, 7:05-7:30 and 7:30-7:55 a.m., eastern time.

Weekdays, 5-6 p.m., ABC is listed "no network service." At least since January, the first feed of *Peter Jennings with the News* has been in the 5:45-6 p.m., time period, and is carried

Meet the fine executives behind United Broadcasting Company...



Successful men like Samuel E. Phillips of WMUR-TV, Manchester, N.H.

Can a station that tops its own sales records seven years in a row, also spark a resurgence in sports programming throughout New England? WMUR-TV did both—ask Samuel E. Phillips, one of U.B.C.'s executive vice presidents and general manager of WMUR-TV. When listeners begged for regular hockey coverage, WMUR-TV was first "down the ice." Others followed its lead rapidly. When the

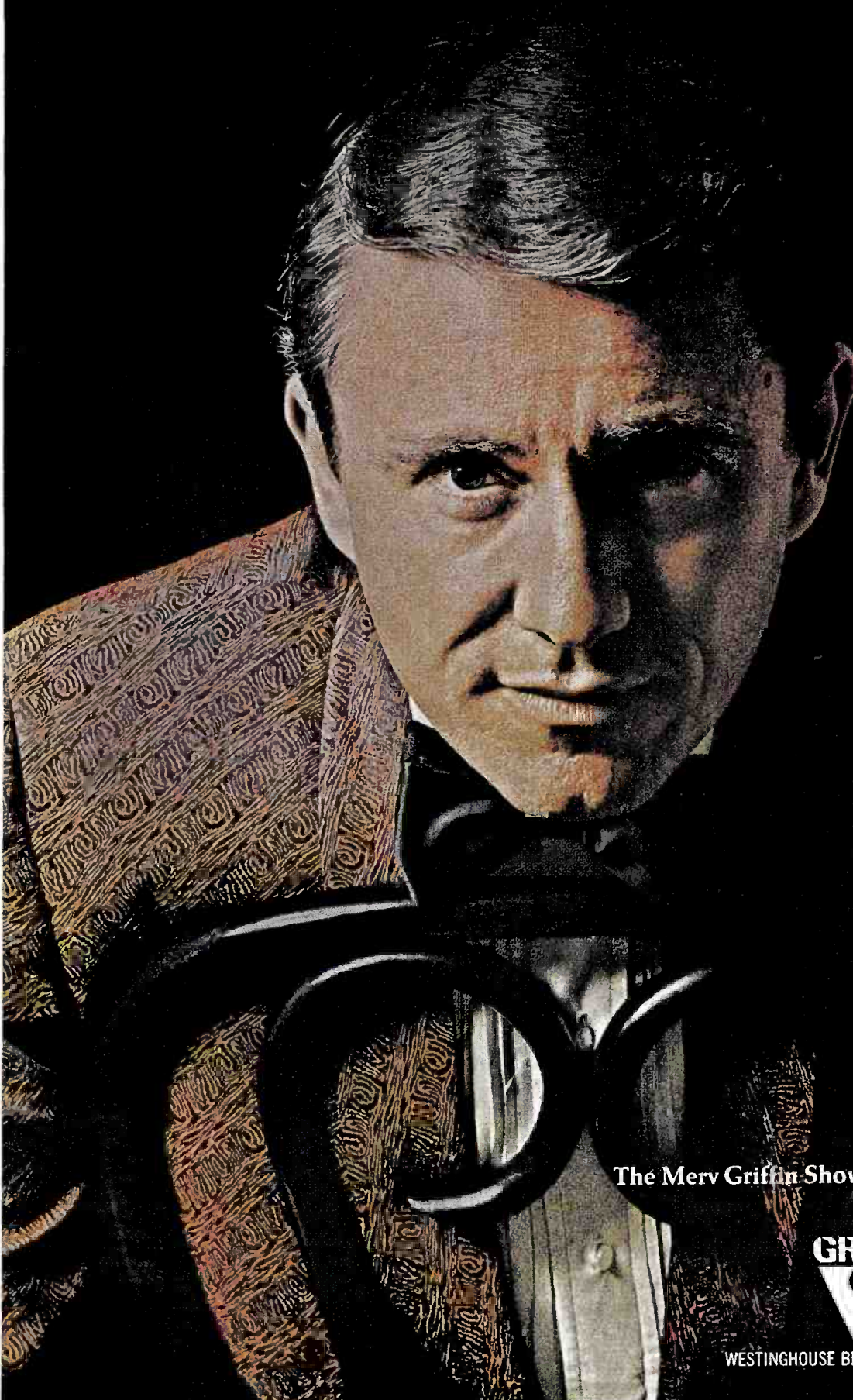
station added color, Phillips mobilized newly purchased remote units for bowling, football, basketball, horse racing, skiing, and hockey events. Exceptional local news-sports coverage plus regular ABC network offings keep WMUR-TV audience and sales spiraling ever upward. Just ask Phillips or the one million families in the Granite State and Merrimack Valley.



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Your wife will tell you she watches
Merv Griffin because of his boyish charm.
Don't count on it.



The Merv Griffin Show Monday through Friday



WESTINGHOUSE BROADCASTING COMPANY

Husbands who want to know the truth, check these stations.

WAST, Albany, N.Y.
 WAII-TV, Atlanta, Ga.
 WJZ-TV, Baltimore, Md.
 WLBZ-TV, Bangor, Me.
 KVOS-TV, Bellingham, Wash.
 WBZ-TV, Boston, Mass.
 WGR-TV, Buffalo, N.Y.
 WMAQ-TV, Chicago, Ill.
 WKRC-TV, Cincinnati, Ohio
 WEWS, Cleveland, Ohio
 WTVN-TV, Columbus, Ohio
 KRLD-TV, Dallas, Tex.
 KWGN, Denver, Colorado
 WJBK, Detroit, Mich.
 KJEO-TV, Fresno, Calif.
 WLUK-TV, Green Bay, Wis.
 WFBC-TV, Greenville, S.C.
 WHCT, Hartford, Conn.
 WHTN-TV, Huntington, W. Va.
 KPRC-TV, Houston, Tex.
 WTTV, Indianapolis, Ind.
 WDAF-TV, Kansas City, Mo.
 WFAM-TV, Lafayette, Ind.
 WGAL-TV, Lancaster, Pa.
 KTTV, Los Angeles, Calif.
 WLKY-TV, Louisville, Ky.
 WMCT-TV, Memphis, Tenn.
 WTVJ, Miami, Fla.
 WITI-TV, Milwaukee, Wis.
 WCCO-TV, Minneapolis, Minn.
 WSIX-TV, Nashville, Tenn.
 WDSU-TV, New Orleans, La.
 WNEW-TV, New York, N.Y.
 KETV, Omaha, Neb.
 WFTV, Orlando, Fla.
 KCND-TV, Pembina, N. Dak.
 WEAR-TV, Pensacola, Fla.
 KYW-TV, Philadelphia, Pa.
 KOOL-TV, Phoenix, Ariz.
 KDKA-TV, Pittsburgh, Pa.
 WCSH-TV, Portland, Me.
 WPRO-TV, Providence, R.I.
 WOKR, Rochester, N.Y.
 WTVO, Rockford, Ill.
 KCRA-TV, Sacramento, Calif.
 KUTV-TV, Salt Lake City, Utah
 WOAI-TV, San Antonio, Tex.
 KPIX, San Francisco, Calif.
 WDAU-TV, Scranton, Pa.
 KTNT-TV, Seattle, Wash.
 KSD-TV, St. Louis, Mo.
 WNYS-TV, Syracuse, N.Y.
 WCTV, Tallahassee, Fla.
 WFLA-TV, Tampa, Fla.
 WSPD-TV, Toledo, Ohio
 KOLD-TV, Tucson, Ariz.
 WMAL-TV, Washington, D.C.
 KBLU-TV, Yuma, Ariz.

Produced by WBC Productions, Inc.
 Distributed by WBC Program Sales, Inc.

at that hour in many cities, including New York. The 6-7 p.m. hour is occupied by various 15-minute feeds, not various 30-minute feeds as you indicate. This will obviously change when ABC's evening news strip expands to 30 minutes in January.

Saturdays, 2-5 p.m., CBS is listed as "no network service." There is at least one feed of *Countdown to Kickoff*, from 3 to 4 p.m., eastern time.—*Adam C. Powell III, Cambridge, Mass.*

(BROADCASTING has rechecked with both ABC and CBS who affirm that Mr. Powell's information is correct and that they erred in providing the original information.)

Improved income

EDITOR: As a CPA who is very used to working with figures, I have always been very impressed with the accuracy of the statistics given in your magazine.

However, on page 72 of the Oct. 24 issue, I believe there is an error in Table B, headed: "Broadcast revenues, expenses, and income." The income figure for 1965 is shown as \$21.1. I believe it was a typographical error and should be \$81.1.—*Philip Zimmerman, Robert Simons & Co., New York.*

(Mr. Zimmerman is indeed a sharp-eyed CPA. \$81.1 is the correct figure.)

For the record

EDITOR: In your Sept. 12 listing of an application for ownership change in the sale of WLAJ LaFollette, Tenn., consideration of \$100,000 was given. The correct figure is \$170,000.—*David A. Rawley Jr., High Point, N. C. and president of the selling firm, LaFollette Broadcasting Co.*

For theater use only?

EDITOR: In reply to the letter, "Wide problem" (BROADCASTING, Oct. 24), it must be remembered that while it is true that all of the wide-screen formats currently used in theatrical film presentations present problems for TV, even movies with standard aspect ratios are troublesome when titling, for example, runs to the edges of the frames. This video is lost on most home receivers.

Television, if it is to continue to take advantage of the film industry's inventory for programing purposes, will have to come up with a better answer to the problem than cropping. The wide-screen 35-mm and 70-mm formats present no problem to the industry for which they are designed.

It is, therefore, the responsibility of broadcasters to find and develop a method of projection for films produced for wide screens.—*Peter J. Restivo, Universal Commercial Music, Merrick, N. Y.*

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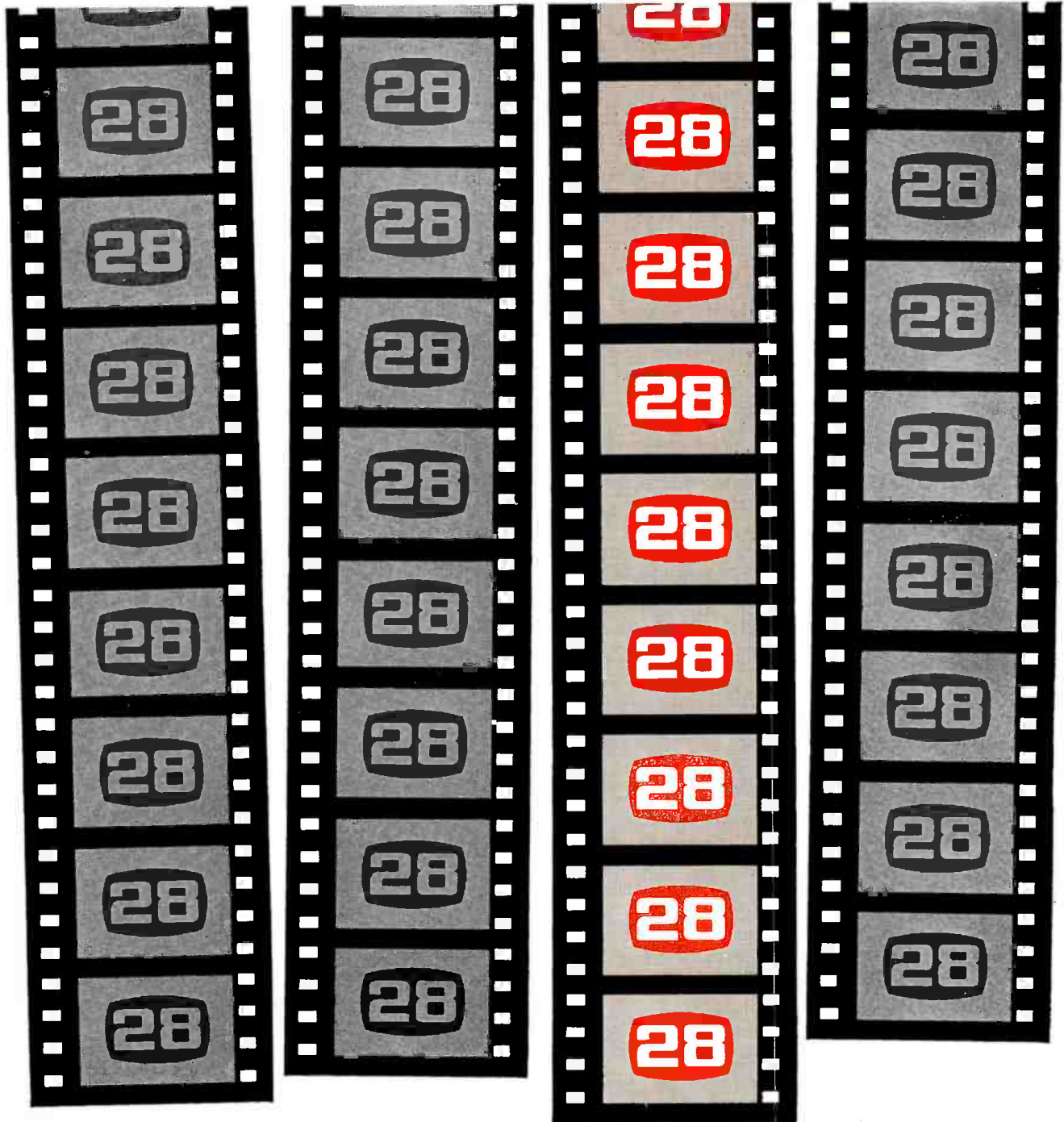
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No Extra Charge For Color!

Great, what a spot of color will do for most products! Our very latest RCA COLOR film, slide and tape equipment will present yours at their breathtaking best!

No extra charge for this color service. We are in color because our wealthy viewers demand it! Get the whole bright picture on colorful **28** from ATS!



WSJV-TV

SOUTH BEND-
ELKHART **28** ABC

A MEMBER STATION OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT



Advertising girds for battle

Mounting threats of tightening federal controls
bring strong reactions from ANA, AAAA spokesmen;
plans made to plead the case for all advertising

A nagging threat of federal restraint on the \$15-billion-a-year U.S. advertising industry set off a campaign of massive retaliation last week by major advertisers, their agencies and the media they use.

Reports of a study of monopolistic effects of advertising, under way at the Department of Justice—already on record as feeling that bigness can be badness in some cases of product promotion—added urgency to their retaliatory efforts.

Major presentations before the annual meeting of the Association of National Advertisers and a regional meeting of the American Association of Advertising Agencies indicated the ad business is moving from defense to offense in a publicity war with the government.

Up in Arms ■ Goaded by a suggestion that the administration might even be considering support of a plan that would pro-rate a product's ad budget according to its share of sales, advertisers at the ANA meeting reacted in some cases with anger but generally with disbelief.

From the Federal Trade Commission and Justice Department to congressional committees, they expressed fear of creeping encroachments on their present freedom.

Donald F. Turner, assistant attorney general, has indicated a belief that monopolistic prices can result from heavy advertising expenditures. A Justice Department spokesman said last week that any sort of legislative program deriving from that belief is still in the "thinking and studying" stage.

Developments last week on the advertisers' front included:

- A call for voluntary action by consumer-products manufacturers to meet "unnecessary government restraints" advanced in the name of consumer protection, by Neil McElroy, Procter & Gamble board chairman, as he keynoted the ANA sessions.

- Disclosure of early results of a re-

search project at New York University, which finds no basis for the Justice Department contention that big advertising can result in monopolistic pricing.

- An address by Thomas Adams, Campbell-Ewald president and AAAA chairman, advocating the formation of an office of advertising information in Washington to improve communication between advertisers and the federal government.

- A proposal by John Hobson, chairman of Hobson Bates & Partners, Lon-

don, that advertisers present themselves as servers to the consumer primarily rather than to the seller.

vision time.

At ANA Meeting ■ In the shadow of Pike's Peak last week national advertisers rallied to the cry of a free advertising marketplace or bust.

Government, popular and academic criticism and the chance they might be turned into substantive measures against the size of advertising budgets stirred the annual meeting of the ANA in Colorado Springs.

A recent report that the administration was studying the possibility of lim-



John Hobson



Jules Backman



Neil McElroy

don, that advertisers present themselves as servers to the consumer primarily rather than to the seller.

Other recent administration and congressional activity has given the advertising community cause for concern: The report of the Commission on Food Marketing, for example, which suggested that food advertising budgets might no longer be deductible as expenses for federal tax purposes.

Another item is the recent comment of Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust and Monopoly Subcommittee, in behalf of smaller advertisers who might not be getting an adequate chance to buy tele-

iting budgets for specific brands in accordance with brand shares of market brought expressions of alarm from principal ANA speakers.

Government policy that might be derived from the assumption that large-scale advertising is anticompetitive was denounced as "errant nonsense," and ANA-sponsored research was unveiled purporting to prove it.

Mr. Hobson noted current consideration of a tax on advertising in England and suggested that such a burden, if imposed, "could well cast its monstrous shadow across the Atlantic."

Mr. McElroy, delivering the conference keynote, warned that a pro-

A road map to the trouble spots in Washington

There is always smoke in Washington and often there are fires. The following is a rundown of where there is smoke about advertising's role in the economy and where blazes are feared:

Justice Department: The department's antitrust division maintains a constant interest in the relationship between advertising and the antitrust laws and is studying possible legislation looking toward new avenues of passing product information to the public. These suggestions were made last June in a speech by Donald F. Turner, assistant attorney general in charge of the antitrust division. At that time he noted advertising in some instances could lead to economic concentration and monopoly.

He suggested that some methods of counteracting concentration arising out of heavy ad expenditures could include applications of the antitrust laws, the imposition of temporary limits on promotional expenditures by firms that have obtained what he feels are undue market power through violation of the Sherman Act, or by the expansion of the law on false and misleading advertising. However, he said the most promising avenue seemed to be the creation of "new alternatives" in informing the public. These might take the form of either direct government evaluation and publication of product information or financial support to private organizations such as *Consumer Reports*.

Federal Trade Commission: The FTC under the chairmanship of Paul Rand Dixon is anxiously awaiting the Supreme Court's decision on the

Procter & Gamble-Clorox case. The FTC had charged that P&G's acquisition of Clorox violated antitrust laws and used as one of its main arguments that Clorox benefited from P&G's ad discounts. The U.S. court of appeals overturned the FTC and rejected the ad discount contention.

Now the case is before the high court and the FTC needs to know

Monopoly Subcommittee and a House Small Business Subcommittee have this year studied TV network ad discounts and their effect on concentration and discrimination against small advertisers. Senator Philip A. Hart's (D-Mich.) group will continue the hearing soon.

Senator Hart said: "If in fact equality does not exist, we should



Paul Rand Dixon



Esther Peterson



Sen. Philip A. Hart



Donald F. Turner

that decision before it makes another move. If the court rules for the FTC, that agency will move ahead with its charge that General Foods' acquisition of S.O.S. Co. was also an antitrust violation, again citing advertising discounts. In the wings, the FTC has indicated it has other cases just waiting to be filed. But if the court's ruling supports the appellate decision, the FTC will have to call it quits or find a new approach in this area.

Congress: Two congressional subcommittees have expressed interest in television advertising practices in the past, and one has indicated it will continue its inquiry in the field. Hearings by the Senate Antitrust and

be able to do something about it." He added "There is evidence which suggests that there is a legitimate basis for believing that smaller or limited line companies have been denied fair access on nondiscriminatory terms to network TV time." He has been joined by the subcommittee's economist who said there was a need to find "some way, some mechanism, some institutional means by which this new technology of communications could be made available to the medium-sized and smaller producers so that they would get to the consuming public the qualities of their products."

The watchful eyes of Senator Warren G. Magnuson (D-Wash.),

liberation of laws, even though designed to protect the consumer, may "threaten the basic efficiencies of a private enterprise economy."

He said that although advertising's values to society are enormous, government officials are becoming more and more critical of advertising's function. Mr. McElroy called for a program of government and public education by consumer-serving industries to inform them of self-corrective industry efforts and of the public interests they serve.

Mr. McElroy described a "new official thrust against advertising." He said the traditional arguments of waste and inflation attributed to it have now been supplemented by a charge that it "tends to build a monopoly position for

the products advertised, and by a proposal to develop government-supported antidotes to selling by advertising."

The P&G chairman listed other recent government initiatives that appear to have advertisers on the defensive including the packaging bill, the report of the National Commission of Food Marketing and establishment of standing subcommittees in Congress to invite federal solutions to consumer problems.

Mr. McElroy cited the decision of the Association of Better Business Bureaus to establish an Office of Consumer Affairs in Washington as a significant step in improving advertiser-government relations.

Research ■ Dr. Jules Backman, re-

search professor in economics at New York University, unveiling preliminary results of a study on the competitive effect of advertising in the U. S. economy, said "the record shows clearly that advertising is highly competitive, not anticompetitive."

He went on to debunk the theory that large companies, through their "power of the purse" continually increase their share of the market, spending substantial sums on advertising, creating barriers to entry of new firms in an industry and eventually charging excessive higher prices and earning excessive profits. This reasoning is simply not borne out by experience, Dr. Backman asserted.

"Actually there is quite a gap be-

chairman of the Commerce Committee, and Senator John O. Pastore (D-R.I.), head of the Communications Subcommittee, have also been constantly peeled for liquor advertising on television. Senator Magnuson has also proposed the display of tar and nicotine contents on cigarette packs and plans to continue his interest in the area. He has been joined by other senators. Another attack on cigarette advertising came recently from a 24-man federal task force which advocates a campaign to discourage smoking, including the possibility of reducing or eliminating cigarette advertising.

The truth-in-lending proposal, which would require financial institutions to tell the borrower the exact amount of his loan and interest charges, is expected to get renewed backing now that the truth-in-packaging bill has been passed. Concerning the latter, Senator Magnuson has indicated he is not satisfied with it and intends to strengthen it next year.

Ntl. Commission on Food Marketing: This 15-member team, set up by Congress to study changes in the food industry, spent almost two years studying food marketing practices. It reported, although far from unanimously, that there should be ways of restraining the power of advertising through such means as consumer grading by the government.

The nine-member majority report felt a "more positive and effective approach would be to provide that some or all of advertising expenditures for food were not to be deductible expenses for federal income tax purposes." Six members filed minority views to the report.

Some officials in the executive branch in Washington feel that nothing

more will come of the report because it met with some stiff academic as well as business criticism and because there were so many dissenters on the commission. But the U.S. Chamber of Commerce has a more cynical view and says that to think nothing will come of the report could be a "false assumption."

Esther Peterson: The President's adviser on consumer affairs, although she foresees no impending drastic government crackdowns on advertising, is looked upon as a major source of irritation by advertisers. She has repeatedly stated she is not against advertising and considers it a useful part of our economy. She says she is against governmental controls of advertising except for obvious abuse. But her office has asked for a Federal Trade Commission study of the impact of promotional games and gimmicks on food prices. She has also been active in conducting consumer educational programs, which some advertisers have branded as "antibusiness," and has given support to current housewives' boycotts of food chains. Her office's approach in the past has been to seek voluntary compliance and cooperation to institute any revision of advertising practices.

Commerce Department: The only friendly voice in government to speak for advertising lately has been that of Secretary of Commerce John T. Connor who called advertising an "indispensable" element in the economy, noting that "without advertising we most certainly would not have had the unprecedented prosperity of the past 67 months." Advertising, he said, is "a force for culture . . . for progress" and has created consumer confidence, which is "the most precious ingredient in the marketplace."

tween the availability of large financial resources and an increase in market shares," he said. He went on to challenge the idea that advertising leads to economic concentration. Study of the relative positions of the "big four" companies in a number of industries shows that their membership in that select group over a period of years is precarious at best, Dr. Backman reported.

Precarious Leaders ■ Analysis of Census Bureau research conducted among 50 consumer-goods industries shows that between 1947 and 1958 the "big four" companies in those industries held onto their leading positions in only 13 cases and in six of these their rankings were changed. In only one of the

13 cases did the advertising-to-sales ratio exceed 3%, according to Dr. Backman.

As for the entry of new brands on the market he marshalled the following data:

The number of soaps and detergents increased from 65 to 200 from 1950 to 1963; health and beauty aids grew in number from 150 to 275. In 1964, 73 roll-on deodorants were on the market, 88 liquid types and 73 sprays.

He stressed the shifting shares of market for cigarette brands over the years, noting Camel's share had fallen from 17.6% to 9.7% between 1956 and 1965, that Lucky Strike declined from 14.1% to 6.3% over the same period while Winston rose to 14%

from 8.6%.

Dr. Backman hit hard at the widely reported comment of Assistant Attorney General Turner that "heavy advertising outlays lead . . . to the establishment of high monopolistic prices."

Pricing Variables ■ Costs are only one factor in determination of prices, Dr. Backman said, and advertising costs are only a fraction of total costs. So many variables affect pricing that it's absurd to consider advertising expenditures a major determinant in the pricing process, he suggested.

The Backman study, underwritten by ANA, finds no correlation between an industry's advertising-sales ratio and wholesale price fluctuation.

Dr. Backman's presentation won sustained applause from the delegates of more than 300 companies present at the ANA meeting.

Representatives of advertising agencies present seemed more than a little concerned about reports of government interest in reducing the size of ad budgets in relation to a brand market share. The senior vice president and top media official of a major New York agency, asked if he thought this represented a serious threat, responded, "You bet it does. We asked our Washington liaison man about it last week and he told us it was definitely under consideration."

Worthy of Concern ■ A television network president at the conference doubted the government would be serious about relating advertising allocations to market shares. But he said the recent comments from the Federal Trade Commission which relate large advertising expenditures and high monopolistic prices might well bear the stamp of higher-administration approval and are therefor worthy of concern.

Mr. Hobson of Hobson Bates & Partners, noting the similarity of advertising's problems with academic, government and opinion-forming groups in England and America advised that the industry should rest its case on the service it gives the community rather than on the "classic argument" that it serves the producer in selling. "Should the whole flow of mass communications be so controlled that a tiny intellectual minority can impose its own pattern on society?" he asked. "The market place must be free," he concluded.

Mr. Hobson chided industrialists who protect themselves from criticism by drawing a distinction between advertising and industry. "They let advertising take the blow," he said, "they use it as their whipping boy."

He called it a "very dangerous attitude, because if advertising were weakened, industry would be weakened too."

Mr. Hobson referred to the findings of

the British Reith Commission on Advertising, which, he said, include "the most vicious economic and social attack on advertising."

"You also have the same problems with your economists, your sociologists and with the government and opinion-forming groups they influence, including your Federal Trade Commission and other government agencies," he said.

But modern marketing has enthroned the consumer, he suggested and "it would be tragic if intellectuals succeeded in managing to convince governments that the man in the street is no fit person to decide what he wants."

Comments at ANA ■ Sam Thurm, advertising vice president of Lever Brothers Co. and new chairman of the ANA, attaches considerable significance to the Turner speech of last spring. "We haven't heard anyone in the administration refute him," says Mr. Thurm, "so we can only assume he's got some support."

He said Mr. Turner had been in touch with British government officials on the subject of advertising and its effects on competition. "At the moment

the Justice Department and the Federal Trade Commission have just one point of view," Mr. Thurm added, "and they ought to have another one explained to them."

"This will be the hottest advertising issue of the next six months," asserted Richard Pinkham, senior vice president of Ted Bates & Co., referring to government staff interest in controlling "monopolistic" advertising practices. "It could make the Hart committee work seem insignificant in comparison," he said.

John Burgard, vice president in charge of advertising for Brown & Williamson Tobacco Corp., commenting on the possibility that ad budgets might some day be related to brand market shares, doubted that Congress would ever go for the idea.

"Something like that would probably require new legislation," he said. But he didn't discount the threat represented by Justice Department attitudes.

Henry M. Schachte, executive vice president of the J. Walter Thompson agency, finds "good cause to worry," about government attitudes. "There's

obviously a group of staff people in the administration whose ideas are inimical to big-budget advertising and their ideas get plenty of publicity."

Elsewhere Last Week ■ Speaking before the Eastern Annual Conference of the AAAA (see page 44), Mr. Adams of Campbell-Ewald said however, "monstrous" the proposal seems, "the federal government can force cutbacks in advertising expenditures by large companies."

"We are going to have to re-evaluate our approach to Washington," he went on.

Putting forth the idea of an office of advertising information in Washington as an AAAA project, Mr. Adams described the function as a "digging, running, offensive operation, searching out those influential voices in Congress and in the regulatory agencies to make sure the position of the advertising industry is understood in detail by everyone."

Mr. Adams pointed out that the Advertising Association of America, which has members representing all elements of advertising, already had a Washington office, but he said he was convinced that the AAAA should be there too. He said he would propose the idea at the next meeting of the AAAA board.

Which comes first: advertising or sales?

Companies wondering how much they ought to spend on advertising and who ought to be judge of that amount were dealt a portion of advice last week.

A. C. Nielsen Co. data, presented at the annual meeting of the Association of National Advertisers (see page 35), indicated "a general correlation between advertising and sales."

In 58 product categories measured by the Nielsen Retail Index, the fastest growing groups between 1964 and 1965 made the greatest increase in advertising expenditures. Those with more anemic sales trends experienced general advertising cutbacks.

James O. Peckham Jr., a Nielsen vice president, presented the figures. He said cause-and-effect relationships between ad budget and sales success could not be firmly established since it is moot whether poor sales led to ad reductions or vice versa.

However in examination of new-product introductions, he said, Nielsen found a "pretty stable relationship between advertising expenditures and sales results." Mr. Peckham explained that for 34 successful new-product introductions studied, those

34 brands maintained a higher share of their category's total ad outlays than their share of category sales.

Over their two-year introduction periods these successful brands generally had an advertising share for their categories that was one-and-a-half times larger than their sales share in the group.

But other factors might override the ad expenditures in deciding a new product's success or failure, said Mr. Peckham. Of paramount significance, he said, is whether a product is really new or just a new brand. Success, he advised, is largely dependent on differentiation that can be demonstrated to, and accepted by, the consumer.

Mr. Peckham, pointing to the rigors of competition, noted a tendency to escalation in product categories.

If several brands hold a policy of maintaining ad share above sales share, there is "a double struggle for primacy," one in sales and one in advertising, he explained.

Who Decides ■ Henry Schachte, executive vice president of the J. Walter Thompson agency, advised advertisers to let agencies participate—even to demand that they do—in determination of ad-budget size. The

agency's experience may span a great number of industries, he said, and advertisers are losing a valuable service if they let the agency get away without presenting its own budget recommendation. Mr. Schachte said that despite many protests to the contrary, ad budgets are still generally decided by what a company thinks it can afford to spend, that is, by a controller's decision.

Clarence Eldridge, management consultant, asserted that advertising-to-sales ratios might be fine budget guidelines for individual products but cannot be used across product category lines or even for products within the same category. The reasons, he said, are obvious: "Some products respond to advertising more than others." The current level of a product's share and the quality of its advertising campaign are also clearly factors, he said.

Mr. Eldridge advised a series of market tests with as few variables as possible, except the amount or advertising, as the most practical solution to the problem of budget determination. One such test, he said, should be conducted at an ad level below what is being done nationally, and one higher.

THE BIG NEWS

on WHIO-TV, Dayton, Ohio — 6 p.m. to 7:30 p.m., Mon. thru Fri.
First 90-minute news in Dayton — First full-color news, weather and sports

 TOM FRAWLEY News Director	 PHIL DONAHUE Business		 DON WAYNE National News	 JOE WISELL General News
 TOM HAMLIN Sports Director			 ANDY CASSELLS Downtown Dayton	 AL BROWN Downtown News
 CHUCK UPTHEGROVE News and Photography	 DICK BIESER General News		 BOB TAMASKA Photography	 LT. RICHARD HEIL WPAFB Information Officer

News hungry viewers are now enjoying full-color fare in a variety and volume never before provided in the large Dayton area. Anchor program is Huntley and Brinkley, and in half-hour segments on either side WHIO-TV's favorite news specialists will present complete coverage on sports; state, local and regional news; women's features; a Wright Patterson Air Force Base report; business news; daily filmed reports from Ohio and the Miami Valley; weather and miscellany. With steadily soaring interest in news, news, and more news, THE BIG NEWS offers audiences that are big, alert, affluent, and influential. Availabilities will fill fast.



Represented by Petry



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

Why Mattel is putting a \$55-million chip on TV

Mattel Inc., which sold more than \$100 million worth of toys in 1965, last week described an escalating love affair between it and television that it says has revolutionized all toy advertising strategy in 10 years.

The toy company's spending on TV this year will reach an estimated \$55 million, up from \$45 million last year and from virtually nothing in 1954.

Mattel's Marketing Vice President Herbert Holland and Vice President for Advertising Jack Jones outlined the company's TV strategy since 1955 when it became a 52-week TV advertiser with a \$500,000 outlay for ABC-TV network's *Mickey Mouse Club*.

The use of year-round TV "rocked the toy industry," they said, and apparently convinced the competition they ought to use it too.

Blanket Approach ■ This year Mattel uses 12 different Saturday morning network TV shows in what it calls a "wall-to-wall" tactic, that is using all three networks in the same time periods. Its average cost for three minutes—one on each network—is \$24,000 and this expenditure gives it a reach of some 15 million homes.

Noting product protection on the networks "is quickly disappearing," they explained how Mattel skirts the problem in some cases by buying into Monday-Friday syndicated shows

in the top 75 markets.

Messrs. Holland and Jones said Mattel now sustains 30 product categories, compared to two or three 10 years ago. They described a growth pattern for the company highly dependent on research and design of new products.

Its entry in the preschool toy market, an important diversification step, they said had been aided by its Monday-Friday television time, since it "has mother and child both watching," and "selling mommy" is all-important in this market.

The Mattel presentation was made at the annual meeting of the Association of National Advertisers (see page 35).

The changing profile of TV

NBC's Goodman assays trends affecting sponsor use of medium

The face of American television is changing and so is the face of its audience. The combination is giving advertisers new opportunities and promises them further advantages in the future.

Julian Goodman, NBC president, presented this thesis to the Association of National Advertisers in Colorado Springs last week, offering them a "perspective on tomorrow."

Technological advance, led by rapid color-TV set penetration and presaging eventual laser delivery of signals and wide marketing of home TV tape recorders, is being met by a new generation with a new attitude toward television, said Mr. Goodman.

He described a "TV generation," one that has grown up with TV, that does not consider the term "mass medium" odious, and that looks on TV without snobbery. This young generation is freely and fully involved in television, he continued. "Television helped many of them learn to read, and it has introduced them to the events, personalities and issues of the world they live in."

Exploding a Myth ■ The size of the

audience is changing too, said Mr. Goodman and he characterized as "myth," the suggestion that the quality viewer—a well-educated, high income group—has turned away from television.

A. C. Nielsen figures, he reported, show that viewing for the past summer was ahead of 1965 levels in these "quality" households (BROADCASTING, Oct. 10). The light viewer, Mr. Goodman went on, has been aptly described as "an octogenarian with bad TV reception who has misplaced his eyeglasses."

Color receiver homes now exceed 8 million, according to new NBC estimates, and before the end of next year the number will have doubled. In the next television season, the NBC president forecast, 30% of television households will be color-equipped.

Initial influence of the color revolution, he said, would be family group viewing, with cluster viewing around the one color set, but this, he continued would gradually give way to multi-color-set homes and split viewing. He predicted gains in all-family program fare in the first phase of the color changeover.

Mr. Goodman anticipated a new interest by retailers, particularly department stores, in television with the new advantage of color.

Effect of Set Size ■ He also suggested that the size of TV sets of the future will have an influence on what goes on the screen. Miniaturization of sets will lead to their multiplication in the home and this in turn will segment audiences and thereby open specialized audiences for programmers and sponsors.

Satellite broadcasting, said Mr. Goodman, will soon turn into an every-

day occurrence, with originations from abroad common and program staggering by time zone facilitated.

He predicted the eventual influence of home video tape recording equipment will be more viewing and that the ability to tape shows for replay will reduce the intensity of the perennial contest of program scheduling and counter scheduling.

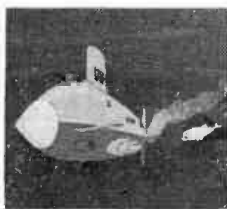
The combination of technological advances in TV will bring more sets and more sets in use, he indicated.

A Plea for Help ■ A strong future for TV drama and news and information programming was foreseen and Mr. Goodman called for advertisers to support this development. He said: "The so-called specialized programming attracts an audience that is particularly valuable to certain advertisers that is otherwise hard to reach; and that is very big by any other medium's standards." And he advised advertisers to weigh the value of factors, less measurable than audience numbers, in appealing to such audiences, such as impact and memorability.

Support of such programming, he went on, can be justified in many cases where it's now being missed.

TVB, RAB are set to call up big guns

The Television Bureau of Advertising and the Radio Advertising Bureau are set to call their members' voices into the growing debate between government officials and the advertising community over the competitive effects of big-



Seven Arts Television presents

marine boy

26 new animated half-hour underwater color adventures

VARIETY

Television Review

MARINE BOY

Producer: Minoru Adachi

Syndicator: SEVEN ARTS TELEVISION

30 Mins.

WNEW-TV, N.Y. (animation, color)

The Japanese put out not only pretty good transistors but animation film product that's also pretty good. And they seem to know the U.S. market—in other words they can fill a cartoon, as required, with the full quota of noise, action and—in the case of this package—a lot of sci-fi fillips that's a cinch to arrest, if not uplift, the tots.

"Marine Boy," on the terms demanded by U.S. kidvid programmers, is in short a solid hunk of animation pulp, and from the sales pickups reported by the distrib figures to do well on the circuit. Segment caught, via New York independent WNEW, which runs it as one of a mix of cartoons stripped in its 5 to 5:30 p.m. slot, concerned an undersea-based madman out to hijack uranium. The action pace didn't let up hardly once.

"Marine Boy" has a scientist father, and a dolphin sidekick. The fish should have its part padded, if only for charm and laughs. The dialog is sheer camp, and often funny.

The animation is via Japan's K. Fujita Associates. Pit.
10/12/66

SOLD!

Argentina	Cyprus	Kuwait	Singapore
Brazil	Guatemala	Mexico	Thailand
Canada	Honduras	Panama	Uruguay
Costa Rica	Hong Kong	Puerto Rico	Venezuela
Curacao	Iran	Saudi Arabia	

New York (WNEW-TV)	Columbus, O. (WBNS-TV)
Los Angeles (KTTV)	Dayton, O. (WLW-D)
Chicago (WGN-TV)	Hartford, Conn. (WTIC-TV)
Philadelphia (WPHL-TV)	Orlando, Fla. (WFTV)
Detroit (CKLW-TV)	Saginaw-Bay City (WNEM-TV)
Washington, D.C. (WTTG)	Lexington, Ky. (WLEX-TV)
Cincinnati, O. (WLW-T)	Green Bay, Wis. (WLUK-TV)
Denver, Colo. (KWGN)	Paducah, Ky. (WPSD-TV)
Rochester, N.Y. (WROC-TV)	

Action, Magic and Excitement!

Each superbly produced half-hour adventure colorfully dramatizes Marine Boy's daring underwater heroics as he calls upon his special powers, extraordinary shoes, a flying submarine, a magical pearl which foretells the future, his loyal white dolphin, Splasher, and his beautiful mermaid friend, Neptina.



Seven Arts Television

NEW YORK: 200 Park Avenue • YUkon 6-1717

LOS ANGELES: 9000 Sunset Boulevard • CRestview 8-1771

TORONTO: 11 Adelaide Street West • EMpire 4-7193

Seven Arts Productions International Limited

Roberts Bldg., East St., Nassau, Bahamas • Cable SEVINT

budget advertising.

Heads of both organizations said last week programs are being formulated that would probably call for on-air advocacy of the benefits of advertising and refutation of the idea that it is anti-competitive.

Norman Cash, TVB president, outlined a multi-phase program which would include the use of TV time, liaison work between station licensees and local and federal government officials and communication with Better Business Bureaus and members of the academic community.

Miles David, RAB president, said he would advocate dissemination of the findings of the Backman-ANA study (see page 35) to the public. The results could be condensed on tape, he said, and distributed to radio stations.

TVB plans one-day television course

Television has dimensions that can be used creatively to solve marketing problems. Agency buyers asking what and how can get the answers in full-day seminars that the Television Bureau of Advertising will begin next year.

The bureau said last week it has been working for months on the best way to present a TV "course" in just one day. To help TVB officials evolve a program, 12 Young & Rubicam timebuyers met at TVB's New York offices for a week. Out of the consultations, TVB has formulated a core course that'll be presented in one day. Seminars will be slated in cooperation with agencies for the benefit of timebuyer groups. The schedule will be set in-

Longer but fewer breaks

Viewers of NBC-TV's Tuesday Nov. 8 election-night coverage will have fewer commercial interruptions, thanks to the Xerox Corp., Rochester, N. Y.

Xerox will cut the number of its commercials from three to two per hour while maintaining the same total of commercial minutes by increasing the commercial length from one minute to 90 seconds. Thus, Xerox will have only 14 commercial placements in the anticipated seven hours of coverage, beginning at 7 p.m. (EST).

"We believe the longer spots deliver our advertising message with greater impact," Donald L. Clark, Xerox vice president in charge of corporate advertising, said. "At the same time, we are gratified this will result in fewer interruptions of NBC-TV's coverage of one of the most significant off-year elections in recent history."

formally at the convenience of the buyers and the bureau.

The one-day sessions will cover three areas: first, on TVB itself and how it can help agencies; second, a review of television's basic dimensions, and finally, an explanation of the creative use of television to solve advertisers' marketing problems. TVB executives will conduct the seminars.

At an "alumni" reception at TVB's offices, the Y&R timebuyers returned on Oct. 18 for a report on TVB's decision to inaugurate the buyers' seminars.



Attending the TVB reception were (l to r, standing): Norman E. Cash, president of TVB; Robert Reuschle, George Harvey, Jacques Frottier, Linus Williams, Ricardo Larraga, Peter Cleary and George C. Huntington, executive

vice president and general manager of TVB.

Seated: Bert Lightner, Robert Kohansky, Joseph Eisberg, Joseph Dimino, Richard Silipigni and James Sanders.

Business briefly . . .

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, has placed Jell-O cheesecake mix, a new product, into national distribution with a campaign of network and spot TV (color) commercials.

National Airlines, Miami, through Papert, Koenig, Lois, New York, has purchased sponsorship in NBC-TV's New Year's King Orange Jamboree parade, set for colorcast on 203 NBC outlets on Dec. 31 (7:30-8:30 p.m. EST), and repeated Jan. 2 (10:30-11:30 a.m. EST).

William Carter Co. (children's clothing), Needham Heights, Mass., through BBDO, Boston, will conduct a campaign on daytime programs on the three TV networks, supplemented by spot TV in six major markets, from Feb. 20 through May 19.

Shell Oil Co., through Kenyon & Eckhardt, both New York, will sponsor *The 1967 National Drivers Test*, a CBS News presentation on CBS-TV May 23 (10-11 p.m. EDT). The colorcast is Shell's fourth audience involvement broadcast for motorists.

Pacquin Division of Chas. Pfizer & Co., New York, has introduced Pacquin Rinse-Off cold cream and plans heavy advertising concentrating in television and print. Through Doyle Dane Bernbach, same city, Pacquin will participate in six CBS-TV shows.

American Safety Razor Co. (division of Philip Morris Inc.) New York, through Wells, Rich, Greene, that city, is conducting TV campaign for its Personna blades that encompasses 25 major spot TV markets and sponsorship on eight CBS-TV programs: *Hogan's Heroes*, *The Jackie Gleason Show*, *The Red Skelton Show*, *The CBS Evening News*, *Family Affair*, *Mission: Impossible*, *Thursday Movies*, *Friday Movies*.

P. Lorillard Co., through Foote, Cone & Belding; **Glenbrook Laboratories Division of Sterling Drug**, through Dancer-Fitzgerald-Sample; and **Revlon Inc.**, through Grey Advertising, all New York, have purchased sponsorship of NBC Radio's *News on The Hour*. Sterling's buy is for nine weeks. P. Lorillard also bought time in *Monitor* and *News of the World*, and Revlon in *David Brinkley Reports*, all on NBC Radio.

Simoniz Co., Chicago, through Dancer-Fitzgerald-Sample, New York, and **Beatrice Foods Co.'s La Choy Food Products Division**, Archbold, Ohio, through Campbell-Mithun, Chicago, have purchased sponsorship in NBC-TV's *The Girl from U.N.C.L.E.* Simoniz also has bought time in NBC-TV's *I Spy* and *Star Trek*.

Frank Gifford learned to be a CBS Radio sportscaster from the ground up.

Number 16 played a lot of flankerback for the N.Y. Giants. Now he plays Monday Morning Quarterback every weekday evening on Worldwide Sports.

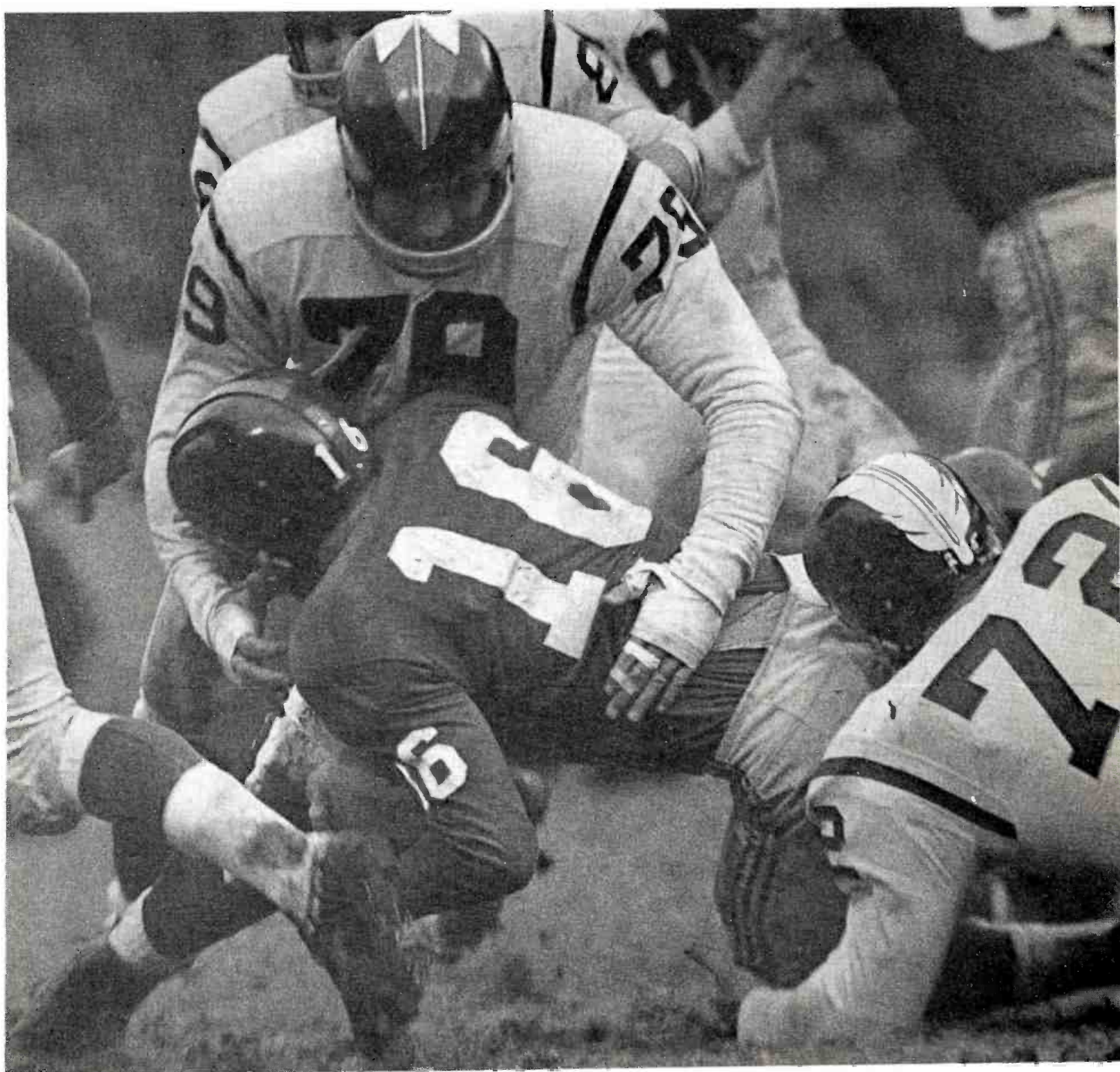
It's a uniquely complete quarter hour: Scores, headlines, remote pickups from all over the world. Penetrating comments by a guy who really knows the score—Frank Gifford.

And Frank isn't the whole team. We also bring sports fans former baseball great Phil Rizzuto six days a week. And ex-basketball star Jack Drees ten times on weekends.

Well, that's our commercial. Now we'd like to talk about yours. Run your commercials here and you gain the extra yardage delivered by topflight stars. Not just by the sportscasters. But by the whole CBS Radio roster. It's big league all the way.



The CBS Radio Network



Keeping advertising in step with the times

4A eastern meet hears McLuhan on TV as a medium, studies problems of 'talking to people today'

The challenges facing advertising in a constantly changing society were examined at the eastern annual conference of the American Association of Advertising Agencies in New York last Tuesday and Wednesday (Oct. 25-26).

AAAA officials estimated that as many as 300 agency and advertiser executives attended some of the sessions which ranged in subject matter from the population explosion and the motivations and attitudes of youth to simultaneous world-wide marketing, challenges to media management—and a prediction that computers would some day be writing advertising copy.

In the featured address at the opening session, Marshall McLuhan, head of the University of Toronto Center for Culture Technology and prophet of a new age of electronic immediacy, advanced some of the concepts advanced in his book "Understanding Media."

Professor McLuhan presented his theory of TV as "a low-definition (pic-

torially), high-audience-participation medium" that is creating "a man-made environment of information with total human involvement." He cited Vietnam war coverage as "the immediate experience of the audience."

Color television "will only hasten" this revolution in human experience, according to Professor McLuhan. His only complaint about the medium concerned "the absence of a TV soundtrack." Now, he said, television "has a radio-movie soundtrack with high resolution that is in basic conflict" with the medium's low pictorial definition. "This conflict is what upsets everybody about TV sound," he said. "But, because it is an environmental factor, nobody notices it."

In advertising, Professor McLuhan anticipated "the next stage, where advertising completely supplants the product. As it is, most of the consumer's satisfaction is derived from the advertising, rather than the product. And

the only people who really watch ads already own the product being advertised. They want soft, cooing noises about the psychological benefits they are enjoying."

Challenges ■ Most broadcast-oriented panel sessions dealt with "challenges to media management" and "new realities in communication: how to talk to people today."

The media-management session featured talks on TV, radio and other media and on the isolation of the advertiser's target audience through use of marketing data.

Network television in particular and television in general were evaluated and criticized sharply for certain practices by Eugene Accas, vice president, network relations, Leo Burnett Co. He asserted that television was being vitiated by rising rates, steady encroachment by commercials on more and more program time and abrupt changing of programming and of station line-ups.

Though he singled out the networks primarily for this move toward "mediacide," Mr. Accas did not exonerate advertisers and agencies. He claimed that advertisers and agencies rarely have taken positions, have seldom drawn the line and have emitted "only small screams." The buyer, he continued, has "accepted sameness . . . has rolled over when his rights were diminished" . . . has worshipped efficiency almost exclusively."

"And for all his docility, for all his \$2 billion per year, what has the ad-

If message is memorable, show it again

How long can a TV commercial be used before it begins to lose its punch? It all depends, according to Valentine Appel, vice president and director of advertising research for Benton & Bowles, New York.

What it depends upon, he said in a speech prepared for delivery Friday (Oct. 28), is how big an impression the commercial made in the first place. The "memorable" commercial, he said, gains strength with use, while the unmemorable message is apt to start losing ground right away.

Outlining test results at a marketing conference of the National Industrial Conference Board in New York, Mr. Appel's presentation reported:

"In the case of the low-scoring commercials, the decay appears to begin immediately, with successive advertising exposures resulting in decreasing recall levels. The high-

scoring commercials, which were more memorable to begin with, produced a distinctly different pattern.



Mr. Appel

"Unlike the low-scoring commercials, successive exposures of the high scorers initially produced significantly higher levels of recall, indicating increased learning of the advertising message. Moreover, even after the recall levels of the less memorable commercials had decayed as much as 10 percentage points, the high-scoring commercials were still producing scores in excess of those which were obtained in the first airing."

Common Practice Questioned ■

One thing it means, Mr. Appel suggested, is that the "common practice" of testing and tinkering with commercials in an effort to make minor improvements while simultaneously running them on the air has been "brought into serious question."

"Because we now know that the ability of commercials to be recalled does change with repeat exposure," he explained, "one can see how the practice of tinkering and testing can lead to spurious changes in score. It is easy to be misled into believing that the tinkering had either improved the commercial or made it worse when actually all that was being measured was the result of repeat exposure."

He said the findings were based on tests involving 81 commercials for 31 different brands, with retests being made from one week to several years after the time when the initial test was conducted.

vertiser gotten? Each year he pays more and receives less of less," Mr. Accas charged.

As a new approach, Mr. Accas proposed an "urban renewal" of television through the establishment of a representative industry body that would develop the "law of the medium." The organization, he added, would create an all-industry commercial standards and practices office and prepare a series of joint reports on program balance, commercial placement, uniform practices and the development of television for the future.

Radio Research ■ Dr. Thomas Coffin, vice president and director of research for NBC, reported on two recent developments in radio research, the All-Radio Methodology Study (ARMS) underwritten by the Radio Advertising Bureau and the National Association of Broadcasters, and the Cumulative Radio Audience Method (CRAM) developed by NBC. The ARMS study, which set out to measure the relative accuracy of several methods of radio ratings, has been a "major contribution" to local radio measurement because it has pointed the way to changes in rating services procedures, he stated.

NBC's CRAM study, according to Dr. Coffin, promises to alleviate the plight of network radio measurement. He noted that it includes three innovations: accounting for all people in the intended sample, not just the cooperators; including a built-in accuracy check on figures, and measuring a new dimension for the medium, the cumulative radio audience.

Norton Garfinkle, president of the Brand Rating Index, described the operation of his company and its significance to advertisers. He reported that BRI studies are conducted among a national probability sample of more than 12,000 adult men and women aged 18 and over. The studies are designed to perform three functions: to identify the prime marketing targets for specific brands and products as a guide to planning marketing strategy; to describe the demographic characteristics of these prime targets as a guide to planning advertising strategy, and to identify the media that are most efficient in reaching each target group.

In the "new realities in communication" session Bruce Morrow ("Cousin Brucie"), personality on WABC New York, stressed the need for both broadcasters and advertisers to learn the correct language and approaches to reach today's youth market.

Sylvester L. (Pat) Weaver Jr., former chairman of NBC, currently a producer for CBS, who will join the Wells, Rich, Greene agency in New York next year (see page 10), spoke on "the coming full development of communi-

cations," which he said "is only temporarily being held back by the network guys and the Hollywood guys, working through Washington, where everybody has a piece of the action."

Another session dealt with the future of computers in agency operations. Dr. Arnold E. Amstutz, assistant professor of management at Massachusetts Institute of Technology, was forcefully confident of computers' future in the agency business. He was challenged, however, by Robert Ross, vice president of Leo Burnett Co., Chicago.

'Computers Are Coming' ■ While Mr. Ross felt "like riding down Madison Avenue shouting 'the computers are coming,'" he said that he was "not really worried yet. Computers have yet to make significant inroads in the business." Speaking to Dr. Amstutz's technical presentation, Mr. Ross apologized for his "innocence," saying: "You know what you were talking about. I did not."

Hugh Craigie, vice president of the Diebold Group, management consultants, said that while "progress has been slow, the day is clearly coming when computers will play strong supportive roles in media research and selection,



Mr. Accas



Dr. Coffin

as well as other agency functions."

He was supported in that estimate by Sherwood Dodge, president of the Advertising Research Foundation; William T. Moran, research vice president, Young & Rubicam, New York, and Dr. David B. Learner, research vice president, BBDO, New York.

Dr. Learner commented that widespread complaints about the "quality of data input" for computers used in research are "phony evasions of the job that has to be done." He said the panel "typically contains more critics than contributors" to the computer effort, and foresaw the day when computers would be used "not only for media selection, but, through semantic-linguistic analysis, to actually write advertising copy."

Dr. Werner Von Braun, director of the George C. Marshall space center, National Aeronautics and Space Administration, discussed the Saturn V moon project as chief speaker at the Tuesday luncheon.

In a brief closed session the AAAA members also heard a report from

president John Crichton and a call from Thomas B. Adams of Campbell-Ewald, AAAA chairman, for stepped-up efforts by the advertising community to head off new threats of governmental restrictions (see page 35).

FCC issues new ad form

Hyde defends it as providing broadcasters 'greater flexibility'

The FCC issued its questionnaire on commercial practices last week, and Chairman Rosel H. Hyde hailed it as a means of giving broadcasters "greater flexibility" in reporting their proposed commercial practices.

He said the commission is not using the document "to impose fixed and rigid limitations on the commercial practices of licensees." On the contrary, he said, it's up to the broadcaster to determine the amount of time he will devote to commercial matter.

The questionnaire was issued Monday (Oct. 24), following clearance by the Bureau of the Budget, which is responsible for passing on all such government forms. The bureau, in turn, acted after members of a broadcast-industry committee indicated they had no objections to the form.

Chairman Hyde used an appearance before the Federal Communications Bar Association on Thursday (Oct. 27) to express his views on the form and its implications. In the process, he made evident his belief that government should seek to regulate less, rather than more, but that broadcasters should abide by industry codes of good conduct.

The questionnaire, designed to put all licensees on the same footing in reporting their proposed commercial practices (BROADCASTING, Oct. 17), asks licensees to report the maximum amount of time they intend to carry commercial matter in any hour and state how often and under what circumstances they expect to exceed the normal limits.

Justification Requested ■ AM or FM licensees who propose to carry more than 18 minutes of commercial time in an hour, and TV licensees who plan to carry more than 16 minutes per hour, are asked to explain how their proposals "are consonant with the needs and interests of their communities."

The question concerning the amount

of time to be devoted to commercial matter is borrowed from the new AM-FM and TV program-reporting forms that are part of the broadcast application form. Thus, the commission will receive commercial proposals in the same format from licensees who would not be filing renewal applications for possibly three years, as well as from those filing on the new forms.

The 16- and 18-minute reference points are taken from the commercial time standards of the National Association of Broadcasters code. But Chairman Hyde took issue with industry observers who have characterized the adoption of the questionnaire as an adoption of the NAB code, as well as with those who saw it as a sign of "relaxation" by the commission about commercial practices.

He said the action—taken on a unanimous vote of the commission, which normally splits on questions dealing with "overcommercialization"—represented "no more than a firm desire" to make the revised system of reporting on commercial practices, incorporated in the new form, "available to all licensees immediately." He said the commission had been approaching a "dilemma," with some licensees reporting on the old forms, others on the new ones.

Greater Flexibility ■ He said he felt that the new forms provide licensees with "greater flexibility" in their representation. "And I, for one, felt that licensees would prefer this flexibility to the somewhat more rigid mold of

prior representations," he said.

He said the reference to code standards in the public notice announcing the questionnaire (it says the commission gives "great weight" to industry judgment in such matters) should not be construed as reflecting a commission intent to fix rigid standards. Instead, he said, the commission sought to "stress the idea that responsibility in this matter is more properly the concern of the licensee."

He said he views the request for justification of proposals in excess of stated amounts "as a desire on the part of the commission to have full information as to licensees' policies." And the industry-adopted standards were used, he said, so as not to undermine the efforts of industry self-determination. The commission had been sending letters of inquiry to AM code stations proposing more than 18 minutes of commercial matter in an hour—but non-code stations weren't queried unless they proposed more than 20 minutes per hour. NAB code officials complained that this "double standard" was driving stations from the code.

Long Overdue ■ "This approach to the vexing problem of commission consideration of commercials is one that in my opinion is long overdue," he said. "It is the licensee and not the commission that must determine the percentage of commercial time that is broadcast over his facilities. However, the FCC is concerned that this be done on a reasoned and responsible basis."

The questionnaire represents a com-

promise between the views of Chairman Hyde and Commissioner Lee Loevinger, on the one hand, who had opposed commission policing of commercial practices and policies, and Commissioners Kenneth A. Cox and James J. Wadsworth, on the other, who had pursued a hard line.

And Chairman Hyde said that such compromise solutions "to delicate problems often serve to facilitate fulfillment of the commission's duties and yet have the capacity to satisfy the individuals that their substantive principles have not suffered."

However, he added the hope that commission ventures into commercial issues will be few and far between—that the commission doesn't move, in fact, except as the result of complaints. But it's considered unlikely that the hard-liners on the commission would go along with such a relaxed approach.

Chairman Hyde appeared to place his greatest hope in industry self-regulation. "Our deep-seated belief in the freedom of the individual in this country dictates that we avoid any unnecessary regulation," he said. And broadcasters, he observed, have established industry codes that "are designed to establish high standards for business conduct in a competitive world."

"It is in this spirit, free from government interference, that the achievements of self-restraint have developed over the last decade. As I view it, the great virtue of industry codes is that they reflect broadcaster conscience, and are arrived at without coercion."

How Diet-Pepsi improves the scenery

Girl-watching is "in" today, and the Pepsi-Cola Co., New York, has set down the requisite for being the "girl girl-watchers watch" in its new campaign for Diet Pepsi-Cola. Be slim, the company says, be sophisticated, drink Diet Pepsi.

Since the campaign is directed to women, daytime TV, the predominantly female medium, is used as well as local radio and newspapers. In the TV commercials, a girl—trim

and attractive—walks a few steps in a museum, at an airport, or at a beach and she is watched by men who "know more about figures than a math instructor." Then either the girl is pictured taking a drink of Diet Pepsi, or the product is identified via a six-pack or a crown, revealing that the secret of the girl's trimness and popularity with girl-watchers is Diet-Pepsi.

The radio commercials attract at-

tention mainly through a special girl-watchers' theme played while the announcer states that a girl who drinks Diet-Pepsi is a girl who will be watched.

The Pepsi-Cola Co. aims its campaign at women because it feels that "75% of all diet beverages are bought by females," and selling Diet Pepsi to women will lead to increased usage of the drink by men and children.



The watcher



The watched



The matchmaker

DEATHLESS DIALOG from MANY MOVIES ... #6 of a series

“Be careful!”



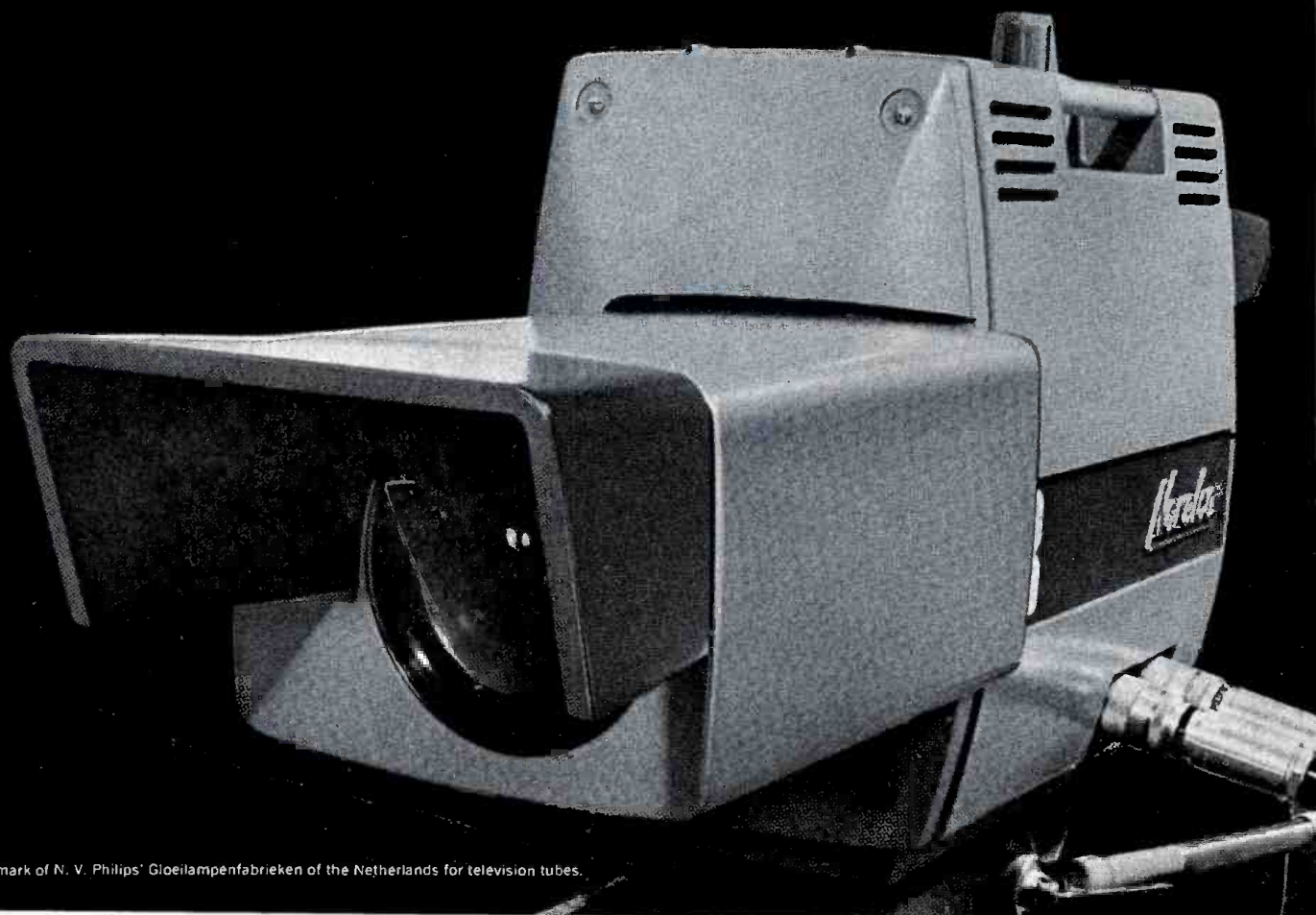
That's right ... schedule the shows that'll
beat the competition: UAA's 1500 features
from WARNER BROTHERS and RKO.



WRITE, WIRE or PHONE **u.a.a.** 555 MADISON AVENUE, NEW YORK, N. Y. 10022 area code 212 / 688-4700
BROADCASTING, October 31, 1966

**Two of the three major networks use
Norelco cameras for their prime-time color shows.**

**If that doesn't convince you to buy a
Norelco 3-tube Plumbicon* color camera,
take a trip on us.**



*Trademark of N. V. Philips' Gloeilampenfabrieken of the Netherlands for television tubes.

This is an invitation to discover—at our expense—the practical, everyday reasons why you should now be using the new Norelco 3-tube Plumbicon rather than any other color TV camera on the market. Do this. Call, or write us direct. We'll schedule and pay for a trip to a station now using the Norelco 3-tube Plumbicon TV camera—subject to the availability of the station's time and technical personnel. They'll tell you and show you why they chose the new Norelco. You'll see it in program action. You'll learn for yourself—at no cost to yourself—why the Norelco Plumbicon TV camera is used for more programming than all other new generation makes.

**Here's a partial list
of stations now using
the new Norelco**

EAST	
STATION	LOCATION
WNHC-TV	New Haven, Connecticut
WNEW-TV	New York
REEVES SOUND STUDIO	New York
SOUTH	
WAGA-TV	Atlanta, Georgia
WJBF-TV	Augusta, Georgia
WCYB-TV	Bristol, Virginia/Tenn.
WKRQ-TV	Mobile, Alabama
WSPA-TV	Spartanburg, S.C.
MIDWEST	
WFIE-TV	Evansville, Indiana
WFRV-TV	Green Bay, Wisconsin
WISH-TV	Indianapolis, Indiana
WEST	
KABC-TV	Los Angeles, California
KTTV	Los Angeles, California
KXTV	Sacramento, California

When you visit one of these stations you'll be able to separate the facts from the fiction regarding color TV cameras. Facts and fiction like this:

FICTION: A 4-tube camera produces a sharper picture than a 3-tube color camera.

FACT: This concept is as obsolete as the 12-cylinder car. The Norelco 3-tube PC-70 Plumbicon Color Camera produces a sharper color and monochrome picture than any 4-tube camera. Reason: the first practical application of the unique "contours-out-of-green" principle provides both horizontal and vertical aperture correction. The contour signal produced from the green channel, is simply fed to all three channels.

RESULT: A startling increase in color and monochrome sharpness — on the home receiver—plus the same tolerance to misregistration that a fourth tube provides. All with one less tube, less maintenance, minimum operational make-ready time and trouble-free color matching.

FICTION: "Contours-out-of-green" creates an excessive noise problem.

FACT: Absolutely not. But some 4-tube cameras do have a noise problem. Check the "specs." You'll discover that these 4-tube models recommend a fixed gamma of 0.5. We provide continuously variable gamma and recommend an 0.45 operating point. This stretches blacks and gives you more detail in dark areas and shadows. A gamma of 0.5 hides noise by compressing blacks. Result: the 4-tube camera loses dark area detail and literally demands the use of flat lighting.

FICTION: By this time next year Norelco will be selling a

four tube camera.

FACT: Definitely not. We made the best possible 4-tube camera but decided not to sell it. While using it to compare 3-tube vs. 4-tube, we discovered what every 4-tube manufacturer has since learned: 4-tube resolution is inherently less than 3-tube; that extra light split to the Y channel reduces the light to the RGB channels, causing noticeable lag. (Try moving a light object against a dark background with a camera using 4 photo conductor pick-up tubes. You'll see what we mean.)

FICTION: The Norelco PC-70 is made in Holland and won't be in full production for years.

FACT: The PC-70 camera is made by Norelco in Mt. Vernon, N. Y., where existing and constantly expanding facilities are meeting the demand for the most economical, easiest to use and maintain, color TV camera available today.

**Other reasons to choose
the Norelco PC-70:**

A simple but remarkable 3-way beam split prism that eliminates the need for shading controls. (Because of their complicated beam split, many 4-tube models require as many as 16 shading controls.)

No magenta cast, a problem even some of the newest 4-tube cameras haven't solved.

Lens interchangeability.

No set-up operating controls in the camera head except for tube-focus and back-focus positions. Eliminates the need for a two-man set-up and for hectic on-the-set adjustments.

Now get all the reasons to choose the Norelco PC-70. Get them from the men behind the camera. Today, call our sales representative, Visual Electronics, or call us directly.



NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550

Can radio get TV's 3% gain?

Young & Rubicam's Grealish maps route to 1970 revenues for California broadcasters

Four years from now more than \$13 billion will be spent in five major consumer media, almost 50% more than was accounted for in 1965. Newspapers and outdoor probably will be getting a percentage or two less of a share of the 1970 total expenditures than they are of today's advertising market. Magazines will continue to get, same as now, a 13% share of the total. Radio, with a steady 10% share, also will not experience a basic change. But 3% more of the advertising dollar will be going to television.

This crystal-ball gazing was done last week by Eugene J. Grealish, director of media relations for Young & Rubicam's Los Angeles office. Addressing members of the Southern California Broadcasters Association at a luncheon meeting in Hollywood, Mr. Grealish estimated that TV's increased share of total advertising expenditures will amount to more than \$400 million, or about half of what was spent in all of radio last year. He asked his audience, made up almost entirely of radio broadcasters: "Why can't radio pick up that extra 3% that we expect to go into television's coffers?"

The agency executive called on radio to improve its total image as an advertising medium in an effort to pick up the 3% of added business that seems headed toward TV. He said the practice of some radio stations in offering various rate cards with a different price for the same schedule of spots should be halted. "What I am against," Mr. Grealish stressed, "is the fact that my competitor or anyone else may be buying the same thing that I am, at an even

lower price than I am paying."

More Promotion ■ Mr. Grealish also suggested that radio people do a better job of helping the Radio Advertising Bureau in "promoting the medium on a broad scale." He asked for more significant research in the areas of audience appeals and reach and for making better use of quantifying research. But once these goals are reached, he pointed out, adjustments in rates also will have to be made in keeping "with values received as defined by the research." Mr. Grealish emphasized that "the days of paying a special price for a rating point are fast coming to an end."

He also called for the development of new selling techniques and cited as an example of an outmoded practice the virtual giveaway of weekend spots on radio. "If you could sell the value of a woman listening on Saturday or Sunday as being just as good as a woman reached during the week, you'd have substantial increases in your business," Mr. Grealish commented.

People who listen a lot, drink more beer

The heavy listeners reached daily by spot radio are also "above average" as heavy beer consumers, according to a CBS Radio Spot Sales study of the beer market that pinpoints the coverage relationship of spot radio with heavy beer consumers.

The study, previewed for newsmen in New York last week, is being given exposure by Maurie Webster, vice president and general manager of CBS Radio Spot Sales and members of his staff to brewing industry executives and their advertising agencies across the country.

Spot radio, the study notes, daily reaches most beer consumers in addition to covering most heavy beer consumers.

The study concentrates on men, both in beer consumption and in radio listening, as the sex shown in studies as the "crucial customer" for the brewing industry. The new study is the second in a series of new sales marketing reports prepared by the rep firm. It's designed to provide beer marketing executives with a focus on the identity of their primary and best prospects.

Among the areas covered are place of purchase, consumption levels, county size, age and brand switching among men beer consumers. The study shows men account for 55% of total purchases of off-premise consumption of beer, that 78% of male beer consumption is by the 24-64 age group and that 49% of male beer consumers live in the top 26 consumer markets. The study makes the point that 16% of all

men account for 54% of total male beer consumption, and that brand switching appears most prevalent among heavy beer drinkers.

MSI survey finds distribution blanks

Weak spots in distribution of several national advertiser products in major-market supermarkets are reported by Media Survey Inc. (MSI), New York, which noted last week a sharpened interest among advertisers in its in-store checking service.

The company said 26 advertisers qualified for its September survey by placing schedules with MSI media clients (mostly stations) and that some seven or more advertisers are already set for November. MSI checks product distribution at top supermarkets and sends bimonthly reports to media clients within seven working days after the survey period.

Advertisers are fed the reports after they meet a station eligibility requirement—placement of a specified amount of business (BROADCASTING, Aug. 29).

According to MSI reports, a liquid detergent that had an 85% distribution in Philadelphia, failed to register more than 1% in Los Angeles; an after-shave lotion had 82.6% in Los Angeles scored only 55% in Philadelphia; a hair rinse captured only a 3% distribution in Chicago while enjoying 64% in Los Angeles and a hair straightener failed to achieve a higher percentage than 27 in New York, Chicago and Los Angeles while totaling only 7% in Philadelphia and 2% in Detroit. A two-market check on a candy advertiser showed a sharp contrast in distribution with a 44 in Boston and only 13 in New York.

MSI, which could list the call letters of a total of 17 stations in late August, now has more than 30 stations listed.

'Kwai' buy criticized—before ratings came in

The Ford Motor Co., which paid \$1.8 million to sponsor ABC-TV's three-hour presentation of the "Bridge on the River Kwai" last month, was heavily criticized by its dealers for making the buy, a vice president of the automobile company indicated in Los Angeles last week. But that was before the program was broadcast. Since the ratings have come in, Ford has heard far fewer complaints.

Speaking before more than 250 members and guests of the Los Angeles Advertising Club at the Sheraton-West hotel, Paul F. Lorenz, general manager of

Fruit-flavored beer

Falstaff Brewing Co., St. Louis, has named Taitham-Laird & Kuder, Chicago, to help develop marketing plans for a new beverage not disclosed but reported to be a fruit-flavored beer product. Dancer-Fitzgerald-Sample, New York, continues as the agency for Falstaff beer.

the Lincoln-Mercury Division, said that in terms of cost-per-thousand, with the feature-film program reaching some 60-million viewers, the ABC-TV sponsorship turned out to be "a real good buy." He pointed out that as a fringe benefit to the buy, the 60 million people watching "Kwai" on ABC-TV, Sunday, Sept. 25, from 8 to 11 p.m., were not looking at competitors Chevrolet and Buick, who were sponsoring *Bonanza* and *The Andy Williams Show* on NBC-TV during the same time periods.

In his appearance before the advertising club, Mr. Lorenz described how Ford "unleashed the Cougar," its new-model car in the specialty automobile field. Exclusive sponsorship of the ABC-TV movie presentation was purchased specifically for the introduction of the Cougar and was the highlight of a long, extensive buildup for the new product.

Agency appointments . . .

- The Old Judge Coffee Co., division of Chock Full O'Nuts Corp., New York, appoints Winus-Brandon Co., St. Louis.
- The Carling Brewing Co., Cleveland, has appointed Harold Cabot & Co., Inc., Boston, to handle Carling Black Label beer advertising in the Baltimore and Natick, Mass. marketing areas. Aitken-

Kynett, Philadelphia, has handled Baltimore area.

- California Bankcard Association, San Francisco, a new retail credit card association, has appointed Foote, Cone & Belding, San Francisco, to handle a projected multimillion-dollar account that will be started sometime in 1967.

New methodology prompts Mediastat radio survey

Media Statistics Inc., New York, today (Oct. 31) is announcing plans to conduct a county-by-county radio coverage study for the entire nation.

Within a few weeks, major broadcasters, advertisers and agencies will receive complete details and prices, said by Mediastat to be "approximately one-fourth those necessary with older methodologies."

Mediastat claims a research "breakthrough" in its telephone interviews of a minimum of 100 selected listeners in each of the nation's 3,000 counties.

Its research will produce data on daily and weekly circulation of all penetrating stations, and day-part information for all stations with qualifying totals.

Mediastat said the reach of each sta-

tion or network can be studied by the degree of penetration and target-audience category. Sales territory analysis, budget controls and computer input will be included in the data.

Filmack sets up low-cost film service

A new economy TV film commercial production service offering a 20-second black-and-white spot for \$60 and a color spot for \$100 has been announced by Filmack Studios, Chicago. The 16 mm film spots have partial animation, including zooms, wipes, dissolves etc., and are called "animated slides."

Bernard Mack, president of Filmack, explained that the new service is designed for the many stations that normally prepare slides for smaller advertisers but who would like to "step up a notch and offer motion and attention and still keep the costs in line."

Mr. Mack noted that while most of the big-ticket commercial production is done in Hollywood or New York, significant network and national spot production today is being done in cities like Chicago too. "We have one \$13,000 commercial in the house now," he said, plus other national business.



The Smith family romping in the surf at St. Petersburg, Florida, is typical of the young and vibrant growth that is sweeping through the Tampa-St. Petersburg Metro Markets (Pinellas-Hillsborough Counties)

The Smith Family Has Over \$1,000,000,000 Waiting For You On Florida's Suncoast

In 1965 \$1,355,895,000 was spent in retail sales in the entire Metro Market*

*© 1966, Sales Management Survey of Buying Power; further reproduction is forbidden.

That is why the Rahall Station, WLCY Television is a must buy.



THE RAHALL STATIONS

WLCY
TAMPA,
ST. PETERSBURG,
FLORIDA

WWNR
BECKLEY,
WEST VIRGINIA

WKAP
PENNSYLVANIA
ALLENTOWN.

WNAR
NORRISTOWN, PHILADELPHIA,
PENNSYLVANIA

The Entire Group is Represented by . . .



Mass action set for CATV

Schildhause tells NCTA
case-by-case hearings
impossible burden for FCC

The FCC apparently has written off as hopeless any notion it might have had of holding a hearing in every case involving a controversy over its CATV rules. The commission instead is working on plans for wholesale settlement of the cases.

Sol Schildhause, head of the commission's task force charged with implementing the CATV rules, says the volume of work that would be involved in hearings in every controversy would impose an impossible burden on the commission.

Accordingly, he says, the task force is "working feverishly to develop the techniques" for settling large numbers of the cases at one time. "Hopefully, we expect not to chip away at the backlog but to dispose of it in big batches."

Mr. Schildhause, who spoke Monday (Oct. 24) in Las Vegas at a regional meeting of National Community Television Association, said his group is "determined to get answers for you and to get you going again."

His remarks constituted the most explicit public statement yet by a commission official of the strain CATV regulation is imposing on the agency, and went far to confirm the predictions of CATV industry spokesmen, at the time the commission was considering its CATV rules, that the job would prove overwhelming.

His comments also appeared to suggest an effort to distinguish his task force from those in the commission who had written the CATV rules. He noted that CATV forces have gone to court to challenge every basic premise and requirement of the commission in this area.

"And in my judgment," he added, "they are serious challenges."

Not Imperishable ■ Even if they survive judicial review, he said, the rules "are only an opening thrust in the general target area. They are not etched in acid. They are subject to revision and adjustment as reason persuades."

The task force now is composed of nine lawyers. It had only six up until two weeks ago. The commission plans

a force ultimately of 25, mostly lawyers but including secretarial and clerical help.

Facing his group, Mr. Schildhause said, is a workload that includes:

- Some 120 petitions for waiver of the rule requiring CATV's to seek commission permission in a hearing before importing distant signals into any of the top-100 markets. Most are "hotly contested."

- Three hundred disputes involving broadcasters' requests for special protection against CATV competition and CATV systems' requests for special relief from the rules.

- Responsibility for examining copies of notification of commencement of service CATV systems are required to send to broadcasters. Some 200 are awaiting review.

In addition, the task force is responsible for processing microwave applications in the community antenna relay service and common carrier and business radio microwave applications and, beginning next month, for examining the reports on their operations that the 2,000 systems have been requested to file.

Mr. Schildhause indicated that the commission cannot follow the letter of every rule if it is to avoid delays, "the mischief of the stays" and the "halting of legitimate activity."

He said it's difficult to believe for instance, "that full-scale hearings can be held on all those top-100 market proposals to import distant signals." And a "formal trial of every controversy before us," he added, "seems out of the question."



FCC's Schildhause
His goal: wholesale action

CATV called 'a racket'

Minnesota official
claims it exploits public
welfare and interest

CATV operators heard their industry branded "a racket" at the regional conference of the National Community Television Association in Minneapolis on Wednesday (Oct. 26).

"CATV is for all practical purposes a business of selling what the television stations give away free," said Paul Rasmussen, chairman of the Minnesota Railroad and Warehouse Commission.

Nearly 50 CATV operators challenged the commissioner's view of their business, but he defended his charge as follows:

"In the past, CATV has been a financial racket rather than a bona fide business, and has resulted in exposing the public to a type of exploitation contrary to their welfare and interest.

"The current rate of depreciation charged, characteristic of CATV operations, is extremely high. In some cases, the entire capital investment is depreciated in three or four years, then the business is sold at a price that in some cases exceeds 100% increase over the original capitalization. The fact that the public is willing to pay an excessive monthly charge is in no way proof that this monthly charge is just, reasonable and compensatory."

Mr. Rasmussen concluded that regulation of CATV by the FCC and by state regulatory commissions is long overdue.

Cliches ■ Former FCC Chairman Frederick W. Ford, who now heads NCTA, then told the conference that "each of us has a responsibility continually to explain this industry and its unlimited potential for the public good. All sorts of slogans and cliches are propagated in an effort to engender fear of this industry, but we will not be denied. Our industry is destined to make revolutionary changes in communications, and the American people widely support this endeavor."

Robert D. L'Heureux, NCTA's general counsel, accused the broadcasters of fostering federal and state regulation of CATV. "It is our competition that wants our rates regulated," he said, "not our subscribers." He said it has been es-



FCC Commissioner Nicholas Johnson (third from right) made his first appearance before a broadcasters' group last week in Minneapolis at the National Association of Broadcasters' regional meeting. Turning the tables, the commissioner asked the questions of the five broadcast-

ers who shared the platform with him. (L-r): Richard Dudley, WSAU Wausau, Wis.; John H. Lemme, KLTF Little Falls, Minn.; Carl Lee, WKZO-TV Kalamazoo, Mich.; Commissioner Johnson; Thomas L. Young, KWOL Waterloo, Iowa, and Larry Bentson, WLOL Minneapolis.

established that if subscribers are charged between \$4 and \$6 per month, CATV will not price itself out of the market. In the past five years, he said, "CATV rates have increased an average of only 4%, compared to a 35% increase in intra-state phone rates." Mr. Rasmussen argued that the two rates could not be compared, saying that CATV's rate structure from the start had been based upon what the traffic would bear, whereas the phone company rate structure under commission regulation was "just, reasonable and compensatory."

Earlier, Nicholas Johnson, the newest member of the FCC, urged the CATV operators not to carry a chip on their shoulders toward broadcasters. "You do yourself a disservice," he said, "when you characterize yourselves as 'we and they.' There's room for everybody, and it's worth noting that there are so many broadcasters in your membership." Commissioner Johnson praised former Commissioner Ford, saying: "He will represent you well in Washington, but not in a vociferous, warlike way."

Borchardt exits Hill for Harvard's campus

Kurt Borchardt, long-time legal counsel and communications specialist on the staff of the House Interstate and Foreign Commerce Committee, is leaving his post next month to assume teaching duties at the Harvard University Graduate School of Business Administration.

He begins his new duties in January and will conduct courses in the field of government and business including the area of communications. He joined the Commerce Committee in 1948.

Nick Johnson asks questions

**Commissioner asks NAB
conference how FCC
can best do its job**

The newest and youngest member of the FCC, Nicholas Johnson, turned the tables on broadcasters at the National Association of Broadcasters' fall conference Monday and Tuesday (Oct. 24-25) in Minneapolis. Instead of answering questions, he asked them of a panel of five broadcasters. He explained: "This will give you some sense of the kind of things going through my mind."

The questions ranged from the problem of spectrum allocations to CATV, and from educational TV to a searching examination of what the broadcasters thought of their own role in public service. Commissioner Johnson said all he knew about broadcasting he had learned while listening to the radio at home in northwestern Iowa. He also asked what the commission is doing that most broadcasters would want stopped, and how can the commission better serve the public interest in its role as regulator of the broadcasting industry.

He received a bagful of candid answers, both from panel members and from other broadcasters among the crowd of 300 at the conference.

The Q and A ■ Here's a paraphrasing of some of the questions and replies:

Q. I am told that by 1980, the demand for spectrum space for satellites

will be extremely heavy. I'm not saying that ought to come about. I'm not saying it's going to come about. The question is, what ought to be the most appropriate and relevant considerations in allocating the limited and valuable spectrum space among the variety of mutually inconsistent purposes for which it can be used in our society? What standards should apply? What criteria are relevant in making this allocation?

A. The commission should concern itself with more efficient use of those portions of the spectrum already assigned. The question doesn't pose a problem at all. The commission should continue to apply the yardstick of the "public interest, convenience and necessity." For example, are radio frequencies really necessary for bakery trucks? (When Mr. Johnson suggested that you can only pack so much vacation gear in your car's trunk, and priorities are needed to decide which suitcase must be left behind, one broadcaster suggested that the trunk really is half-empty because the military monopolizes so much of the spectrum. Perhaps peace, he said, would open up these frequencies.)

Q. What do you think about what you are doing? What should be the role and responsibility of the commercial broadcaster to inform citizens about significant and controversial issues of our times? Do you agree with Commissioner Lee Loevinger who characterized your TV product as "the literature of the illiterate"? Would you prefer to be so characterized by a commission rule which would relieve you of any responsibility for public-service programming whatsoever?

A. Most broadcasters would say there would be no difference if the

commission were to relieve the industry of its public-service responsibility. Most stations are "way beyond" what's required, and their responsibility in this regard is no different from that of any other responsible business in the community. In order to survive, a broadcaster must demonstrate his awareness of community affairs and take a leading role in serving his listeners' needs. It's a foremost requisite for success in broadcasting. The government is wrong if it thinks that its regulations alone compel broadcasters to perform in the public interest.

Q. What do you think I ought to do as a commissioner in regard to CATV? What do you think the rules for the game should be?

A. Broadcasters resent the "double standard" that the commission has applied to CATV, since CATV operators now are originating more and more programming, but are not required to submit to the same regulations that apply to AM, FM and TV services.

Q. What is the FCC doing now that you would most wish it would stop? How could the commission better serve the public interest in its role as regulator of the broadcasting industry?

A. When a broadcaster has been in business a long time and has fulfilled all his obligation as a broadcaster, he shouldn't be badgered every three years with the nuisance of a license renewal. Why shouldn't the term be for at least five years, or perhaps an automatic renewal every five years in the absence

of any contrary evidence? We have to go to Washington every three years as "guilty" and then have to prove our innocence. The commission loads us down with paperwork, and if a rising vote is taken on what the commission should stop doing, that would be at the top of the list. Perhaps if the commissioners would take the trouble to visit a few stations and see how they operate, they'd have a better understanding of broadcasters' problems.

In his closing remarks, Commissioner Johnson said he believed a fundamental question was not whether licenses should be for a three-year or a five-year term, but rather whether broadcasters should have to go through the renewal process at all. As for the close regulation of public-service performance, the commissioner said: "If it's really true that stations would continue to perform public service without regulations, then this is an utter waste of time and resources. It's something worth exploring."

Varied Standards • He suggested that it might be wiser if there were different standards for small-station operators than for networks, or group owners or large metropolitan stations. Then he offered this advice:

"Don't grab a slogan and run with it [five-year renewals]. You're a powerful enough group to get what you want, I presume, by making your combined wishes known to Congress. But make sure you're right before you go ahead. Perhaps we on the commission can get

together with the broadcasting industry and make some sort of management study to find out what the FCC is all about, and how we might better deploy our resources, and how you could better do your job with less regulation by us." It was Commissioner Johnson's first public appearance as a member of the FCC.

The members of the panel with him were: Richard Dudley, WSAU Wausau, Wis.; Carl Lee, WKZO-TV Kalamazoo, Mich.; John Lemme, KLTF Little Falls, Minn.; Thomas Young, KWWL-TV Cedar Rapids-Waterloo, Iowa; Larry Bentson, WLOL Minneapolis.

The Minneapolis session attracted 231 registrants and closed the first half of the NAB's annual fall roadshow. Attendance for the first four sessions reached 910, with 269 in San Francisco, 209 in Dallas and 201 in Denver. The fall conference will resume Nov. 10-11 in St. Louis, then go on to New York, Charlotte, N. C., and Jacksonville, Fla.

Overmyer talks about his stations' plans

Daniel H. Overmyer, who's been making the ad-club circuit espousing his planned fourth television network, gave some equal time to his owned-stations operation last week. Speaking before the San Francisco Advertising Club Mr. Overmyer revealed construction plans for his locally owned station, KEMO-TV San Francisco. He indicated that the station is part of what ultimately will be a seven-owned-station operation.

Mr. Overmyer said that KEMO-TV will broadcast over channel 20 from a transmitting tower now under construction on San Bruno mountain. Its studios will be located on the fringe of the downtown San Francisco area at a site that is still under negotiation.

He estimated that the station would begin operations by next February. At first it will be on the air from 4 to 11 p.m. daily. He added, however, that gradually thereafter it would expand its broadcast day.

Mr. Overmyer also reported on the two-hour live show from Las Vegas, that his network hopes to carry five nights a week. He said that the show already has been sold to his own stations and 94 others.

Mr. Overmyer, through the D. H. Overmyer Communications Co., has FCC permits for six UHF stations. One, WPHO-TV Toledo, Ohio, is on the air. The others besides San Francisco, in various stages of development, are in Pittsburgh; Newport, Ky.-Cincinnati; Atlanta, and Rosenberg, Tex.-Houston. An application is pending for a seventh station in Dallas.

Three architects to study NAB blueprints

The National Association of Broadcasters' hopes for getting a new headquarters building were lifted last week with the naming of three nationally known architects to review the design of the NAB's proposed \$1.8 million new home.

The review panel was selected on a mandate from the NAB joint board at its June meeting in Washington (BROADCASTING, June 27). At that time the board was shown the proposed building, designed by the Washington firm of Mills, Petticord & Mills. A majority of the NAB building committee had supported the design. But a strong dissent by one committee member, Kenneth Giddens, WKRG-TV Mobile, Ala., resulted in the search for the reviewers.

Named last week were Pietro Bel-luschi, former dean of the Massachusetts Institute of Technology School of Architecture; Francesco Montana, head of Notre Dame Uni-

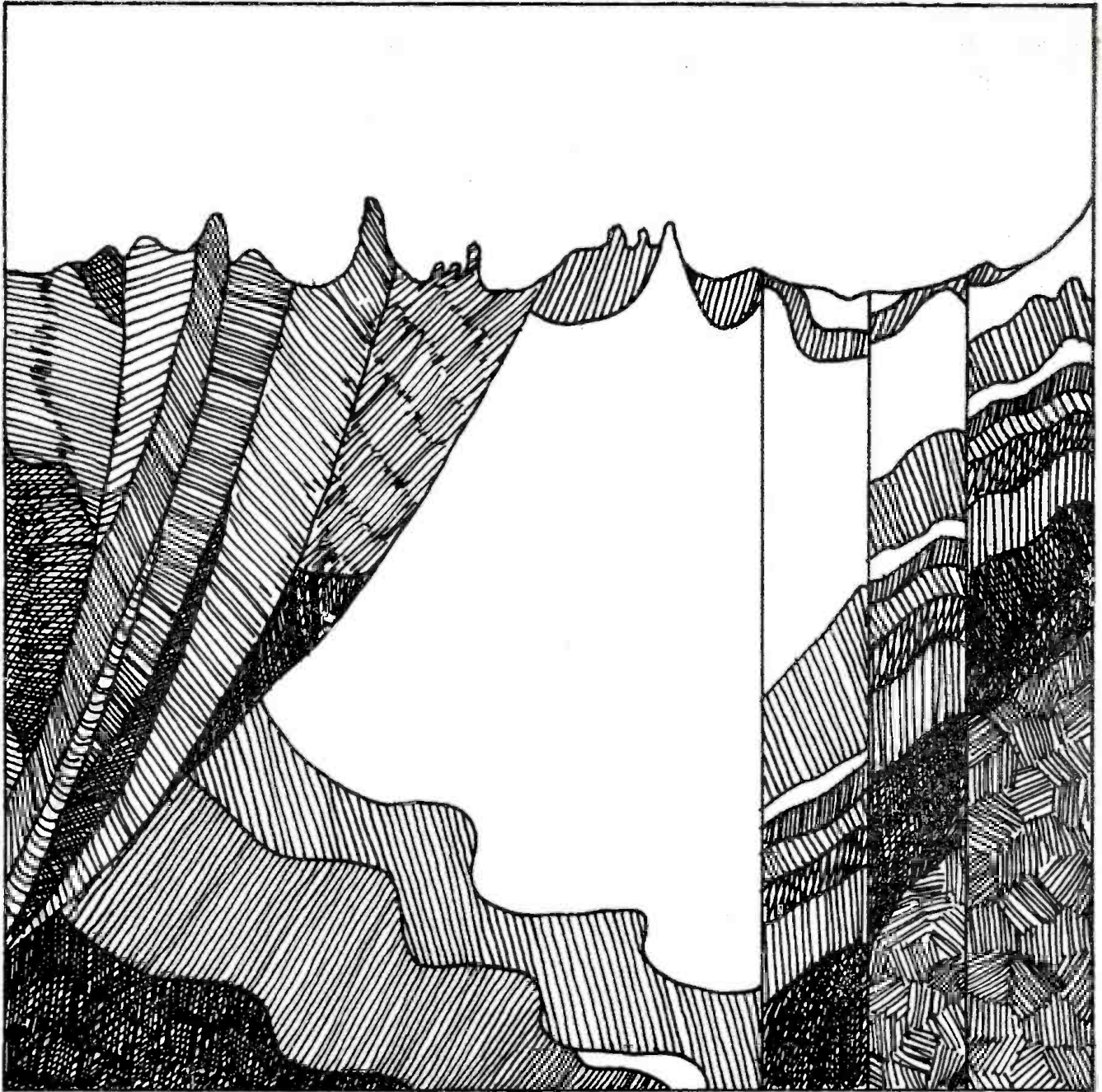
versity's Department of Architecture, and G. Holmes Perkins, dean and chairman of the University of Pennsylvania's Graduate School of Fine Arts Department of Architecture.

The three will study the plans for the building and report their findings to the NAB building and executive committees.

As the NAB board saw it, the trio should determine if the proposed design is good for its intended purpose or whether the association should go back to the drawing board and start all over.

No time limit was set on the study, although the two NAB committees and the staff are hoping for an early report, possibly in two weeks.

Mr. Belluschi was in Washington last week to study the architectural drawings and to look at the corner site where the building will be erected. The present headquarters now occupies half of the site. A parking lot is on the other half.



Strata Symbol

Earth sciences, the exploration of inner space, is taking an increasingly important role in man's drive to learn more about himself and his environment. □ At Humble, this interest has been intense for many years. Sophisticated research in the earth sciences was conducted in two centers located at Tulsa and Houston. In late 1964, these efforts were consolidated in an enlarged research complex in Houston, and in the process the \$5 million Tulsa center and a \$600,000 Earth Science Observatory at Leonard, Oklahoma

became surplus. □ No castoffs, these research facilities were of interest and value to universities, so in February 1965 the Tulsa center was given by Humble to the University of Tulsa. Two months later, Humble gave the Earth Science Observatory to the University of Oklahoma. □ Gifts of this size to colleges and universities don't come along every year although each year Humble makes sizeable educational contributions. We believe that private industry has a lot to gain from working with and for higher education.

HUMBLE OIL & REFINING COMPANY...AMERICA'S LEADING ENERGY COMPANY

Is no news good news on the Hill?

In both sessions, the 89th Congress did a lot of investigating and talking, but passed only a few bills affecting broadcasters

The second session of the 89th Congress which just ended was like the 1965 session, too preoccupied with momentous social and economic issues to enact significant legislation in broadcasting and communications, but it generated considerable discussion in these fields.

In keeping with its reputation as a forum for the issues confronting the nation, the recent session continued to stimulate the most interest from its discussions, committee hearings and the passing of familiar faces rather than the passing of bills of special significance to broadcasting.

What legislation affecting the operations of broadcasters did pass had to be regarded as being concerned with related rather than crucial matters. Included in this would be the freedom-of-information act, the truth-in-packaging act, the uniform-time act and legislation permitting the football-league merger and providing funds for presidential campaigns. But the bread-and-butter issues the communications industry has been faced with for years remain unsettled.

Perhaps the most important events of the year in the nonlegislative field occurred with the departure of two veteran members of the House Commerce Committee and the elevation of a new chairman after a strange political act. Almost as soon as congressmen returned to Washington after the interval between sessions, Representative Oren W. Harris (D-Ark.), chairman of the House Commerce Committee, announced he would vacate his seat to accept a long-rumored appointment to a federal judgeship. He was succeeded to the key post by Representative Harley O. Staggers (D-W.Va.) who gained the chairmanship because Representative John Bell Williams (D-Miss.), who would have been next in line of succession, had been stripped of his seniority for supporting Barry Goldwater in the preceding presidential election.

Rogers Retires ■ Then in mid-summer, Representative Walter Rogers (D-Tex.), who had been an effective voice on behalf of broadcasters in his crucial position as chairman of the Communications and Power Subcommittee, declared he would not seek re-election and would leave Congress to resume the practice of law. The question of

succession to this all-important post is still unresolved with contenders representing a broad range of political persuasion expressing interest.

Also of broad interest outside the legislative arena were the various hearings that produced momentary headlines but failed to produce laws. Still in the works after controversial hearings are matters of the utmost significance to CATV. Hearings during the year centered on CATV and the regulation of its operations by the FCC and its coverage under a revision of the



Mr. Staggers

nation's copyright laws. The question of CATV regulation produced one of the heaviest lobbying campaigns ever seen on Capitol Hill and many legislators reported the question generated more letters than any other issue including Vietnam. Despite some extensive and sometimes heated discussion covering every side of the issue, the House Commerce Committee finally pried out a bill substantially embodying the authority requested by the FCC. However, the Senate has yet to hold a hearing on the matter and the House version remained bottled up in the House Rules Committee.

Other Bill Stalled ■ Similarly, the question of copyright application to CATV remains unsettled, after a bill was finally reported out toward the end of the session only to be ignored in the rush toward adjournment. Hearings in both the House and Senate on the issue produced tomes of passionate testimony and advice on what degree CATV's should be subject to copyright application. The bill finally reported out would seek to confine CATV to the role of filling in where TV stations' signals are weak or insufficient. If they ranged outside the scope of these activities the CATV operators generally would be subject to copyright payments.

Issues covered in congressional hearings that gained a lot of attention were inquiries on TV advertising practices, network programing limitations and

educational TV. A House Small Business Subcommittee ranged into several areas. It studied the possibility of discrimination against smaller advertisers, the proposal that would have limited the amount of network programs carried by local stations and the shortage of frequencies allocated for users of land-mobile two-way radio.

A Senate Antitrust and Monopoly Subcommittee also studied TV advertising discounts and is scheduled to pursue this subject. These hearings heard complaints from small advertisers saying they had difficulty getting choice TV time.

Ford Proposal ■ During the summer the prestigious Ford Foundation, which has donated much money to aid educational television, proposed a plan to create a nonprofit domestic-TV satellite organization that would generate funds for ETV through the savings afforded by the satellite system. Senator John O. Pastore (D-R.I.), as chairman of the Senate Communications Subcommittee, conducted an inquiry into the proposal. Broadcasters and communicators testified and everyone seemed to be in favor of aiding educational television but most opposed the Ford Foundation plan. Most seemed to favor a general satellite communications setup and said experienced commercial firms could do it best. Senator Pastore left the parties with the task of submitting a plan that would in some way reimburse the public for the funds spent on creating the space-communications industry. The subject is to be taken up next year when the Senate takes up the question of ETV financing again.

Other congressional activity included the passage of a bill that eliminated the ability of local jurisdictions to set their own dates for the start or end of daylight savings time, a problem that has plagued broadcasters for years and made network programing difficult. Other bills affecting communications were a freedom-of-information act that would allow public access to most federal records, the truth-in-packaging bill that would affect advertising and promotion, legislation permitting the proposed merger of the major football leagues and prohibiting professional telecasts that would compete with high-school games, and a measure creating a fund for the use of presidential candidates in their

campaigns.

Other issues that gained the attention of individual congressmen included liquor and cigarette advertising, the question of television coverage of congressional activities, whether to lengthen the term of broadcast licenses or eliminate them altogether, and broadcast editorials.

Thus, despite all its general achievements, this session of Congress looked remarkably similar to the previous one in the issues it discussed and what it left undone so that in all probability, with perhaps some changes in the cast of characters, the activities of 1967 may somehow seem familiar.

Lack of satellite comment deplored

Edward Codel, senior vice president of The Katz Agency, New York, last week urged local broadcasters to play an active role in FCC and congressional inquiries into a domestic communications satellite system.

He told the Tennessee Association of Broadcasters meeting in Memphis that he was "dismayed" that he could not find "one statement nor one opinion expressed by the operator of a local station, station group or the NAB" filed with the FCC on the issue of domestic satellites.

He contended that the interest of the local broadcasters should be represented among the filings. When the filings close on Nov. 30, he continued, those submitted should include "cogent opinions from stations—opinions to be weighed carefully by the responsible authority in determining a domestic communications satellite system that properly meets the public interest and national policy."

Mr. Codel claimed that the Ford Foundation's proposal for a satellite system is "flawed by an inherent suggestion of a centralized, national approach to broadcasting as opposed to the traditional local pattern." The government and industry have recognized in the past that "divergent communities have diverse needs best served by a system of local broadcasting," Mr. Codel pointed out. He said it is "essential" to have this policy reaffirmed in the forthcoming decision on public policy on satellites and urged local broadcasters to take the initiative.

FCC Commissioner James J. Wadsworth told the broadcasters they may be able to increase their profits, while saving themselves a great deal of trouble from the commission, by taking care to be complete and factual in filing their license-renewal applications.

Broadcasters who evaluate on "an

overall basis" the information they submit to the commission in their renewal applications have an opportunity to determine whether changes can be made that would make their service more attractive and profitable, he said.

Be Complete ■ Furthermore, he said, broadcasters can be confident they "will not run into a circle of letter writing with the commission" in connection with their applications if they are factual, completely detailed with specific examples and believable on an overall basis."

The commissioner said in most cases in which the FCC has sought additional information from applicants in connection with the application's question about determining community needs, the original response was considered inadequate for one of two reasons—it was either so general in its terms as to be meaningless, or it was "simply not believable."

Chicago agency executive Arthur E. Meyerhoff told the TAB meeting that "there is no question of the responsibility and dedication of the men who staff the upper echelons" of the U.S. Information Agency, but "our government should get out of the news business and get into the selling business" if America is going to win the cold war with Russia.

His thesis is that America must employ every professional advertising, public relations and psychological technique to counter the Soviet propaganda war "but we should use 'truth' ammunition instead of 'lie' ammunition" as the Communists do." He would leave the news function in the hands of the free press and organizations like Radio Free Europe.

Nelson wants more delay on ABC-ITT

Senator Gaylord Nelson (D-Wis.), who several weeks ago criticized the manner in which the FCC was handling its hearing of the proposed merger of International Telephone & Telegraph Co. and ABC, last week urged the commission to delay any final action on the merger until the Justice Department completes a study of the antitrust aspects of the deal.

A staff member of Senator Nelson's Small Business Subcommittee on Monopoly also said last week there was a very good chance that either the sub-

committee or Senator Wayne Morse's Subcommittee on American Republics Affairs would hold a hearing on the merger. The monopoly subcommittee would be interested in the economic and competitive aspects of the deal and the Latin American affairs group on the foreign-policy angles. Senator Morse recently joined Senator Nelson in expressing concern over the fact that the bulk of ITT's business is done overseas and with the U. S. government. Reportedly the firm is in a partnership with the Chilean government in a telephone company. Both senators had suggested the possibility that ITT's close ties with governments might affect ABC news coverage.

Last week, Senator Nelson also disclosed he had written to the Justice Department to inquire about its stand on the merger proposal. Donald F. Turner, assistant attorney general in charge of the antitrust division, replied that the department had been studying the merger to determine if it would violate the Clayton Antitrust Act. He added the department had reached no conclusion on whether legal action should be taken.

Since the department did not testify in the recent FCC hearing on the merger and since it is still considering the case, Senator Nelson asked the FCC to withhold any action pending completion of the Justice study.

Consolidated CATV hearings proposed

Westinghouse Broadcasting Co. proposed a rule last week to the FCC that would provide for the consolidation in a single hearing of all CATV proposals aimed at the same top-100 television market.

Commission rules require CATV's to obtain FCC permission in a hearing before relaying signals beyond a station's grade B contour into any of the top-100 markets. In effect Westinghouse, which, in addition to its television holdings, owns CATV systems in Georgia and Florida, is suggesting that the commission eliminate the present policy of designating all such proposals for individual hearings.

Westinghouse stated that adoption of its suggestion as a new rule would permit "more efficient administration . . . and the most effective method of assessing the significance of the CATV proposals."

CATV bids directed at any one market raise virtually identical issues from the standpoint of the public, Westinghouse said in its argument for consolidation. "Indeed, they are almost always identical in terms of the television serv-



Senator Nelson

ices they propose and differ only as to the communities to be served and their populations," Westinghouse said.

The 120 CATV bids publicly announced by the commission from March 24 to Oct. 21 could theoretically result in 120 separate hearing proceedings, although these proposals affect only 52 markets, Westinghouse stated. "Consolidated hearings based upon particular markets would work a marked economy in terms of use of commission personnel and would, inevitably, expedite the disposition of these proceedings. . . . The most important advantage, however, lies in the fact that it will permit the commission to assess most effectively, as well as most expeditiously, the true significance and actual impact of CATV operations in a given area," Westinghouse said.

The ingredients for selling FM

NAFMB seminar speakers suggest ways to put more muscle in medium

The key to commercial success for FM stations is to develop a distinctive program personality to reach the decision makers of the community.

This theme pervaded the second National Association of FM Broadcasters' National Sales Seminar in Fort Wayne, Ind., Oct. 21 at which several advertisers, agency officials and FM station managers discussed ways for maximum utilization of the medium.

Robert Behrs, merchandising manager of the Montgomery Ward store in Fort Wayne said FM provided the opportunity for his branch to reach people who bought major appliances and furniture. This was accomplished through the purchase of a program of music and narration which had considerable appeal to women, he said.

Mr. Behrs declared that when an FM salesman offered a consistent program designed to appeal to the audience Montgomery Ward wanted to reach, he bought time. There was no allowance in the budget, he said, so he took the money out of the newspaper budget because he was convinced the station was "delivering the right audience and had the right vehicle."

Meet a Need ■ Gene Dennis, radio-TV director of Bonsib Advertising, Fort Wayne, urged FM broadcasters to find a "programming void" in their community and then fill it. He stressed



Mr. Blake



Mr. Shore

that the personality of the station must be presented in relation to what other broadcast services are available in the market.

Tony O'Connor, national merchandising manager of the Magnavox Co., cited the "tremendous upsurge" in the sale of FM radio receivers as an indication of the bright prospects for FM stations, but suggested that outlets must devise their own programming patterns and must not attempt to emulate AM stations.

Mickey Shore, manager of WSDM-FM Chicago, described the tongue-in-cheek approach of his station's jazz-format, all-girl operation. His objective, he said, was to "take the stuffed-shirt attitude out of FM."

James Blake, manager of WWHC (FM) Hartford City, Ind., discussed "FM at a profit in a town of 8,053." He advised small stations to emphasize local events, a field in which larger nearby stations cannot compete effectively. He said his station carries all high-school sports, as well as local parades and council meetings.

Speaking for the medium market, William Shaw, manager of WPRH-FM Fort Wayne, and the seminar's chairman, advised the broadcasters to "get a program philosophy, whatever it is . . . program it, promote it and sell it." Or sell the station, he added.

Almost 100 participated in the event, mostly from the Midwest but also from places as far away as Anchorage and Mexico City.

WOL sale upheld in examiner's decision

An FCC hearing examiner has recommended that the commission affirm its approval last year of the sale of WOL-AM-FM Washington from the Washington Broadcasting Co. to the Sonderling Broadcasting Corp.

Hearing Examiner Jay A. Kyle resolved all issues in the case, including the key one as to the truthfulness of a programming survey made by the purchaser, in favor of Sonderling.

The commission designated the license-assignment application for hearing after a WOL competitor appealed

the action approving the sale to the U.S. Court of Appeals and later petitioned the commission to set the grant aside (BROADCASTING, March 21).

WUST Bethesda, Md., a Washington suburb, said the survey appeared "ridicled with falsehoods and exaggerations and distortions." WOL submitted the survey to justify changing its format to Negro-oriented. WUST's programming is also directed at Washington's Negro community.

Survey Results ■ Examiner Kyle found WOL's report of its survey to be substantially correct in all respects but one. That involved what the examiner said was a misrepresentation on the part of a Sonderling employee who had helped prepare the report.

But the examiner said Egmont Sonderling, president and stockholder of Sonderling stations, and Frank Ward, a top Sonderling official in New York, "were unaware of the misrepresentations" and had made "every effort to ascertain the facts." The examiner also noted the employee involved no longer works for Sonderling.

Examiner Kyle also concluded that the Sonderling organization, which has "somewhat pioneered" in the operation and management of Negro-oriented stations, had made "an adequate survey to support the major change in programming" that WOL proposed and that the station's programming has served to meet the needs that had been ascertained and the objectives proposed.

Sonderling, which paid \$1.25 million for WOL-AM-FM, also owns WDIA Memphis; KDIA Oakland, Calif.; KFOX-AM-FM Long Beach, Calif.; WOPA-AM-FM Oak Park, Ill.; and WWRL New York. All but KFOX, a country-and-western station, are Negro oriented.

AMST board gets status report at Pebble Beach

The board of directors of the Association of Maximum Service Telecasters met in Pebble Beach, Calif., on Thursday and Friday (Oct. 20-21) and received a briefing from staff members on major industry developments during the last six months. No new policy decisions were adopted by the board, AMST announced.

Staff presentations covered the current issues regarding pay-TV, community antenna television and the demands of land-mobile radio licensees for additional spectrum space.

Laurence E. Richardson, president of the Post-Newsweek Stations, Washington, was elected to the board, replacing John S. Hayes, former Post-Newsweek president and newly appointed U. S. ambassador to Switzerland (BROADCASTING, Aug. 29).



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\$18 million in station sales

Doubleday buying Trigg-Vaughn stations for

\$14 million, Gannett buys WHYN-AM-FM-TV

Station sales totaling more than an estimated \$18 million were announced last week, all subject to FCC approval.

Doubleday & Co., one of the largest book publishers in the country, moved into the broadcasting business when it announced acquisition of the Trigg-Vaughn properties (CLOSED CIRCUIT, Oct. 24). No price was given, but estimates have placed it in excess of \$14 million.

In another sale, estimated at about \$4 million, the Guy Gannett Broadcasting Services of Portland, Me., purchased WHYN-AM-FM-TV Springfield, Mass.

The Trigg-Vaughn station list includes: KROD-AM-TV El Paso, KOSA-TV Odessa-Midland, KITE Terrell Hills, KITE-FM San Antonio, all Texas; KDEF-AM-FM Albuquerque, N.M.; KHOW Denver; KRNO San Bernardino, Calif., and a construction permit for KDTV(TV) (ch. 39) Dallas.

Trigg-Vaughn, formed 11 years ago, is principally owned by Jack C. Vaughn, Grady H. Vaughn Jr. and Cecil L. Trigg. Mr. Trigg, president of Trigg-Vaughn, will continue as chief executive officer of the Doubleday Broadcasting Co., a new subsidiary of Doubleday & Co.

Well Managed ■ John T. Sargent, Doubleday president, said the firm had been studying broadcast properties for several years and was "fortunate in finding a group of well-managed quality stations . . ." He said there would be no management changes and that Doubleday "will continue and expand the stations' services to their communities."

KROD is on 600 kc with 5 kw full-time; KROD-TV is on channel 4; KOSA-TV is on channel 7 (both are CBS-TV affiliates); KITE is on 930 kc with 5 kw day, 1 kw night; KITE-FM is on 104.5 mc with 81 kw; KDEF is on 1150 kc with 1 kw day, 500 w night; KDEF-FM is on 94.1 mc with 1.6 kw; KHOW is on 630 kc with 5 kw fulltime, and KRNO is on 1240 kc with 1 kw day, 250 w night.

The WHYN properties are owned by the Springfield, Mass., Employees Pension Fund, 50%; the William Dwight family, 33⅓%, and by the Charles N. DeRose family, 16⅔%. The Dwight family owns papers in Holyoke and Greenfield, both Massachusetts, and in Concord, N.H. The DeRose family owns the *Northampton Gazette*.

Guy Gannett owns WGAN-AM-TV Portland, the *Portland Press Herald*, *Evening Express* and *Sunday Telegram*,

the *Augusta Daily Kennebec Journal* and *Waterville Morning Sentinel*, all Maine.

WHYN is on 560 kc with 5 kw day and 1 kw night; WHYN-FM is on 93.1 mc with 3.2 kw; WHYN-TV is on channel 40 and is an ABC-TV affiliate. Blackburn & Co. handled the transaction.

TV-sale principals answer ADL charges

The present owners and proposed buyers of KAIL-TV (ch. 53) Fresno, Calif., have answered a petition submitted by the Anti-Defamation League of B'nai B'rith that would deny the sale of the station. The ADL has contended that FCC approval of the transfer of control would place the UHF in the hands of a corporation that permits its radio station to be used for the broadcast of "anti-Semitic programs."

B. L. Golden and L. W. Fawns, owners of KAIL-TV, stated that they were "innocent bystanders" in the dispute between the ADL and Tel-America Corp., the proposed purchaser of the Fresno station. Tel-America is owned by Trans-American Corp., licensee of KTYM Inglewood, Calif.

The ADL had previously urged the commission to reconsider its decision to grant without hearing a license renewal for KTYM because of the regularly scheduled broadcasts on the station by conservative Richard Cotten (BROADCASTING, July 18). Those broadcasts, ADL has said, "contain blatant anti-Semitism designed to foment race and religious hatred and bigotry."

Messrs. Golden and Fawns stated that the ADL's request for a hearing on the proposed sale of KAIL-TV should be dismissed because it fails to establish that any injury, economic or otherwise, would occur if the application were granted. KAIL-TV's owners said that the ADL's sole dispute was over the fact that KTYM had refused to discontinue Mr. Cotten's daily program. Tel-America Corp. "does not propose to carry any such program" on KAIL-TV, Messrs. Golden and Fawns stated.

The ADL had previously said that Tel-America did not indicate it would assume responsibility for the material broadcast on the station.

Stating that the "owners of KAIL-TV

were not 'guilty' of KTYM's 'sins,'" Tel-America requested last week that the FCC expedite the transfer of the station. The proposed buyer also said that no commission staffer who was less than objective about KTYM should be permitted to participate in the transfer proceedings. "It would be unfair to put any FCC staffer who may be sympathetic to the ADL in the position of dividing his loyalty," Tel-America said.

As for the ADL charge that the assignee would not assume responsibility for the material broadcast on KAIL-TV, Tel-America said: "The FCC does not require that the assignee represent on his transfer application that he will not put his principles in cold storage everytime an utterance is made over his facility which the delicate sensibilities of the ADL would construe as 'blatantly anti-Semitic.' If the FCC required such information, the commission would have included the question in the application."

The proposed purchase price of KAIL-TV is \$236,500. The station received authority from the FCC to go off the air last May, but has remained on the air continuously since then. BROADCASTING erroneously reported earlier this month that KAIL-TV had been dark since May 16 (BROADCASTING, Oct. 10).

Country stations need better demographics

Country-music station operators can make gains in national spot billing if they provide more detailed demographic data and present this information more clearly to agencies.

This view was offered by Phyllis Ross, media buyer at Sullivan, Stauffer, Colwell & Bayles during the Country Music Association convention in Nashville on Oct. 20. Miss Ross agreed that the audience for this type of programming has grown considerably and said that national advertisers are evincing interest in country music. She recommended that the audience be defined qualitatively so that agencies can determine the segments of the population that are being delivered.

Carl L. Schuele, president of the BTS Division of the Adam Young Cos., suggested that country-music stations could earn a larger share of the national advertising dollar by studying the competitors' strategies and tactics and improving upon them, using trade-press advertising to presell the station, servicing the account after the sale, and maintaining a close relationship with the national representative.

Robert A. Burke, vice president of the radio division of Adam Young Inc.,



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stressed the importance of providing advertisers and agencies with factual, concise information. Concepts in selling country music, he said, "must be built from a basic solid foundation and embellished with image, imagination, creativity and class."

Peoples questions review board grant

Peoples Broadcasting Corp. asked the FCC last week to reverse a review board decision that would grant a new UHF station on channel 47 in Columbus, Ohio, to Farragut Television Corp. (BROADCASTING, Sept 26). The board's September order, which favored Farragut on the diversification of control of mass media issue, overruled a hearing examiner's initial decision issued last March that sanctioned Peoples' application primarily on the ground that it had superior public-service proposals.

Peoples stated that the board "plainly erred" by not giving the corporation a "significant preference" on the comparative public-service criterion. The board had previously ruled that Peoples' proposal did not warrant a significant preference on any comparative category. Farragut emerged the winner on

the diffusion of control issue.

"There is sufficient authority for a significant preference to be awarded Peoples for its dependable and commendable past record of broadcast service provided to Columbus through the facilities of WRFD-AM-FM," Peoples said.

In addition to WRFD-AM-FM Columbus-Worthington, Peoples is the licensee of WGAR-AM-FM Cleveland and WATE-AM-FM Knoxville, Tenn. Farragut's principals own controlling interests in the construction permits of three UHF's—KGSF-TV St. Louis, KGSC-TV San Jose, Calif., and channel 29 St. Paul.

Put discarded calls on shelf for year—WABB

When a station relinquishes a call letter, that identification should be retired in the particular market for at least a year. This point was made by WABB Mobile, Ala., in an FCC filing opposing a request of WMOO, also Mobile, to change its call letters to WMOZ.

"It is obvious," WABB said to the FCC, that WMOO is trying to capitalize on the national identity (rating-wise) that was enjoyed by WMOZ. We believe that the commission should refuse to allow any station in the same market

from using the well established call letters of a now defunct station until an interval of at least one year has elapsed."

Radio station WMOZ, formerly owned by Edwin Estes, operated in Mobile for 14 years before its call letters were deleted by the commission last August. The station went off the air as a result of the FCC's denial of its application for license renewal (BROADCASTING, Feb. 10, 1964).

Hub telecasters protest WJZB-TV dual-city plea

Three Boston broadcasters have asked the FCC to deny a petition by WJZB-TV Worcester, Mass., for authority to identify itself as serving Boston-Worcester. Filing oppositions to the request for dual city identification were WSBK-TV, WHDH-TV, both Boston, and the Westinghouse Broadcasting Co., whose stations include WBZ-TV Boston.

Noting that the commission has recognized the separate identities of Boston and Worcester (located some 40 miles from Boston) for purposes of TV allocations, the three petitioners also stated that a grant of WJZB-TV's application would deprive Worcester of effective local television service.

WJZB-TV had previously claimed that it did not have a "distinctive market" to serve and, as a result, did not have the economic power to run a viable station.

Changing hands . . .

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

■ Trigg-Vaughn Stations: Sold by Jack C. Vaughn, Grady H. Vaughn Jr. and Cecil L. Trigg to Doubleday and Co. for estimated \$14 million plus (see page 60).

■ WHYN-AM-FM-TV Springfield, Mass.: Sold by Springfield Employees Pension Fund and others to Guy Gannett Broadcasting Services for about \$4 million (see page 60).

■ KAFY Bakersfield, Calif.: Sold by Howard L. Tullis and John P. Hearne to Robert E. Eastman Co., station representation firm, for \$600,000. Messrs. Tullis and Hearne also own KFXM San Bernardino and KDUO(FM) Riverside, both California. Mr. Tullis is majority owner of KEAP Fresno, Calif. Eastman firm also owns WTRX Flint, Mich. KAFY is on 550 kc with 1 kw fulltime.

■ WMAS-AM-FM Springfield, Mass.: Sold by Southern New England Broadcasting Inc. to Edward R. Newman, Roy M. Cohn and Victor Muscat for \$240,000. Mr. Muscat owns KMYO-AM-FM

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little Rock, Ark. and KIKS Sulphur, La., is permittee of KIKS-TV (ch. 29) Lake Charles, La., and KMYO-TV (ch. 16) Little Rock, and is applicant for channel 29 Tulsa, Okla. WMAS is on 1450 kc with 1 kw day and 250 w night. WMAS-FM is on 94.7 mc with 1.35 kw.

■ KZOO Honolulu: Sold by Mary K. Wong and Robert H. Pearson to Noboru Furuya and Osaka Broadcasting Corp. for \$225,000. Mr. Furuya has minority stock in KOHO Honolulu. KZOO is on 1210 kc with 1 kw fulltime.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 87).

■ KDIX-AM-TV Dickinson, N. D.: Sold by Dickinson Radio Association to Dickinson Broadcasting Corp. (Stanley Deck and others) for \$411,750. Mr. Deck is general manager of KDIX-TV. KDIX is on 1230 kc with 1 kw day and 250 w night. KDIX-TV is on channel 2.

■ KIFN Phoenix: Sold by H. Walker Harrison to McHenry Tichenor, McHenry T. Tichenor and J. C. Looney for \$250,000. Buyers have interests in KGBT-AM-FM-TV Harlingen and KUNO Corpus Christi, both Texas. KIFN is a 1 kw daytimer on 860 kc.

Agency offers help on FCC renewal forms

A Chicago-area agency that supplies specialized services to stations in addition to handling broadcast and other advertising for regular clients, is now offering a complete auditing of program logs suitable for use in FCC license-renewal applications.

The agency is Noyes, Moran & Co., Downers Grove, Ill. Its president is Stan Noyes, onetime sales manager of WOPR Oak Park, Ill., and former part owner of KCLN Clinton, Iowa. The agency's vice president is Bob Moran, general manager of WBEL Beloit, Wis.

"We audit the customer's logs as they arrive and complete our report each week," Mr. Noyes explained. The report details commercial and public service content, percentages and compares the station's performance with its proposals as given to the commission in previous applications. Composite week data also is furnished.

Affiliate status for KORN-TV

KORN-TV Mitchell, S. D., will become an NBC-TV primary affiliate, effective Nov. 15, thus ending its operation as a satellite station to NBC-affiliate KSOO-TV Sioux Falls, S. D., since June 12, 1960. KORN-TV, owned by

Mitchell Broadcasting Association Inc. and operated by Raymond Eppel, president and general manager, is on 23.4 kw visual with antenna height 566 feet above average terrain. It expects to increase to full power of 100 kw.

STV can't find needed cash

Subscription Television Inc., New York, said last week that it had been unable to obtain refinancing for its acquisition of assets of Shasta Telecasting Corp., Fresno, Calif., to further its plans for a pay-TV operation in California.

STV indicated that its arrangement with unsecured creditors under Chapter XI of the Bankruptcy Act entitles creditors to cause STV's liquidation unless it obtains, by early January 1967, "the necessary capital and the Shasta assets, or assets with comparable earning power."

Only recently, STV admitted to difficulties in obtaining monies to buy Shasta, but said that it would continue to negotiate (BROADCASTING, Oct. 17).

Last week, however, STV stated that

it has not passed even this phase because of its refinancing difficulties, and hence could not acquire assets in Shasta's UHF outlet KJBO-TV Fresno, and its Shipstad & Johnson "Ice Follies." Under original plans, STV would in turn have given Shasta a substantial ownership in STV and presumably also the right to operate the pay-TV firm (BROADCASTING, March 28).

No Alternatives ■ STV said it could not get, in terms with which it could "practicably comply," the necessary consent of a lender to the assumption by STV of "certain long-term indebtedness of Shasta." STV said its attempts at alternative financing have also failed.

Considering these developments, two other companies—STV backers Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelly Corp., directory publisher and direct-mail house—have ended their participation in the proposed negotiations with Shasta that would reorganize STV. Both of these companies as shareholders in STV were expected to receive 8.7% of STV stock at the completion of the arrangement with Shasta.

STV's bankruptcy status (last July the concern filed in New York with unsecured creditors) remained unsettled last week. The company is planning a stockholders' meeting to review means of securing capital to revitalize STV.

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NBC leads second Nielsen

ABC confirms the axing
of 'The Rounders';
'Dating Game' may stay

NBC-TV last week swept up the marbles in the second regular Nielsen report of the new season. In the weeks Sept. 26-Oct. 9, covering 7:30-11 p.m. periods, NBC-TV had a 19.2, CBS-TV 18.5 and ABC-TV 16.5.

It was the second Nielsen win in a row for NBC, which moved up two-fifths of a rating point from its first-report score. CBS, though second, was up three-tenths of a point, and ABC down 1.4.

In wins by half-hour periods and nights of the week: NBC, 24 half-hours and Tuesday, Wednesday, Saturday and Sunday; CBS, 20 half-hours and Thursday and Friday, and ABC, five half-hours and Monday.

The Top 20 Nielsen released a listing of the top-15 programs that included several World Series games with boxcar ratings (see box), and several

other program ratings were made available by NBC to cover all shows that made or tied for positions in the top 20.

The additional programs were: *My Three Sons* (CBS), 21.9; *Gomer Pyle* (CBS), 21.7; *Get Smart* (NBC), 21.4; *Chrysler Theater* (NBC) and *Thursday Movie* (CBS), both 21.0; *Virginian* (NBC) and *Daktari* (CBS), both 20.9; *I Spy* (NBC), *Bewitched* (ABC) and *Carol & Company* (CBS), all 20.8.

Among regular series, 21 programs' ratings were made available. Of these, only one—ABC's *Rat Patrol*—is a new show. In the prior report, however, three other new shows had also qualified for a comparable list: CBS's *Family Affair*, ABC's *Felony Squad* and NBC's *Occasional Wife*.

Also slipping down a few notches in the new comparative ratings were NBC's *Man from U.N.C.L.E.* and ABC's *Peyton Place* (Monday).

Two sharp climbers among the new report's top 20 were NBC's *Walt Disney*, which had been No. 69 in the first report, and ABC's *Sunday Movie*, which had been in the 31st position.

Last Roundup for "Rounders" ■ ABC late last week confirmed that *The Rounders*, as previously reported (BROADCASTING, Oct. 24), would be canceled in preparation for the network's "second season" in January. *Rounders* leaves its Tuesday 8:30-9

p.m. berth on Dec. 27. It also was reported that *Dating Game's* showing in the new Niensens may save the show, and that ABC may move another game program into the schedule.

An NBC spokesman indicated that *Hey, Landlord* (Sunday, 8:30-9 p.m.), previously reported as shaky, appeared to be reasonably safe.

Meanwhile, in the American Research Bureau's Arbitron ratings for Oct. 17-23, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday, CBS had 17.7, NBC 16.6 and ABC 14.4. In wins by half-hours CBS had 24, NBC 15 and ABC 10, with NBC and ABC tying in one period.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions): KMBC Kansas City, Mo.; KONO San Antonio, Tex.; WSGA Savannah, Ga.; KJEM Oklahoma City; KOGO San Diego; WSLs-AM-FM Roanoke, Va., and KTRG Honolulu. Now on 322 outlets.

Audio Program Service (Triangle): WISN-FM Milwaukee; WIWK Fort Myers, Fla., and WSOC-AM-FM Charlotte, N. C.

30 Hours of Christmas (Triangle): WTON Staunton, Va., and WLAP Lexington, Ky.

Earl Nightingale (Nightingale-Contant); WHEP Foley, Ala.; KSEW Sitka, Alaska; WDBF Delray Beach, Fla.; WGPC Albany, Ga.; WRBL Columbus, Ga.; WTOG Savannah, Ga.; WCAZ Carthage, Ill.; WMIX Mt. Vernon, Ill.; WBMP Elwood, Ind.; KMAN Manhattan, Kan.; KAOK Lake Charles, La.; WCTR Chestertown, Md.; WBUZ Fredonia, N. Y.; WCSM Celina, Ohio; WONW Defiance, Ohio; WMAN Mansfield, Ohio; KKUB Brownfield, Tex., and WBCI Williamsburg, Va.

The Nelson Boswell Program (Lord-House Recording & Publishing Co., Inc.): WSMN Nashua, N. H.

The First Christmas and Easter the Beginning (Woroner Productions): KRDU Dinuba, Calif.; KOGT Orange, Tex., and KSMB-FM Lafayette, La.

July 4, 1776 (Woroner Productions): KRDU Dinuba, Calif. and KAGE Winona, Minn.

Americana Library and *Thirteen Days* (Woroner Productions): KAGE Winona, Minn.

Tips on Tots (Woroner Productions): KATE Albert Lea, KAGE Winona, and KDZ Hutchinson, all Minnesota; KWOC Poplar Bluff, Mo., and WCCN Neillsville, Wis.

Top-15 Niensens

Based on Nielsen estimates in the first NTI report for Oct. 1966 (two weeks ending Oct. 9)

Nielsen Average Audience (†)	
Rank	Rating
1	World Series (Sunday) (NBC) 33.4
2	Bonanza (NBC) 30.0
3	Bob Hope Show(S) (NBC) 27.4
4	Red Skelton Show (CBS) 25.7
5	Andy Griffith Show (CBS) 24.8
6	Lucy Show (CBS) 23.8
6	Sat. Movie (NBC) 23.8
8	Rat Patrol (ABC) 23.7
9	Jackie Gleason Show (CBS) 23.4
10	Sunday Movie (ABC) 23.1
10	Walt Disney (NBC) 23.1
10	World Series (Saturday) (S) (NBC) 23.1
10	World Series (Wednesday & Thursday) (S) (NBC) 23.1
14	Beverly Hillbillies (CBS) 22.2
14	Green Acres (CBS) 22.2

(†) Households reached during the average minute of the program.

(S) "Special" or pre-empting program. Programs are rated in terms of total duration. Telecasts with curtailed duration or station facilities are excluded.

Top-20 Arbitron's

Week of Oct. 16-Oct. 22, 1966

Rank	Program	Rating estimates
1	Jackie Gleason (CBS)	26.1
2	Andy Griffith (CBS)	25.9
3	Chrysler Presents	
	Bob Hope (NBC)	25.6
4	Red Skelton (CBS)	24.2
5	Bonanza (NBC)	23.9
6	Peyton Place I (ABC)	22.0
7	Green Acres (CBS)	21.7
8	Ed Sullivan (CBS)	21.2
	Gunsmoke (CBS)	21.2
10	The Lucy Show (CBS)	20.7
11**	Thursday Movie/President in Asia (CBS)	20.3
12	Friday Movie (CBS)	20.2
13	I Spy (NBC)	19.6
14	Bewitched (ABC)	19.4
15	Beverly Hillbillies (CBS)	19.2
	Saturday Movies (NBC)	19.2
17	Lost in Space (CBS)	19.1
18	*Rat Patrol (ABC)	18.9
19	The Virginian (NBC)	18.7
	Lawrence Welk (ABC)	18.7
	*Family Affair (CBS)	18.7

* Indicates new show

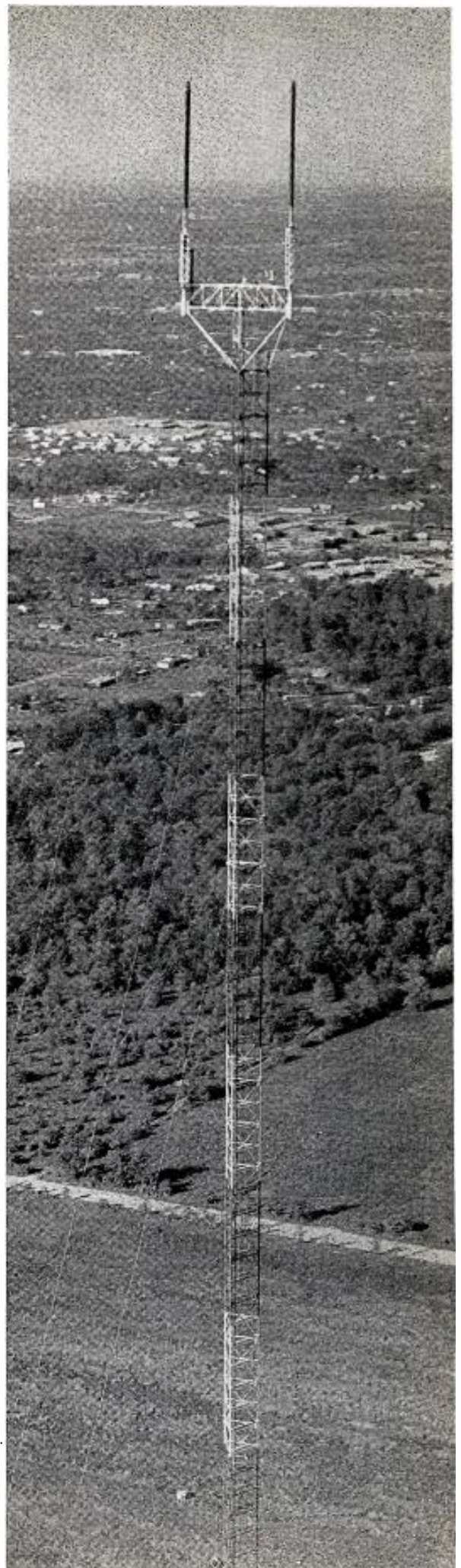
** Half-hour average rating includes "President Johnson in Asia" during last half-hour segment of program.

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WBC conference gets 'call to revolution'

Westinghouse's McGannon and FCC's Cox address broadcasters on role in solving urban problems

Broadcasters were urged last week to involve themselves in and to help solve the deepening problems of America's cities—to become, in effect, 20th century revolutionaries in a campaign to complete the "unfinished American revolution."

The call came from FCC Commissioner Kenneth A. Cox and Donald H. McGannon, president and chairman of the Westinghouse Broadcasting Co., at WBC's three-day public service conference on urban affairs, in Philadelphia.

In the process, Commissioner Cox took issue with fellow Commissioner Lee Loevinger over the quality of television and radio, while Mr. McGannon called on broadcasters to make a commitment in behalf of one of the most controversial issues confronting the nation—civil rights for Negroes.

Some 300 broadcasters attended the conference whose theme was "The Unfinished American Revolution"—that is, the problems of the cities. For the most

part, the broadcasters heard authorities on the problems of civil rights, poverty, transportation, housing, crime, education, and finances discuss those subjects in speeches and panels.

But Commissioner Cox and Mr. McGannon spelled out what they saw as the broadcaster's role for helping to push ahead with the "unfinished revolution."

Revolutionaries ■ It was Commissioner Cox who said broadcasters had been cast in the role of "revolutionaries"—not the kind who engage in throwing bombs but the kind who, like Tom Paine and James Madison, can "effect a revolution in our people's thinking about themselves and their society."

He said that Commissioner Loevinger's comments, expressed in a speech two weeks ago (BROADCASTING, Oct. 17), that television is the "literature of the illiterate" and "the culture of the lowbrow," appear to "downgrade radio and television—and their audiences—in order to turn a phrase" Such comments,

he said, ignore promise and actual performance of broadcasting. Later in the week, Commissioner Loevinger issued an "addendum" to his speech in which he took issue with Commissioner Cox's criticism (see opposite page).

Can Also Serve ■ Commissioner Cox said broadcasters can "settle for the easy life" of catering to those Commissioner Loevinger refers to as illiterates or lowbrows. But he, said, they can also serve not only that audience but smaller, yet significant segments of the public "who have different tastes—and, beyond that . . . stimulate and inform them all through . . . public affairs programs and get them to look to [local stations] for leadership in dealing with the problems of our unfinished revolution."

He said that although broadcasters' primary concern is—and should be—the earning of sufficient revenues to stay in business, they should produce news shows, documentaries, panel discussions and other programs to help communities solve their local problems, and present some of those shows in prime time.

In fulfilling that function, he told his audience, you can "meet the greatest challenge that faces you, since it is here that you bring your own talents and those of your staff to bear in fashioning your broadcast schedules. This and the news represents your creative contributions; as to all else that goes out over your station, you are merely booking the product of others."

Commissioner Cox said that broadcasters need not limit themselves to news and public affairs programs as vehicles for dealing with social problems. He noted that *Slattery's People*, *The Defenders*, *Mr. Novak*, *East Side*, *West Side* had moments "when they imparted understanding of something we have never realized before, leaving us a little wiser, as well as entertained . . ."

However, he said that those shows had departed the networks, at least in part, he thought, because of audience loss resulting from the decisions of local affiliates to reject them in favor of reruns or feature films which "could be relied on to produce more net dollars for the station . . ."

Shadows ■ Furthermore, he said, as he has before, that broadcasters who neglect local issues in their programming are weakening in advance any opposition they may wish to make to program origination by CATV systems and direct satellite-to-home broadcasting — "two shadows on the broadcast horizon."

Commissioner Cox said that although CATV systems should be "allowed to try" their hand at local programming, "I think broadcasters—if they really live up to their responsibilities—can do the job more professionally and more effec-



Messrs. McGannon (left) and Cox
A plea in unison in Philadelphia

Loevinger 'addendum' says nothing wrong with being average

FCC Commissioner Lee Loevinger, whose comment two weeks ago that television is the "culture of the lowbrow" attracted considerable attention, added another round to the developing controversy last week. Those who bemoan the fact that most people have average taste, he said, "betray a fundamental distaste or distrust for the democratic way of life."

Commissioner Loevinger made the comment in an "addendum" to the speech he made before the New Jersey Broadcasters Association answering critics of his views—Commissioner Kenneth A. Cox, among them (see opposite page).

Commissioner Loevinger said his

remarks, "are an effort at realistic observation and neither express nor imply praise or censure. While I retain the right to have and state a preference based on personal taste, it is not a part of my function as a member of the FCC to sit in judgment on the quality or taste of broadcast programing."

"Despite this, the statement that television is a mass medium that appeals primarily to a mass audience—which is demonstrably true—has been taken by some as a derogation or 'downgrading' of the medium or the audience. I submit that it is an illusion of snobbery to suggest that there is something low or demeaning in being average. It is a

fact of nature that the majority or mass of individuals everywhere and always are average; and it cannot be otherwise.

"It is equally inevitable that the mass which is average will have mass or average taste; indeed, this follows as a matter of definition. To bemoan the fact that the majority of people have common, or average, taste is to betray a fundamental distaste or distrust for the democratic way of life.

"Those of us who truly believe in democracy as a way of life accept this without regarding it as unfortunate, demeaning or derogatory. I accept television as a prime institution of cultural democracy."

tively."

And he said that frequency savings would result from satellite broadcasting. But he said he isn't prepared to pay the price—loss of the present diversely owned and locally oriented broadcast service—"so long as broadcasting stations perform the local service they were licensed to provide."

Mr. McGannon said that "broadcasting never has been, and cannot be, restricted to being only a mirror of of our society." Broadcasters, he said, are a force in it—and it is up to them to determine how effective a force broadcasting will be in helping to "solve the problems of our city, instead of merely reflecting and reporting them."

Mr. McGannon urged broadcasters to make a commitment in behalf of civil rights in discussing the need to maintain "a historical perspective, as each day's news brings us new crises, and seemingly new directions in the trends of our time."

History's Side ■ He noted that civil rights controversies lead to daily headlines about "black power and white backlash," but asked: "On whose side will history be, in the not-so-distant future; on the side of those working to remedy injustice to the Negro, or on the side of those who want to continue it, whether out of prejudice, or fear, or indifference or passivity."

Whatever the problems, he said, the civil rights movement can only be seen "in perspective . . . as an advancing part of 'The Unfinished American Revolution.'"

And broadcasters, he added, "are obligated to make some sort of commitment, to one side of history or the other."

He also said that radio and televi-

sion have made it increasingly difficult for Americans to ignore the problems of their cities. Such problems as poverty are being brought right into the home, "where they must be looked at with new attention," he said.

Mr. McGannon advised broadcasters to take small steps in attempting to solve problems, not "great leaps," and not to look for quick solutions. But don't underestimate "the accumulating importance of every small step we can take in the right direction," he added.

"We can hardly use the alibi that what we do doesn't make a difference—for in our hands lie all the powers of broadcasting itself."

Involvement begets bruises

Westinghouse panel tells how getting into touchy local issues stirs natives

Radio and television stations planning to undertake campaigns on controversial local issues had better be prepared for some harassment.

That was the message of five broadcast newsmen who participated in a panel discussion last week at Westinghouse Broadcasting Co.'s three-day conference on urban affairs, in Philadelphia. Some 300 broadcasters attended.

The five—all representing stations

that have made a reputation in the field of local news and public-affairs programing—were Bill Grove, WJXT (TV) Jacksonville, Fla.; John Corporon, WDSU-TV New Orleans; John Madigan, WBBM-TV Chicago; Dick Compton, WRFD Worthington, Ohio; and Zenas Sears, WAOK Atlanta and WRMA Montgomery, Ala.

Mr. Grove reported that WJXT had been subjected to threats, both by telephone and by letter, because of its campaign against corruption in the Jacksonville city government, which led to a number of indictments. The station won a regional Emmy for its work.

Mr. Corporon told of increases in the assessments on his home, on the home of WDSU-TV's general manager and on the station property following a campaign to rid New Orleans of its slums.

But advertising losses apparently weren't an important factor in the efforts at harassment. Mr. Corporon said the station didn't lose any business. And Messrs. Compton and Sears reported that "minor sponsors" had cancelled their accounts—but only temporarily.

Mr. Madigan said Chicago viewers objected to the station's practice of endorsing candidates. They questioned the station's right to make endorsements, he said, and "threatened" to write to the FCC. (Commission policy favors such endorsements by broadcasters, so long as spokesmen for opposing candidates are given a chance to be heard).

Mr. Grove listed three factors essential to a successful effort to effect change: responsible journalism, editorial opinion and resolute management.

Broadcasters were also cautioned to



L to r: Messrs. Grove, Sears, Corporon, Hubbard, Compton, Madigan
Tell how local citizenry sometimes gets up in arms

avoid oversimplification and exaggeration in their treatment of the problems of the cities. The warning note came from Robert C. Wood, undersecretary of the Department of Housing and Urban Development, who said broadcasters have partly created as well as helped solve the major problems of the cities. Broadcasters, he said, have opened "a window" through which "the nation's well-to-do may look out upon the poor and, at the same time, the poor are able to look upon the living conditions of the middle class."

Mr. Wood gave broadcasters a major share of the credit for passage of civil rights legislation through their coverage of the civil rights marches in Birmingham, Ala., last year.

Vietnam war too subtle for television viewers?

Television is doing "a magnificent job" in coverage of the Vietnam war but is limited by the American public's inability to be interested or to grasp the more subtle aspects of the conflict, according to Malcolm Browne, former ABC-TV and Associated Press correspondent in Vietnam.

He voiced the view last week on the *WCBS Radio Looks At Television* program carried on WCBS New York that the public is interested "in the flashier aspects of war, the shellings, the bombings. . ." He said that "blood-and-guts" reporting has a "real place" in the Vietnam coverage, but added

that in the contest of "the real issues," TV has been "just as superficial" as newspapers in its reportage. He said he did not know whether the American public could absorb a "deeper" coverage on TV of the Vietnam issues.

Vietnam newsmen protest blackout

Newsmen in Vietnam protested for the second time in a month an abrupt news blackout on Oct. 27. All radio circuits out of the government's transmitting station were closed down from 7 p.m. to 10 p.m. without prior warning.

Speculation that the blackout was related to President Johnson's visit to Vietnam proved erroneous because Vietnam's Premier Ky had returned to Saigon from greeting the President and released the story prior to the communication cut. However, the blackout resulted in a three-hour delay in reports about the fire aboard the carrier *Oriskany*.

TV series sales . . .

Exercise with Gloria (Triangle): WSB-TV Atlanta and WTCN-TV Minneapolis-St. Paul.

Branded (TV Cinema Sales Corp.): KMBC-TV Kansas City, Mo.; KCPX-TV Salt Lake City; KOAT-TV Albuquerque, N. M.; KIFI-TV Idaho Falls; WOOD-TV

Grand Rapids, Mich.; WCEE-TV Freeport-Rockford, Ill., and KJEO-TV Fresno, Calif.

Golden Arrow Films package (TV Cinema Sales Corp.): KOL-TV Reno; KORK-TV Las Vegas; KXTV-TV Sacramento, Calif.; KVH-TV Amarillo and KLP-TV El Paso, both Texas.

Dylan Thomas (Seven Arts TV): WOR-TV New York; KING-TV Seattle; WLWC-TV Columbus, Ohio; Doe Anderson Agency, Louisville, and WLEX-TV Lexington, both Kentucky; WALA-TV Mobile, Ala., and WKTU-TV Utica, N. Y.

The Deluxe 20 (Independent Television Corp.): KIFI-TV Idaho Falls; KRDO-TV Colorado Springs; KZAZ-TV Nogales, Ariz., and WDBJ-TV Roanoke, Va.

Commercials will stop nonstop soccer on TV

Soccer, traditionally a game of continuous action, with no time-outs and no substitution of players, is due for at least one change when it gets network television coverage next spring. William C. MacPhail, sports vice president for CBS-TV, which recently signed a contract for reportedly more than \$1 million to televise games of the National Professional Soccer League when it begins operations in the spring, told San Francisco newsmen last week that there will have to be some breaks in the game action for commercials.

"We won't actually stop the game," Mr. MacPhail was quoted as saying, "we'll probably just have the referee hold the ball for a minute before he puts it back in play after a missed goal. After all, we have to have commercials."

Mr. MacPhail was in San Francisco supposedly to have dinner with his brother Lee MacPhail, general manager of the CBS-owned New York Yankees baseball club, and to meet with Joe O'Neil and Toby Hilliard, two Texas oilmen who were awarded the San Francisco franchise in the NPSL.

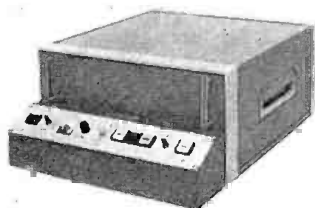
Commenting further on CBS-TV's participation in the soccer telecasts, Mr. MacPhail was reported to have said "Sure we're taking a risk. We don't think soccer is going to replace baseball or football. And it might never catch on at all. But we've signed a long-term contract and I don't think we'll pull out unless it's absolute disaster."

The National Professional Soccer League is being contested by the North American Soccer League, which was formed earlier and with sanction of the sport's international body. It, however, will not begin play until 1968.

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The new VDR-250 has five distinct modes of operation:

a) Real Time Continuous. b) STOP ACTION. c) SLOW MOTION in three speeds:

Fast	Medium	and Slow
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Up till now, the only way to accomplish true slow motion was to use film. You filmed at fast speed... (and used four to five times more film) and you waited for processing. With the new MVR VDR-250, you record in real time and wait less than 1/2 second for playback. Your operator can select any of the three SLOW MOTION speeds, STOP ACTION, or real time.

The VDR-250 SLOW MOTION VIDEODISC* TV Disc Recorder is the best thing that happened to sports programming since the isolated camera. You can add one to your department for only \$18,000 and three cubic feet of space. Orders are being taken now on a first come first serve basis. Be the first in your market to own one.

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EMMY WINNERS FOR OUTSTANDING ENGINEERING ACHIEVEMENT.

RELIABILITY THROUGH ADVANCED DESIGN

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Educational television urged to trim its ship

Friendly says Ford satellite plan is great boon,
but warns NAEB of other tired, obsolete practices

Dog-food commercials may be doing a more effective job than the school room, Fred W. Friendly, Ford Foundation TV consultant, said last week. He indicated that if TV can work such educational magic for dogs it can do it for students too and in more important subjects such as physics.

Mr. Friendly, former president of CBS News, told 1,700 delegates at the annual convention of the National Association of Educational Broadcasters in Kansas City, Mo., that 1967 would be known as "the year in which distance died." He explained it will be a year when educational broadcasters will be on their way to national live "quality" programming that will have unparalleled impact upon American culture.

The way this will come about, he said, is through the Ford Foundation's proposal for a domestic satellite system serving both commercial and educational interests. Under this proposal the educational-TV system would be aided financially from the profits earned from the payments of the commercial networks and stations for facilities.

The fact the new educational "second service" would be live for millions at the same time, he said, would bring added excitement to this fare. He said the educational programs would be a second service because the three commercial-TV networks today are "so similar that nationally all they provide is a single service."

Live vs. Tape ■ Why is the live

aspect so important to impact or effectiveness? Mr. Friendly recalled his broadcast-journalism experiences, especially how the broadcasts of the McCarthy hearings by the late Edward R. Murrow had a national response that "welled up in favor of Murrow and against the senator."

Mr. Friendly also held that the present method of duplicating and distributing the programs of the National Educational Television network is obsolete. Although praising NET for its efficiency in all that it does, Mr. Friendly said the distribution system "still is against everything that I know about broadcasting because I believe in the simultaneity of broadcasting." Not all of the time of course, he indicated, "but if you want to grab this country and reach it, the idea of reaching it in a way in which the method of distribution can be promoted by all of the news media—national, regional and local—is terribly important."

As for instructional telecasting in the classroom, Mr. Friendly noted that the problem in a school "is that there is something going on out there in the world that is so much more interesting than what is happening in the classroom. We've got to bring what's out there into the classroom with the best people from government, the sciences, the humanities teaching them."

There are some 50 million-60 million children in school today, Mr. Friendly said, "and a lot of them are bored."

The truth is, Mr. Friendly continued,

"that dog-food commercials are sometimes more interestingly done than what we see in the classrooms. With \$41 million annually being spent on educating us about dog food and so little being spent to educate us about physics, it's no wonder that we know more about dog food, which is presented more interestingly and compellingly."

Jerrold Sandler, executive director of the National Educational Radio Division of NAEB, told of four key steps to secure federal support for educational radio. He said top priority was given to the development of the four-point political action program to assure federal financial aid similar to that now available for educational-TV stations.

The program, which grew out of discussions with the Department of Health, Education and Welfare, would seek federal aid in these areas:

(1) The creation of internships, fellowships and innovations in developing the telecommunications curricula.

(2) Expansion of existing facilities and the establishment of new stations with stress on developing multiple service on a state, regional and/or national basis involving the use of sub-channels providing specialized services to specialized audiences.

(3) Improved programming creating unique services not now available.

(4) Provision for assistance to various states and institutions for development of statewide service plans that would use educational radio to help meet broad community needs.

FM Allocations ■ Discussions are underway with the FCC to develop a nationwide allocations table to cover the reserved FM frequencies similar to the ETV reservation plan, Mr. Sandler said. The basic approach to this plan will be to identify statewide and regional needs through state networks, thus assuring the most productive and efficient use of the available FM spectrum, he explained.

C. Scott Fletcher, executive consultant, Educational Television Stations Division of NAEB, revealed a five-year projection model for "second system" educational-television broadcasting. At the end of this period, he predicted, "there should be at least 350 operating ETV stations in contrast to the 122 stations operating in the U.S. today."

These new stations, he said, "will need to be on the air seven days a week, at optimum power and antenna height and capable of color broadcasting. We further believe that these stations must be fully interconnected nationwide by satellites or other means as well as suitably interconnected on an interstate and regional basis."

Capital costs for such merely adequate second system will total about



Mr. Fletcher



Mr. Sandler



Mr. Friendly

WINNERS OF BMI'S FOURTEENTH ANNUAL STUDENT COMPOSERS AWARDS

Fourteen young composers from the United States and Canada are sharing \$12,500 in the 1965 Student Composers Awards competition. With these grants, more than 100 students will have received SCA prizes, which are presented annually by BMI.

The 1965 winners are:

William Benjamin, age 21, of Montreal, Canada, a student at McGill University;

Robert S. W. Buckley, age 19, of Vancouver, Canada;

Peter M. Dickey, age 18, of Ravenna, Ohio, a student at Ravenna High School;

Charles Dodge, age 23, of New York City, a student at Columbia University;

Steven E. Gilbert, age 22, of Brooklyn, N. Y., a student at Yale University School of Music;

Robert E. Henderson, age 17, of Fullerton, California;

Roger O. Johnson, age 24, of New Haven, Conn., a student at Yale University School of Music;

Judith Lang, age 20, of Bellerose, N. Y., a student at Queens College;

Richard Manners, age 24, of Chicago, Ill., a student at Chicago Musical College, Roosevelt Univ.;

Frank L. McCarty, age 24, of Whittier, Calif., a student at the University of Southern California;

Joan Panetti, age 24, of Baltimore, Md., a student at Yale University School of Music;

Phillip C. Rhodes, age 25, of Forest City, N. C., a student at Yale University School of Music;

Joseph C. Schwantner, age 22, of Evanston, Ill., a student at Northwestern University;

David N. Stewart, age 24, of New Haven, Conn., a student at Yale University School of Music.

Established in 1951 by BMI, in cooperation with music educators and composers, SCA annually gives cash awards to encourage the creation of concert music by student composers. Prizes totaling \$12,950 will be available for distribution in the 1966 competition. Complete entry kits are available upon request at BMI, 589 5th Ave., N. Y. 10019.



Benjamin



Buckley



Dickey



Dodge



Gilbert



Henderson



Johnson



Lang



Manners



McCarty



Panetti



Rhodes



Schwantner



Stewart



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\$350 million to \$400 million, he explained. He indicated this figure is reasonable since federal funds under the libraries and construction act during the past 10 years have totaled over \$160 million and for the next five years through amendments to the act will total \$700 million.

Mr. Fletcher reported that applications accepted under the present educational television facilities act already cover "more than all of the remaining money" that is available. "For all practical purposes," he said, "all of these funds will be depleted by the end of this year. After the publication of the report of the Carnegie Commission on Educational Television, the Congress will undoubtedly wish to consider amendments to this important act."

Help to Individual ■ Dr. Donald G. Emery, superintendent of schools in Scarsdale, N. Y., and Paul A. Miller, assistant secretary for education with the Department of Health, Education and Welfare, both emphasized during their addresses to the NAEB annual convention that the educational media must play a more creative and independent role in the development of the individual.

Referring to the educational media as a "Gulliver tied by many ropes," Mr. Miller stated that the new technology has the potential to "release the teacher from the burdens of repetition to take a more active role with the student—making both teacher and student zealous participants in intellectual development."

E. G. Burrows, manager of the University of Michigan's WUOM(FM) Ann Arbor, Mich., noncommercial, was elected chairman of the NAEB board. Robert Schenkkan, director, Southwest Texas ETV Council, was elected vice chairman. Three NAEB officers were re-elected: William G. Harley, president; Harold Hill, vice president, and James A. Fellows, secretary. (For other elections, see page 85).

Split in the family

The CBS-owned radio and television stations in Chicago have taken competitive broadcast editorial positions in the Illinois race for the U.S. Senate. WBBM-TV is stumping for Republican Charles Percy while WBBM is supporting the Democratic incumbent, Paul Douglas. Both outlets claim they are the first radio-TV stations in Chicago to endorse political candidates.

GOP's Johnson tape draws criticism

The Republican party, in the midst of a drive to counteract what it calls imbalance in the broadcasting of political statements, found itself rebuked last week for sending GOP candidates tapes for radio and television use that were edited to make a statement by President Johnson seem as though he were endorsing the Republicans.

The Republican Congressional Committee was reprimanded by the Fair Campaign Practices Committee, a bipartisan organization that oversees political campaigns to eliminate the source of complaints. The GOP group wrote its candidates advising them against the use of the tapes to avoid criticism. However, the Republicans also criticized Samuel J. Archibald, executive director of the FCPC, as still being a parttime consultant to the House Government Information Subcommittee, a Democratic patronage job.

The tape in question was a recording of parts of an address made by President Johnson in which he was heard to advise persons who are worried about high prices and inflation, to vote Republican. However, the Republican organization used an announcer's voice and applause to drown out part of the President's statement that also referred to high wages and higher livestock prices. Democratic National Committee Chairman John M. Bailey took the opportunity to brand the GOP episode "the most flagrant example of deliberate distortion that I have seen in all my years of political campaigning."

Wants TV Time ■ Meanwhile the GOP was still trying to obtain time from the television networks to overcome what it said was a Democratic advantage in coverage of political issues. It earlier had sought time for a GOP presentation (BROADCASTING, Oct. 17). However, only NBC responded with a half-hour, to be matched with a similar amount to the Democratic Party. CBS refused and ABC said it would study the request. The Republican Congressional Committee last week was planning to contact ABC again for a definite answer.

To buttress its argument that the networks haven't been giving both sides of the picture, the GOP published a study it said was made by an independent radio-TV monitoring firm that spot-checked public-affairs and news programs. The survey measured the amount of time devoted to political issues for each party in minutes and seconds. The survey, as published in the committee newsletter showed:

June 12-18	Democrats	Republicans
NBC	87:00	23:20
CBS	84:15	38:30
ABC	100:20	6:45
August 14-20		
NBC	168:24	13:56
CBS	192:50	34:50
ABC	115:00	6:00

Station support draws political fire

Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, has challenged the authority of broadcasters to endorse political candidates and warned that hearings on the subject may be held next year.

He said that in his opinion it was not the intention of Congress to give radio and television stations this type of authority. He added that a number of other members of Congress had also expressed concern on the subject. He said that if he is re-elected and resumes his position as committee chairman, one of the first steps his committee would take would be to inquire into the authority of broadcasters to endorse candidates for public offices. He said the inquiry would look into the advisability of permitting such actions in the future.

"The power and influence of radio and television stations in the field of endorsing candidates when they are operating under a license worth countless of millions of dollars and granted by the government, has caused considerable concern among members of Congress of both parties," he said.

The action takes more than just ordinary significance with reports that House Speaker John W. McCormack (D-Mass.) is extremely disturbed over the practice. Representative Staggers's statement said only that Speaker McCormack "is in agreement" with the move. But reports indicated the speaker may have even initiated the action. One of the speaker's aides said only the speaker "feels very strongly" on the issue.

Former Representative Oren W. Harris (D-Ark.), when he was chairman of the Commerce Committee, held hearings on the general subject of broadcast editorializing in 1964 but no action was taken.

Clark plans free-time bill for politicians

Senator Joseph S. Clark (D-Pa.) has revealed he is planning to introduce legislation in the next session of Congress aimed at providing some form of

A bit more leeway in handling equal-time problems

The FCC has handed down an interpretation of the equal-time law that gives broadcasters somewhat more freedom in planning programs in which free time would be given a host of candidates for public office.

WBTW-TV Florence, S. C., had been concerned about the difficulty in planning such a program in view of commission rulings that broadcasters, in making time available, cannot impose on candidates a format they find objectionable.

The station was concerned about the possibility of a candidate rejecting an offer to appear on a show with his rivals and then demanding equal time under Section 315 of the Communications Act—or of a candidate agreeing to appear but later being unable to participate.

Could the station ask the candidates involved to waive their rights to equal time if they either cannot or do not choose to appear on the planned program? Could the station drop its plans if it doesn't get the requested waivers, and notify the candidates why it was taking that action?

The commission, in an interpretive ruling given WBTW-TV last

week, said that licensees may make the offer of free time contingent on all candidates agreeing to appear or to waive their right to equal opportunities. Candidates who agree to appear may also be asked to waive their rights if they subsequently are unable or unwilling to participate.

Licensee Judgment — The commission, in addition, said that if a candidate refuses to waive his rights or wants to attach some other conditions, "the matter then becomes one for the licensee's judgment of what, in the circumstances, would best serve his area's needs."

The licensee may afford a candidate time at a later date—or "withdraw the offer of free time," the commission said, adding: "Such withdrawal is not precluded by Section 315, but rather is a matter for the licensee's good faith, reasonable judgment."

The commission said that, in view of the "general guidance" that was requested, it was not making an "iron-clad ruling on the matter of waivers." But as "a general matter and for most practical purposes, the waiver would be binding." Unusual situations would be dealt with in

their own factual contexts, the commission said.

The commission said licensees could make "a factual report" to candidates that a particular candidate has refused to grant a waiver and that the free-time offer, as a result, was being canceled. But it would "be inappropriate for the licensee to impute blame to such a candidate, or to indicate that the candidate was acting improperly," the commission said.

Such a candidate, the commission said, is exercising rights bestowed on him by Congress. "What is involved are the perfectly proper judgments, both by the candidate as to his 315 rights and the licensee as to what will best serve his audience."

For similar reasons, the commission added, "a licensee may not use a threat to blame failure of the negotiations on a particular candidate as a means to dictate the format of the program." The commission said such a tactic would "constitute prohibited censorship."

The commission adopted the letter by a 5-to-1 vote, with Commissioner Kenneth A. Cox dissenting and Commissioner Lee Loevinger absent.

free time on radio and television for political campaign broadcasts.

The measure is reported as being in the planning stage and work on the draft is expected to begin when the senator returns to Washington in a few weeks. Senator Clark said only that it "has to do with the extent to which the communications media, primarily radio and television, should be called upon to contribute some part of the cost to conduct an honorable financial campaign."

Station endorsement for Reagan riles Brown

Is it proper for a broadcaster to make a partisan political endorsement using the public air? Governor Edmund G. (Pat) Brown, democratic candidate for re-election in California, made it clear last week that he thinks this is a "dangerous precedent."

The question came up after KNXT (TV) Los Angeles, following a similar pronouncement by its radio affiliate KNX, editorially endorsed Republican gubernatorial candidate Ronald Reagan. Afterwards, KNXT newsman Maury

Green asked Mr. Brown for his reaction to the endorsements. In a filmed interview the governor said in part: "I think that one of these days that the FCC or the Congress will see that those who have monopoly on a wave length in the air will not be able to use this power for partisan purposes."

He went on to indicate that political endorsements of candidates broadcast by stations is "one of the most dangerous things that has ever happened in the U. S."

Mr. Reagan, however, said he "was most grateful" for the endorsements. In another film report carried by KNXT, the Republican candidate explained: "I don't see anything any more wrong with a radio station than a publication having an editorial policy that is carefully explained as its editorial policy. Certainly it isn't any more wrong than the *New York Times* endorsing Governor Brown."

The KNXT interview with Mr. Brown was filmed at an open news conference held at station KXTV(TV) Sacramento. It came about as part of what was called an "experiment" in campaign techniques. The entire news conference was taped and later telecast by the Brown forces as a paid political pro-

gram. But some newsmen, including those of the influential *Los Angeles Times* refused to take part in the news conference because it was to be used for partisan purposes. Governor Brown was to take part in another news conference held in Bakersfield, which also was to be taped for later viewing, but the plan was canceled when only two local newsmen showed up to ask questions.

Debates scheduled on N.Y. stations

Coverage of live debates among the four candidates in New York's gubernatorial race will be extended to other stations in the state by WABC-TV and WCBS-TV, both New York City.

ABC will provide coverage of its Saturday, Oct. 29 (6:30-7:30 p.m.) to a total of 22 radio and television outlets in addition to WABC-TV New York. The TV stations are ABC-affiliate WAST-TV Albany, WNYS-TV Syracuse, WKBW-TV Buffalo, WBJA-TV Binghamton, and WOKR-TV Rochester, as well as independents WRÖH-TV Rochester,

WNYC-TV, WOR-TV and WNEW-TV, all New York City, and ethnic station WNJU-TV Newark, N. J., which will carry simultaneous Spanish translation of the debate.

The radio stations are WABC, WNYC-AM-FM, WMCA and WLIR, all New York City, and WIBX Utica, WKNY Kingston,

WBIV(FM) Wethersfield, WOIV(FM) De-
ruyter, WMIV(FM) South Bristol, WEIV
(FM) Ithaca and WJIV (FM) Cherry
Valley.

WCBS-TV will offer video-tape cover-
age of its debate, Sunday, Nov. 6 (12-
12:30 p.m.) to CBS-TV-affiliates WTEN
(TV) Albany, WBNF-TV Binghampton,

WBEN-TV Buffalo, WHEC-TV Rochester,
WHEN-TV Syracuse and WWNV-TV Wa-
tertown.

In addition to its carriage of the de-
bate, WCBS-TV will carry separate but
equal coverage of campaign statements
by the candidates of three minority
parties.

Movies are viewers' favorites

Features outscore all other forms in TVQ;

new comedy series bomb; but new season overall

is liked better than any since 1961-62

Viewers are liking this season's eve-
ning-network television programing a
little better than last fall's, but they like
the new shows less.

Network movies are a big factor in
the higher score given the general
schedule, and situation comedies are
largely responsible for the lower score
given this season's group of new pro-
gram enuries.

These conclusions emerge from a
special study, one in an annual series,
conducted for BROADCASTING by the
TVQ service of Home Testing Insti-
tute, marketing research firm, of Man-

hasset, N. Y. The TVQ score, based
on nationwide surveying, is the pro-
portion of respondents who, having
said they are familiar with a program,
also call it "one of my favorites."

TVQ said that interviewing during
the Oct. 8-18 period produced an aver-
age TVQ score of 29 for all nighttime
network programing—up two points
from the same period a year ago and
the highest level attained since 1961-
62 (see table I).

The score for network movies jump-
ed from 32 last October to 38 this
year, surpassing westerns as the best-

liked category despite an advance by
westerns from 33 last year to 35 this
year.

This fall's movie TVQ matched the
westerns' all-time high of 38, set in the
fall of 1963, and reversed a downward
trend exhibited by movies in the 1964
and 1965 studies. But the resurgence fell
short of the TVQ scores of 45 and 43
that movies enjoyed in 1962 and 1963,
respectively.

Gains over October 1965 TVQ aver-
ages were recorded this fall by dra-
matic shows (up from 24 to 26), musi-
cal shows (from 25 to 27), news and
documentaries (from 25 to 32), quiz
and panel shows (from 21 to 22) and
suspense and mystery shows (from 30
to 31), in addition to movies and west-
erns.

Although the average score for news
and documentary programs appeared
to have risen dramatically, it was noted
that the increase might be less signifi-
cant than it seemed, since only two
prime-time shows fell into that category
this year.

Three other categories turned in
TVQ averages exceeding the all-pro-
gram average of 29: movies with their
38 TVQ, westerns with 35 and sus-
pense and mystery with 31.

Two categories dropped slightly, ad-
venture from a TVQ of 29 last year to
28 this year and variety from 25 to 23.
While comedy programs held steady
with 28 in both studies.

Among new programs, however,
comedies were the big losers. Their
TVQ average dropped from 30 to 25.
The average for all new shows was 27,
down one point from the average for
last year's new entries.

Except for comedies, all categories
in the new-program study exceeded the
27 average for all new programs and
also scored higher than last year's new
shows in the same categories. New ad-
venture programs scored an average of
33, up from 30 last fall; new suspense-

Table I: Average TVQ scores, all evening network programs, by program type—1962-66.

	Oct. 1966	Oct. 1965	Oct. 1964	Nov. 1963	Nov. 62
Total all types (1)					
No. of programs	91*	99*	97	91	102
Average TVQ	29	27	28	28	29
Adventure (2)					
No. of programs	14	7	7	3	3
Average TVQ	28	29	33	30	36
Comedy					
No. of programs	28	35	38	22	29
Average TVQ	28	28	29	30	30
Drama					
No. of programs	6	12	11	15	17
Average TVQ	26	24	28	28	29
Musical (3)					
No. of programs	5	9	5	6	6
Average TVQ	27	25	27	23	26
Network movies					
No. of programs	5	4	3	2	1
Average TVQ	38	32	35	43	44
News & documentary					
No. of programs	2	3	5	5	8
Average TVQ	32	25	22	25	29
Quiz & panel					
No. of programs	4	4	5	6	7
Average TVQ	22	21	23	25	23
Suspense & mystery					
No. of programs	9	6	6	9	6
Average TVQ	31	30	28	28	27
Variety (4)					
No. of programs	7	5	10	10	7
Average TVQ	23	25	24	23	26
Western					
No. of programs	9	10	5	8	13
Average TVQ	35	33	37	38	34

(1) Miscellaneous programs included in total but not in separate categories.

(2) Adventure includes science fiction.

(3) Musical includes musical variety.

(4) Variety includes comedy variety. * Multiepisode programs counted once.

**These
New Features
in

Television
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Make
the Buying of
Television
Easier
for Buyers**

- 1** "Television Market Areas," using ARB definitions. These are ranked by:

Standard Metropolitan Statistical Areas

Areas of Dominant Influence (the unduplicated county concept)

Effective Areas (areas in which there is 50% or more daily circulation)

Total Viewing Areas (the ARB areas survey)

- 2** TV stations listed alphabetically and city of operation. TV circulation for black-and-white and color.
- 3** Color TV estimates have been revised based on data provided by ARB and Nielsen.
- 4** Media Identification Codes for every TV Station, group and representative listing—for standard industry identification—endorsed by the Advertising Data Processing Association.
- 5** Households now ranked by SMSA in Consumer Market Summary pages. The summaries include: Total sales-retail, food, drug, general merchandise, apparel, home furnishings, automotive, service station—passenger car registrations, farm population and gross farm income.
- 6** List of TV stations regularly scheduling farm programs.
- 7** National group broadcasters' national sales offices are identified immediately following the listing of TV representatives.
- 8** New future rate pages for TV stations—announcing new rates in advance.

These new features are making it easier for buyers of television time to buy any station. Your reasons-why-to-buy in SRDS will make it easier to buy from you

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Table II: Top-10 evening network programs from second October 1966 TVQ report—by age.

Top-ranked network television programs in TVQ's second October report are shown below, plus the five highest and five lowest-scoring new shows. These TVQ scores are based on opinions given by respondents during 10-day period

that started Oct. 8. They compare with an average TVQ of 29 for all nighttime programs and an average of 27 for all new nighttime shows. All material copyrighted by Home Testing Institute/TVQ Inc., 1966.

Rank	Program	Total Audience		6-11	12-17	18-34	35-49	50-plus
		TVQ	TVQ	TVQ	TVQ	TVQ	TVQ	TVQ
1.	Bonanza (NBC)	47	51	53	38	39	57	
2.	Saturday Movies (NBC)	42	40	47	43	43	36	
2.	Star Trek (NBC)	42	63	56	41	34	16	
4.	Walt Disney (NBC)	41	53	37	31	37	49	
5.	Time Tunnel (ABC)	40	60	63	33	27	12	
6.	Red Skelton (CBS)	39	53	34	32	34	44	
7.	I Spy (NBC)	38	51	57	46	32	18	
8.	Family Affair (CBS)	38	55	48	34	30	34	
9.	Mission: Impossible (CBS)	37	46	50	35	26	32	
9.	Friday Movie (CBS)	37	41	37	41	37	33	
9.	Hawk (ABC)	37	53	45	40	30	26	
10.	Thursday Movie (CBS)	37	29	38	43	36	32	
11.	Tuesday Movie (NBC)	37	32	36	43	35	35	

and mystery programs averaged 29, up two points, and new westerns averaged 32, up three.

The movies' rise in appeal was also evident in TVQ's ranking of top 10 TVQ scores. In October 1965, only one network movie made this list. This year, among 13 shows making or tying for positions in the top 10, four are movies (see table II).

Top Five New Shows

Rank	Program	TVQ score
1.	Star Trek (NBC)	42
2.	Time Tunnel (ABC)	40
3.	Family Affair (CBS)	38
4.	Mission: Impossible (CBS)	37
4.	Hawk (ABC)	37

Bottom Five New Shows

Inverse rank	Program	TVQ score
1.	Garry Moore (CBS)	12
1.	Jean Arthur (CBS)	12
1.	Tammy Grimes (ABC)	12
4.	Milton Berle (ABC)	13
5.	Roger Miller (NBC)	17

Program notes . . .

The horsey set ■ Madison Square Garden-RKO General Sports Presentation is preparing a 90-minute color special on the National Horse Show being held in New York Oct. 25-Nov. 1. The program is offered for syndication during November. Schaefer Brewing Co., New York, through BBDO New York, has bought one-half sponsorship of the special in 17 eastern markets.

World learning ■ New WFIL-TV Philadelphia series, *Worldland Workshop* (Mon.-Fri., 7-7:30 a.m.), has been tagged by Triangle Stations for national syndication next year. The series, 195 half-hour tapes previewed more than a month ago (BROADCASTING, Sept. 19), combines word learning and entertainment for preschool children.

Date for a 'dream' ■ *Dream Girl of '67*, ABC-TV's daily beauty contest, will premier Dec. 19 (2:30-2:55 p.m.

EST) as replacement for *A Time For Us*.

Jingle bells ■ United Communications Mission Inc., Orlando, Fla., has made available to radio stations a free two-hour musical production: *Christmas in America*. Featuring the music of colleges throughout the U. S., the production may be programed as a special or as four separate half-hour segments.

From Italy ■ Golden Arrow Films, New York, has acquired U. S. and Canadian TV distribution rights to the motion picture "Libido," a psychological suspense drama produced in Italy.

Hablan español ■ WMIE Miami, a subsidiary of Susquehanna Broadcasting Co., has announced 100% Spanish

A new sound

Identitones Inc., New York, which has specialized in creating music and sounds for audio commercials, is moving more actively in the area of "electronic logos" for radio stations and has created soundtracks for WMCA New York; WFBR Baltimore; WJW Cleveland and WBNS Columbus, Ohio. Eric Siday, president of Identitones, believes that station logos using vocal groups and orchestras are becoming passé and the time is appropriate for "electronic music" identifications. Mr. Siday has compiled more than 100 sounds for use with all kinds of announcements—news, sports, weather, traffic reports and time signals—and creates them by combining, for example, sounds of helicopter blades and traffic horns for an early-morning announcement.

language programing effective today (Oct. 31).

For newsmen ■ The Bureau of the Census has announced the publication of a new U. S. map, Series GE-50, No. 11: *Congressional Districts of the 90th Congress*. The map features redistricting actions to Sept. 1, 1966, and may be obtained by writing the U. S. Government Printing Office, Washington, D. C.

New films ■ A series of 13-half-hour documentaries on space and aeronautical subjects have been released for television stations by the National Aeronautics and Space Administration. Programs are offered free on a print-available basis from Code FAU, NASA Headquarters, Washington, D. C.

'Once over' offered ■ *Once Over Lightly*, a five-minute radio program for news commentary featuring Alan Scott, is being syndicated by W. R. Productions, Philadelphia. The program was originally broadcast on MBS.

Fight distributor ■ Charles Michelson Inc., New York, TV-film distributor, has announced it will handle overseas distribution of the scheduled Nov. 14 heavyweight championship fight between champion Cassius Clay and Cleveland Williams in the Houston Astrodome. The Michelson firm will air mail films direct from ringside to over 50 countries.

Baker with Inez ■ One of the chief reasons why KRGV-AM-TV Weslaco, Tex., was able to broadcast extensive coverage on hurricane Inez was Jeff Baker, staff member of the Weather Bureau Public Information Office according to an announcement from the Texas station. From Oct. 8 to 10 he was in Brownsville, Tex. assisting in dissemination of information and warnings. He clarified and amplified releases, advisories and bulletins which helped KRGV-AM-TV get the storm bulletins and news to the public.

NBC drama festival stalled

NBC-TV has postponed a proposed drama festival that it had planned to schedule during a week in April. The network had intended to show one-hour dramas five consecutive nights in a week. The TV dramas were in a package proposed to the network by producer David Susskind.

The postponement was caused by a withdrawal by Xerox Corp., Rochester, N. Y., which had indicated it would sponsor one-third of the project. With Xerox backing no longer assured, Celanese Corp. and Eastern Airlines, each a one-third sponsor, also withdrew.

Psychedelic jingles to turn listeners on

"The Detroit sound intends to compete with the Dallas sound." So say James W. Panagos and Carl Porter, broadcasters turned jingle makers, who have formed Theme Productions Inc. They are offering four new packages of station ID's, jingles and other musical creations "featuring the same talent that Detroit agencies are using for many of the top automotive commercials today and backed with bands of up to 34 musicians."

One of the new packages employs an unusual "psychedelic sound" patterned after the psychedelic (electronic) music trend in nightclubs, especially on the West Coast. In addition the new company is offering format, contest and promotion services on both a custom and syndicated basis.

Mr. Panagos, president of Theme Productions, formerly was regional sales manager at WCHB Inkster, Mich., and before that had been manager of WJMO Cleveland. Mr. Porter, Theme vice president, was local sales manager at WCHB. While working together at the Detroit mar-

ket station they developed a format called "Soul Radio."

Commercials Too ■ Theme Productions packages already have been sold to 10 top-market stations, Mr. Porter said last week, but since they will not begin until December or January the stations have asked not to be identified until then for competitive reasons. Theme also is producing several radio commercials for agency-advertiser clients but its principal business will be station oriented, he said.

Quincy Jones, freelance Hollywood film composer, is under exclusive contract to Theme for the scoring of station ID's. His recent film credits include "Mirage," "The Pawnbroker" and "Walk, Don't Run" as well as NBC-TV's *Hey Landlord*.

Theme's Detroit facilities include three separate studios and "all of the latest and most complete multitrack and other sound recording equipment," it was explained. Edward Wolfrum, formerly with Motorola and Golden World Recording Co., is chief technical engineer.

Mr. Panagos explained that his

firm's adaptation of the psychedelic sound technique for one of its packages of 34 jingles makes use of special equipment now under development privately by a West Coast electronics manufacturing engineer. Theme Productions calls the technique "Intensodylic Sound."

Although the sound makes no change in rating when measured by all the available meters, he said, it appears to the mind's ear to be "more distinct, louder or however else you want to describe it and registers an intense after-image. It's a unique sound that turns a listener on and keeps him on."

The other three Theme Productions' packages include "Contemporary '67" for top-40 operations and "Soul '67" for rhythm-and-blues formats, each comprising 30 jingles, plus an acappella package of 34 jingles. All are priced according to the size of market, starting as low as \$1,500 for stations in markets of 50,000 or less.

Theme Productions' Detroit address is 13301 Dexter Boulevard; phone (313) 933-4643.

FANFARE

20-year BBDO aid to Ad Council cited

BBDO was honored in New York Thursday (Oct. 27) by the Advertising Council for its 20 years' continuous service as volunteer advertising agency for the fund raising campaign of the United Community Funds and Councils of America. The only previous agency to be so honored was Foote, Cone & Belding, Los Angeles, for its forest-fire-prevention campaigns since 1942.

N. W. Ayer & Son, New York, will be cited for its 10-year voluntary service in the aid-to-higher education campaigns. Two advertising men were honored for their personal five-year service as coordinators: David F. Beard, advertising director, Reynolds Metals Co. and Thomas D'Arcy Brophy, who directed the United Service Organizations campaigns.

Also cited were the following agencies: J. Walter Thompson Co.; Grey Advertising; Foote, Cone & Belding; The Marschalk Co.; Young & Rubicam Inc.; Doyle Dane Bernbach; Needham, Harper & Steers; Papert, Koenig, Lois

and D'Arcy Advertising Co.

Advertisers honored included RCA, Equitable Life Assurance Society, National Biscuit, Seaboard Finance, Merck & Co., Monsanto, Union Carbide, IBM and Lever Bros.

Drumbeats . . .

French cite Sarnoff ■ Robert W. Sarnoff, RCA president, has been awarded France's second highest cultural award

in being made an officer of the French Order of Arts and Letters. He was praised for contributing to Franco-American understanding while he was NBC chairman when there were several TV productions on French culture.

NAEB honors Henry ■ The National Association of Educational Broadcasters at its Kansas City convention last week (see page 70) presented its 1966 Distinguished Service Award to E. Wil-

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liam Henry, ex-chairman of FCC, who succeeds **Leonard Marks** as member of association's public board of directors. Mr. Marks resigned when he became director of the U. S. Information Agency.

EIA honor ■ The Electronic Industries Association has awarded its Medal of Honor to Patrick E. Haggerty, president-director of Texas Instruments Inc., Dallas. The award is presented annually for "outstanding contribution to the advancement of the electronics industry."

Color it ballyhoo ■ KIII(TV) Corpus Christi, Tex., has put color in the home-viewers' wash. With a simulated detergent box mailing piece, KIII announced network and local color programming designed to please the family. Notes one

blurb: "Babies thrive on KIII color; they see those vegetables, actually cry for their spinach." Mom discovers blondes "look dreamy" and Dad no longer becomes "sudsed up" at discipline-time: no KIII for bad youngsters. Despite its "color power," KIII guarantees faithful reproduction of the most delicate color spots.

New York office ■ Richards Associates, Washington, public relations firm, has opened a New York office at 100 West 57th Street with Michael J. Foster as vice president in charge. Telephone: 765-5520.

An eye for an I ■ Alert early-morning WIP Philadelphia listeners lit up the station's switchboard with reports that something seemed to be missing from the outlet's call letters. W-P came over

fine, but where was the "I"? The station subsequently alerted listeners that a note constructed of cut-out pasted letters in the classic criminal manner had been received, stating that the official "I" had been stolen by The Mystery Man. Offering a \$500 reward for the return of the ID component, the station periodically relayed clues as they were received from the mystery man. By the time the promotion was a week old, the cause had become so célèbre that Mayor James J. Tate opened his regular news conference with a categorical denial of his complicity in the theft. The campaign continued for a second week before two Philadelphians claimed the reward by correctly identifying the mystery man as a local band-leader who had led the WIP orchestra back in the '20's.

FINANCIAL REPORTS

Yogi and friends going to Taft

Group-station owner diversifies with purchase of Hanna-Barbera Productions for \$12 million

Taft Broadcasting Co., Cincinnati, has begun an expansion program by agreeing to acquire Hanna-Barbera Productions Inc., Hollywood, for approximately \$12 million.

The purchase price includes 60,000 shares of Taft common treasury stock with the balance to be paid in cash. The stock and an unstated amount of cash will be paid Dec. 28, closing date of the agreement, and the remaining cash will be paid in three annual installments through Jan. 3, 1969.

William Hanna and Joseph Barbera, founders of the production house, will receive the stock. The cash will be distributed to them and a third stockholder, George Sidney. Hanna-Barbera will operate as a wholly owned Taft subsidiary.

The acquisition is subject to certain conditions, including a ruling from the Internal Revenue Service and the revision of Taft's current capital loan agreements. Taft said it will not have to do any additional borrowing to complete the deal.

Just About Everywhere ■ Hanna-Barbera, parent of Huckleberry Hound, Yogi Bear, Fred Flintstone and many other cartoon characters, now has nine shows on network TV and another five shows in syndication. On ABC: *Magilla Gorilla* and *Peter Potamus*. On CBS: *Frankenstein Jr.* and *Space Ghost*. On NBC: *Space Cadets*, *Top Cat*, *Jetsons*, *Atom Ant* and *Secret Squirrel*. In syndication: *The Flintstones*, *Quick Draw McGraw*, *Ruff 'n Reddy*, *Huckleberry*

Hound and Yogi Bear.

Founded in 1957, the firm has produced more than 1,300 cartoon programs for TV. Its studios are now used for cartoons, commercials and TV specials.

Hulbert Taft Jr., chairman of the broadcasting group, said entertainment film production has been looked on as the "most logical area" for Taft's diversification and expansion. "We have seen many opportunities in that field," he added, "but none which has impressed us as much as Hanna-Barbera."

Taft stations are: WKRC-AM-FM-TV Cincinnati; WBRC-AM-FM-TV Birmingham, Ala.; WKYT-TV Lexington, Ky.; WGR-AM-FM-TV Buffalo, N.Y.; WTVN-AM-FM-TV Columbus, Ohio; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Columbia files counterattack

Columbia Pictures Corp. filed suit late Thursday (Oct. 27) in the U. S. District Court for the Southern District of New York to restrain a group of shareholders with an asserted majority of company stock from assuming control of the motion picture-TV organization.

The action followed a demand by

dissident stockholders earlier in the week for immediate control of the company.

In one instance in its complaint, Columbia cited the Communications Act of 1934, which prohibits aliens from owning more than 25% of holding companies with TV-radio station interests.

One of the defendants is the Banque de Paris et des Pays Bas, Geneva, which acquired 680,000 shares of Columbia stock (34% of outstanding shares) earlier this month through a tender offer (BROADCASTING, Oct. 17). Columbia, through its Screen Gems subsidiary, owns or controls KCPX-AM-FM-TV Salt Lake City; WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico, and WVUE(TV) New Orleans.

The complaint also claimed that two other defendants, Dreyfus Fund and Madison Fund, have through their purchase of Columbia stock acquired interests in excess of 1% in more than five VHF TV stations in violation of the regulations of the FCC. These funds, it was stated, also have investments in Metromedia Inc. and Wometco Enterprises, both group-station owners.

Other Charges ■ Columbia also charged that these and other defendants have violated the investment company act of 1940, the securities exchange act and various sections of the U. S. Code. Other defendants in the Columbia action are M. M. Clairmont, Alliston Corp., Lee National Corp., Mrs. Sylvia Martin, Gerald Rivlin, Kuhn, Loeb & Co., Paribas Corp. and Edward A. Merkle.

The Swiss branch of the French bank is said to own about 34% of Columbia stock, and other dissident shareholders approximately 20%.

Columbia asked that all defendants be restrained from voting any common

shares at any meeting of shareholders as a means of controlling or affecting the management of Columbia, until the FCC approves a transfer of the company and its subsidiaries to the defendants or rules the transfer is unnecessary. Columbia also sought to prevent defendants from voting any stock acquired by them as the result of the offer to purchase by defendant, Banque de Paris.

Columbia's annual stockholders meeting is set for Dec. 21 in New York.

Initial indications of a looming battle for control of Columbia appeared last month when the Banque de Paris announced its tender offer. In subsequent weeks there were reports of various stockholder groups planning to seek representation on the Columbia board, and on Wednesday (Oct. 26) Columbia announced it had rejected a demand by dissident stockholders for control of the company.

Concealed Results ■ The dissidents charge basically that Columbia's management has been ineffective. They contend that the outstanding performance by Screen Gems has concealed the results of Columbia's own operations. They also have claimed that if Screen Gems' financial results were not included with those of Columbia Pictures, the latter company would have shown losses from 1961 through 1965.

In the fiscal year ended last June, Screen Gems' net income was \$5.2 million, or \$1.30 a share, as compared with \$4.7 million, or \$1.18 a share, in the previous year. For the same fiscal year ended last June 25, Columbia pictures, which owns about 88% of Screen Gems stock, reported a net income of \$2.3 million, or \$1.11 a share, as against slightly more than \$2 million, or 97 cents a share, in the previous year.

Other plaintiffs in the action are Screen Gems and the company's broad-

casting stations.

As an indication of the importance attached to the legal contest, Columbia announced it has retained the well-known lawyer, Louis Nizer, as counsel. The suit was filed for Columbia by its corporate law firms, Schwartz & Frohlich, New York, and Cahill, Gordon, Reindel and Ohl, New York. Screen Gems is represented by the firm of Paul, Weiss, Rifkind, Wharton and Garrison, New York.

LIN Broadcasting to offer bonds

LIN Broadcasting Corp., Nashville, has filed a statement with Securities and Exchange Commission seeking registration of \$1.5 million of convertible subordinated debentures (due 1978). C. E. Unterberg, Towbin Co., New York, will head a group of underwriters offering the debentures for sale to the public.

Of the net proceeds of the sale LIN Broadcasting will use \$550,000 to pay part of the cash portion of the \$2 million purchase price of the stock of WBBF Inc., Rochester, N. Y., \$200,000 to pay for a new tower and transmitting equipment of WAND(TV) Decatur, Ill., about \$265,000 for CATV construction, and the remaining money for general corporate purposes.

LIN Broadcasting, a diversified communications company headed by Frederick Gregg Jr., president, owns WBBF-AM-FM Rochester, N. Y.; WMAK Nashville; WAKY Louisville, Ky.; KEEL Shreveport, La.; KAAY Little Rock, Ark.; and WAND in Decatur. The corporation also has a permit to construct and operate an FM station in Shreveport and a pending application for a permit to construct and operate an FM in Little Rock, Ark. The company also operates CATV systems in Alabama, Florida, New Mexico and Tennessee and has CATV franchises in several states. LIN Broadcasting is also in the process of acquiring a majority of stock of Medallion Pictures Corp. (BROADCASTING, July 18). Another enterprise of the firm is Cable Promotional Services Inc., a wholly owned subsidiary in Nashville providing promotional services to CATV systems.

In addition to bonded indebtedness, LIN Broadcasting has outstanding 523,087 common shares, of which management owns 26.7%. The firm intends to issue an additional 265,000 common shares and \$558,185 in notes in connection with its proposed purchase of certain assets from Medallion Pictures Corp., and to issue \$1,525,000 in notes in connection with the purchase of stock of WBBF Inc.

Comsat's income

The Communications Satellite Corp. last week reported that revenue from its Early Bird satellite totaled \$3,190,000 for the first nine months of the year.

Since the satellite began commercial operations in June 1965, it has brought in revenue totaling \$5,328,000, the firm said. Income from Comsat's \$179,313,000 of temporary cash investment amounted to \$7,035,000 for the first nine months. Property additions during the same period were \$10,444,000 and the firm said it also spent \$11,412,600 for satellite system development costs during that time.

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Blair 9-month net up, AP&L still excluded

John Blair & Co., New York, reported an increase in nine-month net earnings. Blair noted its acquisition on Oct. 1 of a major interest in American Printers & Lithographers of Chicago, which Blair expects will increase its consolidated earnings approximately 7% on an annual basis. Blair's consolidated earnings for the quarter ending Dec. 31, 1966, will reflect its share in AP&L's earnings.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$1.51	\$1.48
Before-tax earnings	3,159,060	3,135,060
Net earnings	1,580,060	1,575,060
Shares outstanding	1,048,255	1,066,870

IRS ends tax exemption for Christian Echoes

The Christian Echoes Ministry Inc., Tulsa, Okla., which produces the Rev. Billy James Hargis's *Christian Crusade* radio-TV shows, has lost its tax-free status. The Internal Revenue Service terminated the status as of Oct. 10.

IRS had said Christian Echoes was not operated exclusively for religious, educational or charitable purposes; it intervened in political campaigns on behalf of candidates, and it had attempted to influence legislation. All three charges are violations of the statute of exemption.

Mr. Hargis said the *Christian Crusade* had opposed the Supreme Court ruling against prayer and Bible reading in school. He called the ruling an attack upon religious liberty.

In 1964, IRS started proceedings to lift the tax exemption status of Christian Echoes. It was part of an investigation IRS was making of 24 groups using mass media to promote causes

(BROADCASTING, Nov. 23, 1964).

In 1965 IRS removed the tax-free status of Life Line Foundation Inc., which produced the daily 15-minute *Life Line* radio show. IRS said Life Line was largely engaged in propaganda (BROADCASTING, April 5, 1965).

Subscription TV firm loses federal appeal

The federal bankruptcy court in New York last week in effect upheld Los Angeles county's \$75,000 tax claim against Subscription Television Inc. The pay-television company, which went out of business in the state of California two years ago when voters approved an initiative petition outlawing it, had claimed that tax assessments made when it was a going concern were too high and asked for a reduction. Los Angeles County Counsel Harold W. Kennedy reported to the county board of supervisors that the bankruptcy court ruled against STV. The New York court agreed with Los Angeles county that it lacked jurisdiction over the county's assessments. Mr. Kennedy indicated, however, that STV may appeal the ruling to a higher federal court.

The state's action prohibiting pay-television service in California was recently declared unconstitutional by the U.S. Supreme Court (BROADCASTING, Oct. 7).

RCA-Hertz merger terms changed

RCA and Hertz Corp. said last week that terms have been modified slightly in the proposed merger of Hertz within the RCA structure (BROADCASTING, Oct. 24).

The agreement now calls for an exchange of each share of Hertz \$2 cum-

ulative convertible preferred stock to be made for 52/100ths share of the new \$4 cumulative convertible preferred stock that RCA will issue. Originally, the transfer proposal called for each share of outstanding Hertz common stock to be exchanged for one-half share of RCA common and a quarter share of the new RCA issue of \$4 cumulative convertible preferred stock. Total value of the exchange in stock is estimated at \$185 million.

Scripps-Howard up

Scripps-Howard Broadcasting Co., New York, reported higher sales and earnings for the 16 weeks ended Oct. 8. Higher sales and earnings were also reported for the year to that date.

For the 16 weeks ended Oct. 8:

	1966	1965
Earnings per share	\$0.56	\$0.44
Net operating revenues	5,339,145	4,797,660
Income	1,435,095	1,125,676

Visual's stock on market

Initial stock offering of 180,000 shares of Visual Electronics Corp. hit the market at \$10 per share and the public's reception was described as excellent by a representative of Francis I. duPont, A. C. Allyn, underwriter. The price was quoted at 10 to 10½ in over-counter trading. Visual is a manufacturer and supplier of TV and radio broadcast equipment.

Metromedia adds

Metromedia Inc. reports acquisition of Sampson-Hill Corp., Detroit, a mail-marketing organization specializing in direct mail advertising, business communications and customer loyalty programs. Metromedia is already active in this area through its O. E. McIntyre Inc. and Dickie-Raymond Inc.

EQUIPMENT & ENGINEERING

Color sales jump 88% in eight months

A giant increase (88.4%) in color TV sales has spurred a 16% increase in TV distributor sales for January-August 1966 over the comparable 1965 period. The figures, released by the Electronic Industries Association, shows 2,487,037 color-TV sales through Aug. 31 compared to 1,320,080 last year. Monochrome TV sales dropped slightly during the period from 4,693,381 in 1965 to 4,491,065 in 1966.

Color-TV sales in August were 372,-

787, a 60.4% increase over the 232,394 sets sold in that month last year.

FM radio sales were up 21.1% in August 1966 over the same month last year, and cumulatively for the year the increase was 39%. Excluding FM car radios, 2,164,482 were sold through Aug. 31 this year compared to 1,557,562 in the 1965 period.

Home-radio distributor sales rose from 7,304,564 in the eight-month 1965 period to 7,930,104 this year, an 8.6% increase. These figures include table, clock and portable radios.

Car radios were down 13.2% for the eight months of 1966 compared to 1965, going from 6,511,333 to 5,648,449 units.

Zenith hits new zenith

Zenith Radio Corp., Chicago, claimed last week to be the first television manufacturer to produce and ship a total of more than two million monochrome and color-TV sets in less than 10 months. Zenith did not say how much of each type was included in the total. The company also said this is the eighth consecutive year Zenith "has led the industry in both black-and-white and total-TV set sales."

Marks to market 3-D TV viewing glasses

Marks Polarized Corp., Whitestone, N.Y., developer of TV viewing glasses that are said to give a three-dimensional effect when used to watch run-of-program television images, announced last week it will sell them to the public at \$9.95 each.

The company, through the Irvin Graham Agency Inc., Bellerose, N.Y., plans to back its introduction with an advertising campaign that initially will use print and direct mail. A TV campaign is being considered once public acceptance is assured.

Marks Polarized indicated that research is underway in cooperation with a "major" TV manufacturer to build the 3-D effect into a color TV set to achieve depth viewing without use of the glasses. The officials acknowledged, however, that it will take some time before this is achieved.

The glasses, which can be used for viewing of either monochrome or color, employ a principle called physiological optics (the left and right eyes cooperate with the brain to produce a 3-D image). The Marks Depix glasses apply this principle through use of two special color light lenses—one a "band pass" yellow-green filter to excite the eye's cones (adapted for bright light) and one, a "band pass" blue-red filter for the eye's rods (adapted to dim light). The 3-D effect is caused by a delay of image messages to the brain. This delay causes a displacement of right and left eye images. Motion on the TV screen heightens this displacement, so that the best results come in the viewing of action—sports, parades, moving automobiles, dancing, etc. Usually a stationary TV image appears flat to the viewer.

Marks' initial plans are to market the glasses in the U. S. and Europe.

Technical topics . . .

Weather scan converter ■ General Electrodynamics Corp., Garland, Tex., has developed the ED 6052 scan converter for use in translating weather radar data to standard EIA composite signals for TV transmission without a TV camera. The device, featuring an adjustable storage time for from four seconds to 30 minutes, permits tracking and projection onto TV monitors of various types of weather phenomena.

All-color order ■ RCA reports a \$2,850,000 color equipment order by Scripps-Howard Broadcasting Co. that includes 16 RCA TK-42 color cameras, nine TR-70 high-band color TV tape systems and eight TK-27 color film systems. The request for live color



High brass seals TV set in tall tower

KETV(TV) Omaha, has dedicated a new General Electric TT-530 30-kw VHF television transmitter with Gerald L. Phillipe, chairman of GE's board of directors, attending the ceremonies.

Mr. Phillipe (fourth from left) sealed a portable GE TV set into the KETV time vault during official dedication ceremonies. Others pictured from left: Eugene S. Thomas, KETV executive vice president; Ben H. Cowdery, president; Kenneth H. James, vice president and station manager, and Peter Kiewit, president of Peter Kiewit Sons' Co., owner of the station.

The station also marked the day (Oct. 21) with the first remote color pickup with its new GE PE-250

live color camera, televising the traditional Ak-Sar-Ben coronation, an annual Omaha event.

At the dedication ceremonies Mr. Phillipe reaffirmed GE's emphasis in the TV broadcast equipment business. He said in the field of color communications, GE would continue to "make substantial and lasting contributions to the industry's technical progress." He said the firm was expanding its activities in all phases of consumer-electronic information and entertainment.

He added that the firm's visual communications product department was making substantial gains in transmitters, audio and video broadcast equipment, antennas and related equipment.

cameras represents the largest yet received from a station group, according to C. H. Colledge, RCA division vice president and general manager. Deliv-

ery is being made to Scripps-Howard's WCPO-TV Cincinnati, WEWS(TV) Cleveland, WMCT(TV) Memphis and WPTV(TV) West Palm Beach, Fla.

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Lani riding high for TV debut

**Comsat's new Pacific bird eyed by ABC-TV
for relaying Hawaiian election returns; period
until Nov. 10 to be used for test transmissions**

A brand-spanking-new communications satellite was lofted into orbit above the Pacific Ocean on Wednesday evening in what appeared to be a successful effort to open up the first space communications link between the U.S. and Asia. And almost immediately plans were disclosed for using the new bird as a television relay.

ABC-TV announced Thursday that it intended to use the satellite to transmit Hawaiian election reports to the mainland on election night, Nov. 8. CBS indicated it probably would, too. And there was speculation that the satellite might be used in broadcasting coverage of President Johnson's return to the U.S. from his Asian tour on Nov. 2.

The possible TV uses of Lani (Hawaiian for heavenly bird), as the new satellite has been dubbed unofficially, were disclosed after representatives of U.S. networks, international common carriers, and Japanese telecommunications firms met with Comsat officials in Washington Thursday.

The 192-pound, drum-shaped switchboard satellite—a companion to the 85-pound Early Bird satellite that has linked the U.S. and Europe since May 2, 1965—rode into space atop a Delta rocket fired from Cape Kennedy toward a spot above the South Atlantic at 7:05 p.m. Wednesday.

Comsat technicians were scheduled Sunday (Oct. 31) to fire an on-board motor that would kick the satellite from an elliptical orbit into a synchronous one 22,300 miles above the Pacific. It will eventually be lodged above a point some 1,000 miles east of the Gilbert Islands.

Early Tests Successful ■ A Comsat officials said early tests of the satellite's microwave communications system indicated that Lani had reached space in good working order. The satellite was to be tipped over into its operating position this morning (Monday) to permit formal test operations.

The apparent success of the launch set the stage for the next step in an international effort to provide global

telephone, teletype, television and other communications services via satellite. Next month, a second Atlantic satellite is to be placed in orbit, and the combined capacity is expected to permit television service without interruption of other traffic.

The satellites are owned by the 54-nation International Telecommunications Satellite Consortium (Intelsat) but managed and operated by Comsat.

Free Ride ■ Thus far, all plans for television service are limited to the period ending Nov. 10. Until that date, Comsat will make one hour each day available for television demonstration use, at no cost, following a precedent set with Early Bird.

Following the cutoff date, commercial service begins, and demand for non-broadcast use of the satellite is very heavy. The National Aeronautics and Space Administration plans to use half of the satellite's 240 two-way voice circuits, and the Defense Department, 40 circuits.

NASA wants the circuits for communications support for Project Apollo its moon-landing program. The Defense Department needs circuits for communications with Hawaii, the Philippines, Japan and Thailand.

These demands, plus the orders for telephone and other communications service on file with the international common carriers, have put a damper on hopes of extensive television use of the satellite. The 240 two-way voice circuits are the equivalent of one two-way television circuit.

However, Hughes Aircraft Co., which built the new satellites, is reported to feel it has constructed a more efficient bird than had been ordered. According to one report, Hughes believes the satellite has a capacity of up to 400 two-way circuits. If the capacity is that great, television would be able to make meaningful use of the satellite on a fairly regular basis.

TV's Plans ■ ABC-TV's plans for using Lani to transmit reports of the Hawaiian election were the firmest of those of any of the networks. Walter J. Pfister Jr., executive producer of the

Can Caroline survive parliament's storms?

Whatever else you say about her, Caroline as a pirate is a going concern. "She" was the first unlicensed commercial radio station broadcasting to the British market from international waters. The operations of Radio Caroline were discussed last week in New York by her owner, 26-year-old Ronan O'Rahilly.

In New York soliciting U. S. and Canadian advertising, Mr. O'Rahilly's most urgent concern was a bill in the British parliament to prohibit British advertisers from using offshore stations. "The Labor Government has received more letters of protest about that bill than any other policy, including Vietnam," Mr. O'Rahilly said.

While Radio Caroline would lose 85% of its advertising revenues if

the bill were passed, Mr. O'Rahilly said it would not put the station out of business: "We have offices in New York, Montreal, Paris and other cities that could bring in enough business to keep us afloat."

Mr. O'Rahilly also plans to "take the question before the U.N. Commission on Human Rights" if the bill is passed. "Those conventions protect the rights of advertisers and disk-jockeys, as well," he stated.

Accompanying Mr. O'Rahilly was Columbia Records rock artist, Georgie Fame, "who," said Mr. O'Rahilly, "is a prime example of the unfairness of the bill." "The British record monopolies didn't like Georgie," said Mr. O'Rahilly, "but when they heard him over Radio Caroline, millions of fans went wild for him."

ABC News special events unit, and Daryl Griffin, producer of the network's election night coverage, said Comsat had been asked for an election-night allocation "several weeks ago."

CBS News said that no firm decision on its use of the satellite had been made, but it indicated chances were relatively good it would transmit reports of the Hawaiian election via Lani, too. The network has requested transmission time on the satellite for eight originations from Hawaii and three from Australia during the so-called free-time period. One is for the 6-6:15 p.m. EST segment on Nov. 3 for a Hawaiian origination of coverage of the Vietnam war. Another is for the election night report on the Hawaiian gubernatorial race.

The suggestion that the satellite might be used in transmitting broadcasts of President Johnson's return from Asia came from a Comsat spokesman who noted that the networks could use the satellite at no charge. Depending on the President's arrival plans, the satellite could be used for relaying coverage. However, network officials queried on their plans for Lani did not mention such a program.

The networks are said to be interested in using the satellite to relay telecasts from Vietnam. And representatives of Japanese TV companies are said to have shown strong interest in using the satellite, according to a Comsat source.

Several Washington state stations are reported to be interested in using the satellite for a "Mainland Salute to Hawaii" that would be beamed to Hawaii. On Nov. 3 Comsat officials said the program could develop into an official inaugural program which would be picked up by the networks.

Back at FCC ■ But while Comsat officials were congratulating themselves on a successful launch, attorneys for the company were hoping to work out difficulties with Comsat customers and avoid the hearing that the FCC has ordered on the reasonableness of the tariffs the company has proposed for providing Early Bird service.

Lawrence M. DeVore, representing Comsat at a prehearing conference on Monday, won agreement from counsel for five international common carriers and some of the customers they serve to consider new data Comsat will offer in support of its proposed tariffs before deciding whether to press for a hearing. Revenues earned by Comsat from Early Bird use—now amounting to \$5 million—have been placed in a deferred account pending a settlement of the tariff question.

The new material—to include revised assumptions on which the tariffs are based and a uniform system of accounting—is to be filed by Nov. 7.

Counsel for the parties will meet again on Nov. 22 to determine whether the new data provide a basis for settlement of the dispute.

Comsat made clear it doesn't intend to lower the rates further. Two weeks ago, it announced new rates for television service that are about 50% less on an hourly basis than those now charged (BROADCASTING, Oct. 24). They are to go into effect when the second Atlantic satellite is launched. Reduced rates for voice-grade channels over the Atlantic were also announced.

However, the reductions provided a basis for optimism that the dispute can be settled without a hearing.

The Comsat TV rates—\$1,100 for a one-way black-and-white channel for the first 10 minutes and \$30 for each additional minute, with a 25% increase for color—are only half the story so far as the TV networks are concerned. The European owners of the system meet Dec. 5 to set rates for use of the system between the satellites and their stations.

Five of the 10 parties in the rate hearing are broadcast entities—ABC, CBS, NBC, the European Broadcasting Union, and the Canadian Broadcasting Corp. The others are the international common carriers. The commission's Common Carrier bureau is also participating in the hearing.

UHF opens a bag of problems for Canada

CAB SAYS CHANNEL SWITCHES SHOULD BE MINIMIZED

Plans and counterplans for television expansion in Canada continue to bombard that nation's Board of Broadcast Governors (BBG). Strategies for opening up Canadian UHF bands for TV service and redistribution of existing VHF assignments are presenting complex problems for existing stations, the government and set manufacturers.

The Canadian Association of Broadcasters (CAB) has urged the BBG that in any plan to open up a UHF broadcasting band, requirements for existing stations to shift frequencies—or transmitter locations—should be avoided "or at worst minimized." The CAB suggested that stations forced to make changes should be reimbursed their expenses, either by the government or, preferably, by the new licensee that stands to benefit by the new arrangements.

The CAB also noted that while legislation provided part of the answer in the U. S. to the problem of inducing manufacturers to provide UHF capability in receiving sets, the broadcasters' association "is not at all certain that legislation is a satisfactory method of bringing about positive results." The CAB noted that demand for sets capable of receiving UHF should be gener-

A new network approach sought in Canada

A dramatic proposal to the Board of Broadcast Governors, Ottawa, Canada, by Ken Sobel, president and general manager of CHCH-TV Hamilton, Ont., promised a new concept in network broadcasting, providing nationwide service devoid of local programming.

The network, to be called NTV, would relay color TV program signals from Montreal, Toronto and Vancouver to an all-Canadian satellite stationed above the equator. The satellite, in turn, would relay the signals to 65 ground receiving stations for transmission throughout the country by means of 97 unmanned transmitter towers. If the project could begin next summer, the network would be operable by 1970.

Using public, government and industrial financing, an initial investment of \$76 million would be required with \$41.5 million designated for the satellite project and a production center.

Mr. Sobel and his associates are expected to present formal application for the network, which must be approved by the Board of Broadcast Governors.

ated by providing programs on UHF channels that viewers are anxious to receive.

As to the problem of expansion of the number of outlets in any given market, the CAB reaffirmed its earlier position that the total level of revenue available in the market should be sufficient to assure all stations, including existing outlets, an ability to "support a proper level of public-service programming."

A radio station of the Montreal market, CKVL Verdun, Que., in a brief sent to the BBG, urged that the government open up UHF channels in batches to encourage the public to buy UHF sets. The station also suggested that color be approved at once for UHF telecasts as an added inducement to set buyers. CKVL favors a law requiring set makers to include UHF tuners, as in the U. S.

Much of the dispute over the necessity of channel reassignments centers in the Atlantic provinces. The Canadian Broadcasting Co. (CBC), the government-operated network, and CHSJ-TV St. John, N. B., a privately owned station, have suggested in separate briefs that a study be made to map out a master plan for TV allocations in the Atlantic provinces.

BROADCAST ADVERTISING



Mr. Macdonald

Bruce A. Macdonald, manager of new business for BBDO, New York, joins Needham, Harper & Steers there as VP and manager of new business. **Richard K. Diehl** named account supervisor at NH&S, Chicago.

John Paul Itta, VP and associate creative director of Lennen & Newell, New York, elected senior VP and member of management committee.

Milton S. Gladstone, VP at Al Paul Lefton Co., New York, named senior VP of Young, Smith & Dorian, that city.

Reeve Limeburner, executive art director at Bermingham, Keeshan & Co., New York, named VP and creative director.

Stephen Hassenfeld, with Hassenfeld Bros. Inc., New York, (manufacturers of Hasbro toys) since 1964, named VP in charge of marketing. **Howard Peretz**, assistant advertising and sales promotion manager, named director of advertising.

Louis Faust, VP and general manager of Capital Cities Broadcasting Corp.'s WKBW Buffalo, N. Y., named general sales manager of that organization's newly acquired KPOL-AM-FM Los Angeles.

Thomas McMahon, account supervisor for Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.



Mr. McMahon

Vincent F. Aiello elected president of The Graham Group, New York, marketing consultant organization that serves advertisers and advertising agencies.

Richard P. Hogue, commercial real estate owner-builder since 1961, named director of sales development for WCBS-TV New York. **Aubrey De Souza Jr.**, account representative at *New York Post*, and **Terry G. Spragg**, with Point of Sale Advertising Co., Seattle, appointed account executives at WCBS-TV.

Dudley N. Rockwell, VP and chairman of executive committee of Waldie & Briggs, Chicago, named VP-manager of agency's PR division.

Bob Ryan, with CBS Radio Spot Sales, New York, joins Knox Reeves Advertising, Minneapolis, in new position of director of media planning.

Anne Harrington, with BBDO, Minneapolis, **Andy Hommeyer**, with Tatham-Laird & Kudner, Chicago, and **Bob Warren**, with Montgomery Ward, join Knox Reeves as account executives. **Evelyn McRae**, with Erle Savage Co., Minneapolis, joins Knox Reeves as media buyer while **Bob Larranaga**, with Doyle Dane Bernbach, New York, joins agency as copywriter.

Peter A. Lund, general sales manager of WWTC Minneapolis, named general sales manager of KYW Philadelphia. **Charles R. Tyler**, account executive at KRST St. Louis Park, Minn., appointed general sales manager of WWTC.

Gene Bohi named national sales manager of WKYC-TV Cleveland succeeding **Bob Schroeder**, who resigned.



Mr. Howe

Don Howe, mid-western sales manager for Corinthian division of H-R Television, Chicago, named VP and general manager of H-R's Corinthian division in New York. **Jud Cassidy**, salesman in Chicago office, succeeds Mr. Howe.

John F. Lynch, account executive, Young & Rubicam, New York, joins Eastern Air Lines, same city, as director of advertising. **William H. Dowse**, VP-merchandising services, Palmer, Willson & Worden, New York, joins Eastern as director of merchandising. **Ahira Cobb II**, account executive, PW&W, named manager-international advertising at Eastern.

Jerry Solomon, with WHAS-FM Louisville, Ky., named sales director.

Bob Spiro, manager of KUBC Montrose, Colo., joins KDKO Littleton, Colo., as general sales manager.

Tom Dross, formerly with Ketchum, MacLeod & Grove, Pittsburgh, joins Campbell-Ewald Co., San Francisco, as art director. **Tom Allen**, with Wank, Williams & Neyland, Palo Alto, Calif., joins C-E, San Francisco, as assistant account executive. **Anhilda Pensler**, with J. Walter Thompson Co., joins C-E as copywriter.

Mel Howard, account executive with Gerald Productions, New York, joins SCI division of Interpublic as manager of audio/visual department.

Thomas E. J. Sawyer, director of advertising, Crane Co., New York, joins American Can Co., same city, as director of corporate advertising.

Roger J. Probert, marketing group supervisor, Young & Rubicam, New York, joins North American Philips

Co., same city, as assistant director of advertising.

M. Larry Blum, with WXEX-TV Petersburg-Richmond, Va., named sales manager. **Edward J. Ruppe** and **David B. Totty**, account executives, appointed assistant sales managers.

Warren Potash, with WKBW Buffalo, N. Y., appointed sales manager in charge of local sales, succeeding **James P. Arcara**, now general manager of WPRO Providence, R. I.

Martin Friedman, art director at Gilbert & Felix, New York, appointed executive art director.

William Segal, with Henderson & Roll, New York, named director of media.

Philip H. Willon, VP and associate managing director of copy department of N. W. Ayer & Son, named associate managing director of agency's copy department in Los Angeles and creative director there. **Thomas H. Walsh**, regional account executive for Ayer, Atlanta, joins agency's Los Angeles office as account executive, assigned to newly acquired Lincoln-Mercury Dealers Association account.

John A. Malcolm, director of marketing for Seymour Foods Co., Topeka, Kan., joins New York office of Buchen Advertising as associate director of food service marketing.



Mr. Sheasby

John S. Sheasby named director of television production for Young & Rubicam, Chicago. **Shevard Goldstein**, with WNEM-TV Bay City-Saginaw, Mich., joins Y&R as TV-radio producer. **Robert E. Goren**, marketing director of Hoffman House Food Products, Madison, Wis., and **Jesse E. Lehman Jr.**, advertising director for Tidy House Products Co., Omaha, join Y&R, Chicago, as account executives.

Elliot Steinberg, public information officer in Near East for Technion-Israel Institute of Technology, joins Dancer-Fitzgerald-Sample, San Francisco, as assistant merchandising director.

R. M. Hrubesch, with Boyle-Midway division of American Home Products Corp., New York, named group product manager.

J. J. Willett, copywriter at Compton Advertising, New York, named copy group head.

Gerald Smith, brand manager, National Biscuit Co., New York, joins Er-

NAEB elects Burke

Jack Burke, manager of KSAC Manhattan, Kan., and associate professor at Kansas State University, elected chairman of the board of National Educational Radio division, National Association of Educational Broadcasters, at annual convention last week in Kansas City, Mo. **Burt Harrison**, manager of KWSC Pullman, Wash., and associate professor of communications at Washington State University, elected vice chairman.

win Wasey Inc., same city, as account executive.

Jack S. Callicott, with WMCT(TV) Memphis, named account executive.

Wayne Lee, merchandising and sales service manager for KNBR San Francisco, appointed account executive.

Sturges D. Dorrance joins KING Seattle, as account executive.

Nancy Fentress joins WAVY Portsmouth, Va., as account executive.

Cormac H. Ryan, with Compton Advertising, New York, joins Tatham-Laird & Kudner there as account executive.

Dorothy Jordan, senior copywriter with BBDO, Chicago, joins advertising staff of Alberto-Culver Co. there as creative supervisor.

Barrett C. Dillow, account supervisor on Revlon products for Grey Advertising Inc., New York, appointed account supervisor on all Max Factor products for Carson/Roberts Inc., Los Angeles.

Robert K. Byars, account supervisor with Erwin Wasey Inc., Los Angeles, joins J. Walter Thompson Co. there as account supervisor.

Richard B. Griff, account executive with Papert, Koenig, Lois, New York,

One Gift Works Many Wonders



GIVE THE UNITED WAY

BROADCASTING, October 31, 1966

joins Norman, Craig & Kummel there as account executive.

E. Abbott Lawrence, member of western sales team of Peters, Griffin, Woodward, Chicago, joins KTLA(TV) Los Angeles as account executive.

Francis I. Hefferen, previously chief of television division of Army Pictorial Center, appointed producer for Videotape Center, New York.

Ronald Streibich, TV producer with Post-Keyes-Gardner, Chicago, transfers to agency's Hollywood office.

Diana Davidson, assistant media supervisor at Knox Reeves Advertising, Minneapolis, joins Martin-Williams Inc. there as account executive and media director.

Linda Hindley, assistant buyer at North Advertising, Chicago, appointed media buyer.

Chuck Borchard, with WJIM Lansing, Mich., joins WKNR Dearborn, Mich., as sales representative.

Art Fong, assistant to advertising director of United Grocers, joins advertising and promotion staff of KNEW Oakland, Calif.

MEDIA

Miller R. (Mo) Gardner, consultant for FM to parent Bonneville International Stations, named VP and general manager of Radio New York Worldwide Inc., owner of international short-wave station WNYW and WRFM(FM) New York. Mr. Gardner succeeds Edward J. Broman, who resigns.



Mr. Lurie

Al Lurie, sales manager of KLIF Dallas, named general manager.

Dickie Rosenfeld, sales manager of KILT Houston, appointed general manager.

Lawrence Sion, with WXEX-TV Petersburg-Richmond, Va., named station manager and national sales director. **N. Neil Kuvin** appointed operations manager of WXEX-TV, succeeding J. Harry Abbott, who becomes general manager of WSA-TV Harrisonburg, Va.

Frank J. Matrangola elected president and general manager of WAQE Towson, Md.

Lloyd Webb, general manager, WVON Chicago, has resigned.

Sam Chase appointed VP in charge of station operations at WLBB New York.

James Goese, with Natco Corp., Augusta, Ga., named financial VP.

Charles E. (Bud) Ford Jr., director of operations for Overmyer Communications Co., New York, named VP-gen-

eral manager of OCC's WECO-TV Pittsburgh, succeeding **Russell A. Greer Jr.**, who becomes VP-general manager of OCC's KEMO-TV San Francisco.

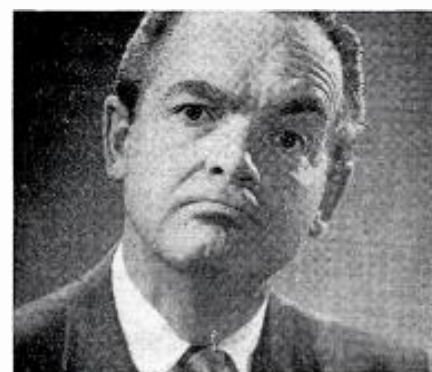
Charles A. King, VP in charge of programs and operations at MBS, named to National Association of Broadcasters radio code board. He replaces **Joseph F. Keating**, who left MBS for ABC Radio News in July (BROADCASTING, June 27)

George D. Brown, accounting supervisor for W.A.V.E. Inc. (WAVE-AM-TV Louisville). Louisville, Ky., named treasurer.

Marvin B. Rosenblatt, VP, Kops Communications Inc. and general manager, WAVZ New Haven, elected president, Connecticut Broadcasters Association. He succeeds **Robert W. Bray**, VP-general manager, WHNB-TV New Britain. Other officers elected: **Alton J. Lenoco**, general manager, WNAB Bridgeport, VP; **Robert Teter**, WNHC-TV New Haven, secretary-treasurer; and **Leonard J. Patricelli**, WTIC-TV Hartford, assistant secretary-treasurer.

E. Pack Philips, manager of program operations for KRON-TV San Francisco, named operations manager.

Cal Adams, program director of KKCO Littleton, Colo., joins WGVM Greenville,



"I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

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21 West 10th, Kansas City, Mo. 64105
New York, 111 John • San Francisco, 220 Montgomery
Chicago, 176 W. Jackson • Atlanta, 34 Peachtree, N.E.

Miss., as assistant to manager. Both are David M. Segal stations.

PROGRAMING

Jack Feldman, production manager for Westinghouse Broadcasting Co., New York, appointed manager of operations, films.

Eugene W. Moss appointed manager of research department at ABC Films, New York.

Thomas A. Breen, news manager of KTVU(TV) Oakland-San Francisco, named program director.

Jack R. Wagner, manager of operations and public affairs for KNBR-AM-FM San Francisco, will add duties of FM coordinator Nov. 28.

Donald F. Fischer, promotion manager of KTVI(TV) St. Louis, named program coordinator and promotion manager of WLBW-TV Miami.



Mr. Maskin

Leonard E. Maskin, director of program administration, eastern division for ABC-TV, New York, named to newly created position of national director of program administration.

William A. Stewart named national director of programing for McLendon stations, Dallas, succeeding **Donald C. Keyes**, who resigned.

Hal Brown, western sales manager of American International Television, Los Angeles, appointed assistant to Stanley E. Dudelson, VP in charge of distribution. Mr. Brown will have headquarters in New York. **Sid Cohen**, formerly with Official Films and Allied Artists Television as West Coast manager, joins AI-TV as West Coast sales manager.

William D. Weyse, public affairs director of WJZ-TV Baltimore, appointed assistant program manager.

Ira H. Apple, public affairs director and producer at KDKA Pittsburgh, named executive producer.

Ralph H. Mark, program director of WEOK-FM Poughkeepsie, N. Y., named director of special events for WEOK-AM-FM.

Van Anderson, program director of KGBC Galveston, Tex., named operations manager.

Maurice H. Zouary, president of Filmvideo Releasing Corp., has set up office as film consultant to TV-motion picture industry.

Donald J. Sheaff, assistant plant manager, named plant manager of Technicolor television laboratory at North Hollywood, Calif.

Richard D. Bray, director in production department of WJXT(TV) Jackson-

D. L. Provost retires

D. L. (Tony) Provost, for 17 years chief executive of the Hearst broadcast properties has announced his retirement. He was president and director of Hearst Radio Inc. and vice president of WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and WAPA San Juan, P. R.



Mr. Provost

Mr. Provost will draw his full salary for the next two years and will retire at age 65. He will then be under the firm's regular pension plan.

WTAE Inc. (WTAE-AM-FM-TV Pittsburgh) has reported directly to Hearst management in New York. Upon Mr. Provost's separation the other entities will also report to New York.

Mr. Provost intends to spend more time at his home at Cape Cod. It is known that the rigor of traveling in the interest of the station operations was one of the reasons for his termination.

ville, Fla., appointed production manager.

NEWS

Bob Kimmel, news editor, WABC New York, named special projects editor, responsible for news documentaries and special events coverage. **Paul Ehrlich**, reporter in charge of city hall bureau, named editor, radio news.

Jim Pennington, newsman with KGBC Galveston, Tex., named news director, succeeding **Jim Curran**, who joins *Houston Chronicle* as reporter.

Dave Kniese, with WDOE Dunkirk, N. Y., joins WBBF Rochester, N. Y., as evening news editor.

Joe Jordan appointed investigative reporter at WJXT(TV) Jacksonville, Fla. **Richard Brown**, free-lance writer, joins news and public affairs staff of WJXT.

FANFARE

Robert W. Sarnoff, president of RCA, was decorated last week in New York by Edouard Morot-Sir, cultural counselor of French Embassy, as Officer of French Order of Arts and Letters. Mr. Morot-Sir noted NBC has presented notable television programs pertaining to French culture, including *The Louvre*.

Howard Berk, director of information

services for CBS Television Stations Division since 1960, appointed to newly created post of director of special projects for New York Yankees, which is owned by CBS Inc. **Leonard Chaimowitz**, member of CBS-TV Stations Division's information services staff since March 1966, named to succeed Mr. Berk as director of information services.

E. Ray Jensen, assistant director of advertising and promotion for WTTG (TV) Washington, appointed director of broadcast promotion for WPHL-TV Philadelphia.

Roger C. Ottenbach, promotion manager for WEEK-TV Peoria, Ill., named promotion and merchandising director for WSEX-TV Petersburg-Richmond, Va.

Robert A. Kubicek, formerly manager of international marketing for Zenith Radio Corp., named president of Compass 4 Public Relations, division of Gardner, Stein & Frank Advertising, Chicago.

Eric W. Ober, sales promotion supervisor with WCBS-TV New York, named senior press representative.

John Rappaport, promotion manager for Carson/Roberts Inc., Los Angeles, appointed promotion, publicity, advertising account executive for KLAC, that city.

Tom Wheeler, manager of public relations and advertising for American President Lines, San Francisco, named assistant to president-PR and advertising of World Airways Inc.

EQUIPMENT & ENGINEERING

Richard R. Hough, VP-engineering, AT&T, New York, named VP-long lines department succeeding **Lowell F. Wingert**, who has been elected president of Mountain States Telephone and Telegraph Co. **Kenneth G. McKay**, executive VP-systems engineering, Bell Telephone Laboratories, succeeds Mr. Hough VP-engineering, AT&T. **Jack A. Baird**, executive director, switching system engineering division, Bell Laboratories, elected VP.



Mr. Smith

Newland F. Smith, former senior consultant, engineering department, CBS-TV New York, appointed assistant to president, Visual Electronics Corp., same city.

Rolf Haag, advertising manager for Audio Devices Inc., New York, appointed manager of marketing.

Jack M. Ducart, Washington district sales manager for McMartin Industries Inc., named head of new district sales office at 711 14th St. N.W., Suite 914, Washington.

Frank P. Louchheim, television sales planner for Philco-Ford Corp., Phila-

delphia, appointed sales planning manager for television in consumer electronics division.

Edgar Messing, group VP of entertainment electronics products group, **Harold Rapaport**, group VP of defense and engineering products group, and **Frank G. Hickey**, operating chief of capacitor group, all with General Instrument Corp., Newark, N. J., elected corporate VP's.

Alvin L. Schils, formerly with Sprague Electric Co. in Nashua, N. H., and Grafton, Wis., appointed works manager at Aerovox Corp.'s Olean, N. Y., plant.

ALLIED FIELDS

James S. Fish, VP for advertising and marketing services of General Mills Inc., Minneapolis, appointed special consultant to Secretary of Treasury **Henry H. Fowler** for Savings Bonds promotion.

John Rhodes named VP of National Purchase Diary Panel Inc., new service of Home Testing Institute/TvQ Inc., Manhasset, N. Y.

INTERNATIONAL

H. G. (Bud) Walker, VP and general manager of English networks of Canadian Broadcasting Corp., leaves that post to head team of Canadian experts planning radio network linking 13 Commonwealth Caribbean countries with Canada. Successor will not be named for some time since CBC's management

BBG members appointed

Four new part-time members have been appointed to Board of Broadcast Governors, according to State Secretary **Judy LaMarsh** in Ottawa. The new members are **Dr. Gordon Waddell Thomas**, a surgeon from St. Anthony, Nfld.; **Major Reid**, a farmer from Souris, Prince Edward Island; **Edouardina Dupont**, who has operated her own collection agency in Trois-Rivieres, Que., since 1926; and **Guy Rocher**, professor of sociology at the University of Montreal.

There are 12 part-time members on the 15-member BBG. Part-time members serve three-year terms.

structure is to be changed next year. **Robert McGall**, with network's Toronto headquarters, temporarily assumes Mr Walker's duties.



Mr. Karp

Richard M. Karp, with Dorland & Grey S. A., Paris, named creative director of Grey & International Partners S. A., Brussels, European coordinating office for Grey Advertising and its partner agencies.

R. P. MacGowan, CJLX Fort William, Ont., elected president of Central Can-

ada Broadcasters Association, succeeding **Don Martz** of CFCF-TV Montreal. Other CCBA officers are: **Ward Cornell** of CFPL London, Ont., first VP; **Russ Ramsay** of CJIC Sault Ste. Marie, Ont., second VP; **J. A. Radford** of CFJR Brockville, Ont., secretary; and **R. E. Redmond** of CHSC St. Catharines, Ont., treasurer. **George Jones** of CHUM Toronto elected chairman of CCBA engineering section, succeeding **William Marchand** of CKLB Oshawa, Ont.

DEATHS

John Thomas (Tom) Jackson, 55, VP and general manager of WUNI Mobile, Ala., died Oct. 16 in Mobile after long illness. During his career Mr. Jackson had been associated with stations in Pensacola, Fla.; Atlanta; Albany, Ga.; New Orleans and with several stations in Mississippi. Surviving are his wife, **Stella**, daughter and son.

Lewis T. Jester, 73, retired newspaper, radio and television executive and consultant at WVEC-AM-FM-TV Hampton-Norfolk, Va., died Oct. 24 at his home near Tabb, Va., after long illness. Surviving are his wife, **Annie**, and two sons.

Sydney Chatton, 48, announcer and film coordinator at KTVU(TV) Oakland-San Francisco, died Oct. 6 at Alta Bates hospital in Berkeley, Calif., after coronary attack. Mr. Chatton had been announcer, actor and film supervisor at KCBS San Francisco, NBC-TV Hollywood, and WCBS-TV New York. Surviving is his wife, **Mary**.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 20 through Oct. 26 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

Tulsa, Okla.—KTOW-TV Inc. Seeks UHF ch. 29 (560-566 mc); ERP 35.7 kw vis, 7.14

kw aur. Ant. height above average terrain 674 ft.; ant. height above ground 587 ft. P.O. address: 1201 North Maple, Sand Springs, Okla. 74063. Estimated construction cost \$205,631.50; first-year operating cost \$284,000; revenue \$285,000. Geographic coordinates 36° 10' 45" north lat; 90° 04' 27" west long. Type trans RCA TTU1-B. Type ant. Jampro JZZ-6-O-A29. Legal counsel Eugene T. Smith, consulting engineer Commercial

	EDWIN TORNBURG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 27

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,072	18	77	396	
FM	1,510	50	245	220	
TV-VHF	475	19	24	198 ^a	
TV-UHF	93	30	108		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 27

	VHF	UHF	Total
Commercial	519 ^a	232	754
Noncommercial	70	86	156

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 ^a	1,498	559 ^a
CP's on air (new stations)	22	23	53 ^a
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

^a Breakdown on UHF and VHF applications not available.

^b Includes three noncommercial stations operating on commercial channels.

^c In addition, two AM's operate on Special Temporary Authority.

^d In addition, two licensed VHF's and two licensed UHF's are not on the air.

^e In addition, two VHF's operate with Special Temporary Authority.

Radio Equipment Co., both Washington, D.C. Ann. Oct. 26.

Arecibo, P.R.—Caribbean Broadcasting Corp. Seeks UHF ch. 54 (710-716 mc); ERP 4.8 kw vis., 0.9 kw aur. Ant. height above ground 140 ft. (including lightning protectors); above average terrain minus 96 ft. P.O. address: 32 Jose de Diego Ave., Arecibo, 00613. Geographic coordinates: 18° 28' 32" north lat.; 66° 42' 45" west long. Type trans. GE 4TF7A1. Type ant. GE TV-21-E. Legal counsel A. L. Stein, consulting engineer John J. Keel, both Washington, D.C. Principal: Juan F. Piza, president Caribbean Broadcasting Corp., licensee of WCMN Arecibo. Ann. Oct. 24.

FINAL ACTIONS

San Francisco—Television San Francisco.

Review Board granted CP for new TV UHF channel 26 (542-548 mc); ERP 635 kw vis., 359 kw aur. Ant. height above average terrain 1,263 feet; above ground 250 feet. P.O. address 435 Vista Grande, Greenbrae, Calif. Estimated construction cost \$468,374; first-year operating cost \$350,000; revenue \$219,000. Studio location 2432 Mission Street, San Francisco. Trans. location Mt. San Bruno, South San Francisco, Calif. Geographic coordinates 37° 41' 22" north latitude, 122° 28' 06" west longitude. Type trans. RCA TTU25B; type ant. General Electric TY25-C. Legal counsel Joseph Brenner, Beverly Hills, Calif.; consulting engineer E. E. Benham, Van Nuys, Calif. Principals: Lillian Lincoln (90%) and Deane Devere Banta (10%). Mrs. Banta has various business investments in Cleveland area; Mr. Banta

has had staff experience on various California stations. Review board denied Jail Broadcasting Inc. for same authorization. An initial decision of Apr. 4 looked toward this action. Action Oct. 19.

Topeka, Kan.—Highwood Service Inc. FCC granted UHF channel 27, 548-554 mc; ERP 621 kw vis., 93.15 kw aur. Ant. height above average terrain 998 ft., ant. height above ground 1,127 ft. P.O. address: c/o James D. Waugh, 908 First National Bank Building, Topeka. Estimated construction cost \$1,475,900; first-year operating cost \$722,500; revenue \$560,000. Geographic coordinates 39° 05' 30.4" north lat., 95° 47' 04.6" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-46K (with 0.5° electrical beam tilt). Legal counsel McKenna & Wilkinson, consulting engineer A. D. Ring & Associates, both Washington. Principals: Motorcar Transport Co. (100% owner), Ralph C. Wilson Jr., president and treasurer. Action Oct. 12.

Muskegon, Mich.—Muskegon Telecasting Co. Granted CP for new commercial UHF channel 54 (710-716 mc), ERP 22.9 kw vis., 2.34 kw aur. Ant. height above average terrain 210 ft.; above ground 248 ft. P.O. address: c/o Kenneth J. Yonker, 387 W. Western Ave., Muskegon. Estimated construction cost \$32,129; first-year operating cost \$65,800, revenue \$80,000. Studio and trans. both to be located in Muskegon. Geographic coordinates 43° 14' 08" north lat., 86° 15' 09" west long. Type ant. RCA TFU-27 DH; type trans. General Electric TT-20A. Legal counsel none, consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals: A. E. Jackson (20%), Edna M. Johnson, John Halmood, Richard Hammer, George D. Stribley, Kenneth Yonker, T. Operhall, Emert R. Lange and W. B. Rude (each 10%). Mr. Jackson is employee of WMUS-WFFM Muskegon. Mrs. Johnson is executive of advertising agency. Mr. Halmood is teacher and real estate salesman. Mr. Hammer owns sound and TV engineering company. Mr. Stribley is lawyer. Messrs. Yonker and Operhall are executives with sound company. Dr. Lange is dentist. Mr. Rude works for paper company. Principals have no other broadcast interests. Action Oct. 21.

Berlin, N. H.—University of New Hampshire. Granted CP for new UHF channel 40 (626-632 mc); ERP 10.5 kw vis., 2.09 kw aur. Ant. height above average terrain 300 ft. P.O. address: c/o Keith J. Nighbert, WENH-TV. University of New Hampshire, Durham, N. H. Estimated construction cost \$233,299; first-year operating cost \$17,450. Studio location Durham, trans. located in Berlin. Geographic coordinates 44° 21' 14" north lat., 71° 44' 23" west long. Type ant. RCA TFU-24DM; type trans. RCA TTU-2A. Legal counsel Covington & Burling, consulting engineers Jansky & Bailey, both Washington. University of New Hampshire is licensee of WENH-TV and WUNH-FM Durham. Action Oct. 19.

Littleton, N. H.—University of New Hampshire. Granted CP for new UHF channel 49 (680-686 mc), ERP 29.5 kw vis., 8.03 kw aur. Ant. height above average terrain 1,280 ft., above ground 180 ft. P.O. address: c/o Keith J. Nighbert, WENH-TV. University of New Hampshire, Durham, N. H. Estimated construction cost \$310,480; first-year operating cost \$17,450. Studio location Durham, trans. location Littleton. Geographic coordinates 44° 21' 14" north lat., 71° 44' 23" west long. Type ant. RCA TFU-24DM; type trans. RCA TTU-2A. Legal counsel Covington & Burling, consulting engineers Jansky & Bailey, both Washington. University of New Hampshire is licensee of WENH-TV and WUNH-FM Durham. Action Oct. 19.

Roanoke, Va.—Blue Ridge ETV Association granted CP for ch. 15, ERP 283 kw vis., 42.4 kw aur., ant. height 2,050 ft. Action Oct. 20.

INITIAL DECISION

Hearing Examiner Chester F. Naumowicz Jr., issued a partial initial decision in proceeding on applications of Trend Radio Inc., and James Broadcasting Inc. for new TV stations to operate on ch. 26 in Jamestown, N. Y., in Docs. 16712-3, (1) adopted findings and conclusions on issue added by the review board concerning staffing proposal of Trend Radio; (2) continued further hearing procedures pending further order, and (3) transmitted the partial initial decision to the review board. Action Oct. 26.

OTHER ACTION

Review board in the Vineland, N. J., television broadcast proceeding, Doc. 16702-3, granted motion filed on Oct. 20 for an extension of time to Oct. 28 within which to respond to the comments of the Broadcast Bureau on the joint petition for approval of agreement, filed Sept. 27 by T. V. Broadcasters Inc., and Tri-City Broadcasting Co. Inc. Action Oct. 24.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Frederick on

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October 19 on his own motion, rescheduled hearing from 10:00 a.m. to 2:00 p.m. Oct. 20 in proceeding on TV applications for ch. 23 of Adirondack Television Corp. and Northeast TV Cablevision Corp., both Albany, N. Y. (Docs. 16737-8).

■ Hearing Examiner David I. Kraushaar on Oct. 21 in proceeding on TV application of Dr. Marvin H. Osborne, Jackson, Miss., rescheduled hearing from Nov. 21 to Jan. 3, 1967 (Doc. 16894), and on Oct. 24 in proceeding on TV application of Chapman Radio and Television Co., Homewood, Ala., et al., granted petition of Chapman Radio which amended its application in regard to financial matter (Docs. 15461, 16758-61). In proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., on examiner's own motion scheduled oral argument for Oct. 28 on objection of applicant Baker to production of certain documentary material pursuant to direction of proposed subpoena duces tecum upon T. Frank Dolan Jr. (Docs. 14368-72, 14444-6).

■ Hearing Examiner Chester F. Naumowicz Jr., on Oct. 24 in proceeding on TV applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council, both Chicago, granted petition of Chicagoland which amended its ant. proposal (Docs. 15668, 15708).

CALL LETTER APPLICATIONS

■ Omicron TV Corp., Orlando, Fla. Requests WORU-TV.

■ General Media TV Inc., Gary, Ind. Requests WGM(TV).

■ Highwood Service Inc., Topeka, Kan. Requests KTSB(TV).

■ Ak-Sar-Ben Bd. Inc., Omaha. Requests KAKS(TV).

Existing TV stations

FINAL ACTIONS

■ KGSC-TV San Jose, Calif.—Granted mod. of CP to change ERP to 392 kw (vis.), change trans. location, type of trans., type of ant., change ant. system (to direction-alize), increase ant. height to 2,000 ft. Action Oct. 20.

■ KBLU-TV Yuma, Ariz.—Broadcast Bureau granted license covering new TV station; conditions. Action Oct. 25.

■ KHSD-TV Lead, S. D.—Broadcast Bureau granted mod. of CP to change type trans., type of ant.; ant. height 1,890 ft.; condition. Action Oct. 25.

■ KELO-TV Sioux Falls, S. D.—Broadcast Bureau granted CP to change type trans., change trans. location to 1.1 mi. east of Rowena, S. D.; change ERP to 288 kw vis., 42.7 kw aur.; make changes in ant. structure, and increase ant. height to 2,000 ft. Action Oct. 21.

■ KFTW(TV) Fort Worth, Tex.—Broadcast Bureau approved engineering data submitted pursuant to fifth report and order in Doc. 14229 to specify ch. 21 in lieu of ch. 40, and granted mod. of CP to change ERP to 501 kw vis., 100 kw aur.; change trans. location to 3900 Barnett Street; change studio location; make change in ant. structure, and decrease ant. height to 1,080 ft. Action Oct. 24.

■ WDTV(TV) Weston, W. Va.—Broadcast Bureau granted mod. of license to reduce aur. ERP to 10 kw. Action Oct. 19.

OTHER ACTIONS

■ Review board granted petition filed on Oct. 18, by Tri-City Broadcasting Inc., for extension of time to Oct. 28 within which to file oppositions to petition to enlarge issues filed Sept. 28 by Broadcast Bureau in the Vineland, N. J., television broadcast proceeding, Doc. 16702-3. Action Oct. 20.

■ Review board granted petition for extension of time filed Oct. 19 by Chesapeake Engineering Placement Service Inc., for an extension of time to Nov. 3 within which to file a reply brief to exceptions to the initial decision in Baltimore, television broadcast proceeding, Doc. 15875-6. Action Oct. 21.

ACTION ON MOTIONS

■ By Hearing Examiner Isadore A. Honig on Oct. 20—Dismissed motion for continuance of hearing filed by Midwest Television Inc., Springfield Ill. (Doc. 15450).

FINES

■ Commission notified Houston Post Co., licensee of KPRC-TV Houston, that it has incurred apparent liability of \$2,000 for violations of commission's rules for failure to have first class radiotelephone operator on duty. Licensee has 30 days to pay or contest forfeiture. Chairman Hyde dissented on ground that \$2,000 forfeiture is excessive. Action Oct. 20.

RULEMAKING ACTION

■ Commission invited comments to proposed rulemaking looking toward changing educational reservation in Knoxville, Tenn.

from ch. *43 to ch. *15. Rulemaking was petitioned for by South Central Broadcasting Corp., licensee of WTVK, ch. 26, Knoxville. Chairman Hyde and Commissioner Bartley dissented. Action Oct. 20.

New AM stations

APPLICATIONS

Marion, Ky.—Crittenden County Broadcasting Co. Seeks 1500 kc, 250 kw-D. P.O. address: Samuel L. Crawley, D. W. Crawley Jr. and Jane Hite d/b as Crittenden County Broadcasting Co. Rfd. 3 Campbellsville, Ky. Estimated construction cost \$6,700; first-year operating cost \$28,000; revenue \$36,000. Principals: Samuel L. and D. W. Crawley and Jane Hite (each 33⅓%). Ann. Oct. 26.

El Paso, Tex.—El Paso Broadcasting Co. Seeks 1540 kc, 5 kw. P.O. address: Box 1638 Laredo, Tex. 78040. Estimated construction cost \$19,250; first-year operating cost \$40,000; revenue \$50,000. Principals: James G. Vandenberg, T. H. Bill Harrell, and Edward J. Harpole (each 33⅓%). Mr. Vandenberg is station manager KVOZ Laredo, Mr. Harrell has 50% interest in KVOZ, 25% KEPS Eagle Pass and is rancher, Mr. Harpole has 99.8% interest in KVOU Uvalde, 50% in KVOZ and KEPS and is rancher. Ann. Oct. 26.

FINAL ACTIONS

Vernon Broadcasting Co. of Tennessee Lebanon, Tenn.—Denied request for waiver of Sec. 1.569 of the rules and returned as unacceptable for filing application for new daytime AM to operate on 1170 kc, 500 w. Commissioner Lee abstained from voting. Action Oct. 20.

Near-North Broadcasting Co. Marinette, Wis.—Denied request for waiver of Sec. 1.569 of the rules and returned application for a new daytime AM to operate on 1150 kc, 1 kw. Commissioner Lee abstained from voting. Action Oct. 20.

■ Review board by order in the Honolulu, Hawaii, standard broadcast proceeding, Doc. 16676-7, dismissed petition for partial reconsideration of interlocutory ruling by Board, filed Sept. 30, by Royal Broadcasting Co. Action Oct. 20.

■ Review board granted motion for extension of time filed on Oct. 14 by Radio Nevada for extension of time to Oct. 28 within which to file responsive pleadings to the motion to enlarge issues filed Sept. 28, by WGN Continental Broadcasting Co. in the Reno, standard broadcast proceeding, Doc. 16110-5. Action Oct. 20.

■ Review board by memorandum opinion and order in Central Point, Ore., standard broadcast proceeding, Doc. 16525, denied petition to enlarge issues filed Aug. 8, by Broadcast Bureau. Board Member Kessler concurring in result. Action Oct. 20.

■ Review board Members Berkemeyer, Kessler and Slone on Oct. 20 adopted decision affirming joint initial decision of hearing examiners (FCC 66D-43, released July 28) limited to determination of issues bearing on qualifications of a principal in applicants (Southington Broadcasters, Cedar Broadcasters and Eastern Long Island Broadcasters Inc.) in consolidated broadcast proceeding in Doc. 15871, 15835, 15836, 15838, 15839, and 16022. The joint initial decision looked toward resolution of each of issues in manner favorable to principal. Action Oct. 20.

OTHER ACTION

■ Review board in the Wilkesboro, N. C., standard broadcast proceeding, Doc. 16311, granted petition filed on Oct. 24 by Wilkes County Radio for extension of time to Oct.

28 within which to file oppositions to petition for enlargement of issues, filed on Oct. 14 by Wilkes Broadcasting Co. Action Oct. 26.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 24 designated Hearing Examiner Forest L. McClenning, in lieu of James D. Cunningham, to serve as presiding officer in proceeding of City of Camden (applicant) and L. & P. Broadcasting Corp. (assignee) for assignment of AM license of WCAM, Camden, N. J.; previously scheduled prehearing conference for Nov. 1 will be convened (Doc. 16792); and on Oct. 25 in proceeding on application for license renewal of KHAI by Royal Broadcasting Inc. and CP application of KHAI Inc. for new AM facilities, both Honolulu, rescheduled hearing from Nov. 15 to Nov. 17 in San Francisco (Doc. 16676-7).

■ Hearing Examiner Charles J. Frederick on Oct. 24 in proceeding on AM applications of Fox River Broadcasting Co. and Radio Oshkosh Inc., both of Oshkosh, Wis., granted petition of Fox River Broadcasting Co. and continued prehearing conference from Oct. 25 to Nov. 15, and continued without date hearing now scheduled for Nov. 15 (Doc. 16824-5); on his own motion, rescheduled hearing from 10 a.m. to 11 a.m. on Nov. 29 in proceeding on AM application of Rice Capital Broadcasting Co., Crowley, La. (Doc. 16785).

■ Hearing Examiner Isadore A. Honig on Oct. 20 granted Broadcast Bureau's petition for extension of time for filing responsive pleadings to petition for leave to amend application filed by Benay Corp. (KTEE) and extended time from Oct. 21 to Oct. 28 in AM proceeding of Circle L Inc. Reno, et al. (Doc. 16110-3, 16115); and on Oct. 25 in proceeding on AM applications of Circle L Inc., Reno, et al., granted motion of WGN Continental Broadcasting Company for extension of time from Oct. 28 to Nov. 4 to file responsive pleadings to Benay Corp. amendment petition (Doc. 16110-3, 16115).

■ Hearing Examiner Chester F. Naumowicz Jr., on Oct. 20 in proceeding on AM applications of Branch Associates Inc. Houma, La. and R. E. Hook, t/as Ascension Parish Broadcasting Co. Donaldsonville, La., scheduled further prehearing conference for Oct. 27 (Doc. 16826-7).

■ The office of opinions and review on Oct. 21 granted motion by The Plains Broadcasting Inc. (KGYN), Guymon, Okla., for extension of time to Nov. 4 to file responsive pleadings to oppositions to its pending petition for reconsideration of hearing order in proceeding on its AM application, et al (Doc. 16588-9, 16590, 16848).

CALL LETTER APPLICATIONS

■ Harrington Broadcasting Co., Petoskey, Mich. Requests WJML.

■ Island Broadcasting Corp., Salinas, P. R. Requests WHOY.

CALL LETTER ACTIONS

■ WMIC Sandusky, Mich.

■ WCOK Sparta, N. C.

Existing AM stations

APPLICATIONS

KSEN Shelby, Mont.—Seeks CP to increase daytime power from 1 kw to 5 kw. Ann. Oct. 24.

WCED Du Bois, Pa.—Seeks CP to change from DA-2 to DA-N (1420 kc). Ann. Oct. 24.

WTV Titusville, Pa.—Seeks CP to increase daytime power from 500 w to 1 kw.

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Ann. Oct. 25.

FINAL ACTIONS

KDES Palm Springs, Calif.—Broadcast Bureau granted licenses covering increased power, installation of new trans. change in hours of operation, installation of DA (DA-2), change in ant.-trans. location, delete remote control, make changes in ant. system, with specification of type trans., installation of new trans. at main trans. location for auxiliary purposes only, presently authorized daytime trans. to be used as an auxiliary trans. at night with DA system, 500 w, and presently authorized nighttime trans. to be used as daytime auxiliary trans. with DA system and 1 kw. Action Oct. 21.

KPIK Colorado Springs—Broadcast Bureau granted CP to change ant.-trans. location to 1.5 mi. nw of Colorado Springs and make changes in ant. system; condition. Action Oct. 25.

WGBS Miami—Broadcast Bureau granted licenses covering increased nighttime power, change in DA system, change in ant.-trans. location with specification of type trans.; and change in ant.-trans. location (auxiliary). Action Oct. 21.

KMAQ Maquoketa, Iowa—Broadcast Bureau granted CP to make changes in ant. system; condition. Action Oct. 25.

WGAN Portland, Me.—Broadcast Bureau granted CP to install new trans. as an alternate main trans. at main trans. location; remote control permitted. Action Oct. 25.

KOTE Fergus Falls, Minn.—Broadcast Bureau granted CP to replace expired permit which authorized increase in night power and installation of new trans. Action Oct. 21.

WXTN Lexington, Miss.—Broadcast Bureau granted license covering change in frequency and power, installation of new trans. with specification of type trans. Action Oct. 24.

KMAV Mayville, N. D.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 1 mi. west of Mayville. Action Oct. 25.

WIGS Gouverneur, N. Y.—Broadcast Bureau granted license covering increase in daytime power, installation of new trans., changes in ant. system, and specification of type trans. Action Oct. 24.

KTOW Sand Springs, Okla.—Broadcast Bureau granted licenses covering increase in daytime power and installation of new trans. (main) with specification of type trans.; and use of former main trans. at main trans. location for auxiliary purposes only. Action Oct. 24.

KSKY Dallas—Broadcast Bureau granted licenses covering increase in power and installation of new trans. (main); and use of former main trans. at main trans. location with remote control, for auxiliary purposes only. Action Oct. 24.

WENZ Highland Springs, Va.—Broadcast Bureau granted license covering increase in daytime power (main trans.). Action Oct. 24.

WINA Charlottesville, Va.—Broadcast Bureau granted mod. of CP to make changes in ant. (MEOV) and change type trans.; conditions. Action Oct. 25.

WLPM Suffolk, Va.—Broadcast Bureau granted CP to change frequency from 1460 kc to 1450 kc; power from 500 w-1 kw-LS to 250 w-1 kw-LS; change from DA-N to non-DA; make changes in ant. system; ant. height 408 ft.; condition. Action Oct. 25.

■ The commission gives notice that July 21 initial decision that looked toward granting renewal of license to Patroon Broadcasting Inc., for WPTV Albany, N. Y., for period of one year in order to permit pending assignment of license application to be acted upon (Doc. 16087), became effective Oct. 19 pursuant to sec. 1.276 of rules. Action Oct. 25.

■ Broadcast Bureau granted renewal of licenses for WCAW Charleston, W. Va.; WHRN Herndon, Va.; WLAN Lancaster, Pa.; WTDI Newport News, Va. Action Oct. 20.

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued an initial decision looking toward affirmation of grant heretofore made by commission of an application for assignment of licenses of WOL-AM-FM Washington to WOL Inc. (Doc. 16533). Action Oct. 26.

OTHER ACTIONS

KNX Los Angeles—FCC granted request for waiver of sec. 1.569 (b)(2)(i) of rules and accepted for filing application to change to DA-D, continued operation on 1070 kc. U.

■ Review board granted petition filed on Sept. 23 by Prattville Broadcasting Co. for extension of time to Oct. 5 within which to file reply to opposition of Broadcast Bureau to petition for reconsideration filed Aug. 29 by Prattville Broadcasting in Prattville, Ala., standard broadcast proceeding. Action Oct. 21.

■ Review board granted motion filed on

Oct. 19 by Plains Broadcasting Inc. (KGYN), for extension of time to Nov. 4 within which to file responses following pleadings filed on Sept. 26 in Hutchinson, Kan., standard broadcast proceedings in Docs. 16588-90, 16648; Filed by KAKE-TV and Radio Inc. Columbia Broadcasting System Inc. The Plains Broadcasting Co. Inc. Pleading Petition to enlarge issues. Motion to modify and enlarge issues. Motion for change of hearing issues. Action Oct. 21.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 19, designated Hearing Examiner David I. Kraushaar, in lieu of Sol Schildhouse, to serve as presiding officer in proceeding on AM renewal of license of Royal Broadcasting Co. Inc. (KHAI) and application of Radio KHAI Inc., both of Honolulu; scheduled hearing conference for Oct. 25 (Doc. 16676-7). On Oct. 20, in proceeding on renewal of AM license of Allen C. Bigham Jr., KCTV Salinas, Calif., ordered that James D. Cunningham, in lieu of David I. Kraushaar, shall serve as presiding officer (Doc. 16769). In proceeding on renewal of AM license of Royal Broadcasting Inc. (KHAI) and application of Radio KHAI Inc., both of Honolulu, amended order issued Oct. 19 to provide that James D. Cunningham, in lieu of David I. Kraushaar, shall serve as presiding officer (Docs. 16676-7).

■ Hearing Examiner Thomas H. Donahue on his own motion, in proceeding on renewal of licenses of WIFE-AM-FM, Star Stations of Indiana, Inc., Indianapolis, ordered that on or before Oct. 31 counsel for Broadcast Bureau furnish counsel for the applicant a list of witnesses the Bureau proposes to call. Action Oct. 24 (Doc. 16612). By separate notice in above proceeding, schedule further prehearing conference for Oct. 26.

■ Hearing Examiner Isadore A. Honig on Oct. 21, in proceeding on AM renewal of license of WJNR, Continental Broadcasting Inc., Newark, N. J., granted joint motion of counsel for the parties and corrected the transcript (Doc. 16050).

■ Office of opinions and review on Oct. 25 granted motion by Allen C. Bigham for extension of time to Nov. 15 to file reply to the Broadcast Bureau's opposition to petition for reconsideration of order of designation in proceeding on application for renewal of license of KCTV Salinas, Calif. (Doc. 16769).

FINES

■ Notified Ponce Broadcasting Corp., licensee of WKFE Yauco, P. R., that it has incurred apparent forfeiture liability of \$150 for violations of rules including failure to provide data concerning equipment performance measurements. WKFE has 30 days to pay or contest forfeiture. Action Oct. 25.

CALL LETTER APPLICATION

■ Springhill Bld. Inc., Mobile, Ala. Requests WMOZ from WMOO.

CALL LETTER ACTION

■ WNHV from WVTR White River Jct., Va.

New FM stations

APPLICATIONS

Rockford, Ill.—Quest for Life Inc. 104.9 mc, ch. 285A. 3 kw. Ant. height above average terrain 300 ft. P.O. address: 8200 N. Second Street, Rockford 61111. Estimated construction cost \$32,228; first-year operating cost \$58,338; revenue \$36,000. The Elders of the First Church of the Open Bible form membership. No stock. Ann. Oct. 19.

Des Moines, Iowa—Cowles Communications Inc. Seeks 102.5 mc, ch. 273, 50 kw. Ant. height above average terrain 539 ft. P.O. address: KRNT Center, 9th at Pleasant, Des Moines. Estimated construction cost \$65,750; first-year operating cost \$75,000; revenue \$20,000. Applicant's stock owned by public. Robert W. Dillon, vice president. KRNT-AM-TV is owned by Cowles. Ann. Oct. 25.

■ **Richmond, Ky.**—Eastern Kentucky University. Seeks 50 kw, ch. 205, 88.9 mc. Ant. height above ground 134 ft. P.O. address c/o James Harris, Eastern Kentucky University, Richmond 40475. Estimated construction cost \$58,019; first-year operating cost \$27,000. Funds appropriated by 1966 Kentucky General Assembly. Commonwealth of Kentucky controls Eastern Kentucky University. Dr. Robert R. Martin, president and administrator board of regents, John Sullivan, coordinator radio section. Ann. Oct. 20.

■ **New Brighton, Minn.**—Order of St. Benedict Inc. Seeks 91.1 mc, ch. 216, 1 kw. Ant. height above ground 463 ft. P.O. address: Director of Broadcasting, St. John's University, Collegeville, Minn. Estimated construction cost \$14,449; first-year operating cost \$4,282. Applicant is sole controller.

Barry Coleman O.S.B., president St. John's University, Rt. Rev. Baldwin Dworschak, president Order of St. Benedict. Ann. Oct. 20.

Jackson, Miss.—Jomac Jackson Corp. 95.5 mc, channel 238, 100 kw. Ant. height above average terrain 294 ft. P.O. address: Box 197, 980 Milner Building, Jackson 39205. Estimated construction cost \$32,030; first-year operating cost \$30,000; revenue \$30,000. Jomac assumes operation of WOKJ. Principal John M. McLendon owns WOKJ Jackson, Miss., KOKY Little Rock, Ark., KOKA Shreveport, La. WENN Birmingham, Ala., WYOU Tampa, Fla., CATV Jackson and is applicant for television stations in Jackson, Miss., Macon, Ga., Baton Rouge, and Memphis, Ann. Oct. 19.

■ **Dallas**—Christian Service Assoc. 89.9 mc, channel 210, 0.056 kw. Ant. height above ground 52½ ft. P.O. address: Box 21254, Dallas 75211. Estimated construction cost \$1,691; first-year operating cost \$100. Principals: Donald R. Benningfield, printing estimator; Jim B. Blecher, electronics technician, and Nelda S. Belcher, housewife. Ann. Oct. 19.

■ **El Campo, Tex.**—Culp Krueger d/b/as El Campo FM. Seeks 104.7 mc, ch. 284, 26.8 kw. Ant. height above average terrain 177.875 ft.; ant. height above ground 200 ft. P.O. address: Prescott & Prescott, 1430 Lile Building, Dallas. Estimated construction cost \$21,705; first-year operating cost \$6,000; revenue \$6,000. Mr. Krueger is president and has majority interest in Wharton County Broadcasting Inc., licensee of KULP El Campo. He also has interest in KNAL Victoria, KSIX Corpus Christi, all Texas and El Campo Leader News. Ann. Oct. 20.

FINAL ACTIONS

Lebanon, Ind.—Charles R. Banks and Michael R. Freeland d/b/as Banks and Freeland Broadcasters. Granted 100.9 mc, ch. 285, 3 kw. Ant. height above average terrain 300 ft. P.O. address: P. O. Box 342, Elwood, Ind. 46036. Estimated construction cost \$5,475; first-year operating cost \$23,380; revenue \$40,000. Messrs. Banks and Freeland are 50% partners. Mr. Banks is part owner of WBMP Elwood, Ind. Mr. Freeland is owner of WWFL Camden, and WKTA McKenzie, both Tennessee. Banks and Freeland Broadcasters own WXTA Greencastle. Ind. Action Oct. 20.

■ **Minot, N. D.**—Meyer Broadcast Co. Granted 93.7 mc, ch. 229, 26 kw. Ant. height above average terrain 400 ft. P.O. address: c/o William A. Ekberg, 200½ Fourth St. Bismark, N. D. Estimated construction cost \$33,786; first-year operating cost \$15,000; revenue \$12,500. Principals: Marietta M. Ekberg (99.2%) and William Ekberg (8%). Meyer Broadcasting is licensee of KFYR-AM-FM-TV Bismark, KMOT-TV Minot, KUMV Williston, all North Dakota, and KOYN Billings, Mont. Action Oct. 20.

■ **Huntingdon, Pa.**—Huntingdon Broadcasters Inc. Granted 106.3 mc, channel 292A, 2 kw. Ant. height above average terrain 153 ft. P.O. address: Radio Station WHUN, 400 Washington Street, Huntingdon. Estimated construction cost \$13,652; first-year operating cost \$10,000; revenue \$8,000. Huntingdon Broadcasters Inc. owns WHUN Huntingdon. Principals: John H. Biddle, president, Anne Pullinger, secretary, Joseph M. McMeen, vice president, Sarah B. Teneyek, treasurer and Elizabeth B. McKee (each 20%). All directors are related. Mr. Biddle is president and director WBFD Bedford, vice president and director WCPA Clearfield, treasurer and director WDAZ Indiana, president and director WHUN and First Grange National Bank, both Huntingdon, director First National Bank Bedford, officer and director Progressive Publishing Co. Clearfield, president and director Gazette Publishing Co. and Bedford Inquirer, both Bedford, all Pennsylvania. Action Oct. 12.

INITIAL DECISION

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Normandy Broadcasting Corp. for new FM station to operate on ch. 240A Glen Falls, N. Y. (Doc. 16705). Action Oct. 20.

OTHER ACTIONS

■ Review board in Lafayette, Tenn., FM broadcast proceeding, Docs. 16653-4, by order approved joint request for approval of agreement, filed June 29 by Lafayette Broadcasting Inc., and State Line Broadcasting Inc., dismissed application of Lafayette Broadcasting, granted application of State Line Broadcasting Inc., for new FM broadcast station to operate on ch. 257 in Scottsville, Ky. and terminated proceeding. Action Oct. 24.

■ Review board by memorandum opinion and order in Martin, Tenn., FM broadcast proceeding, Doc. 16655-6, denied petitions to

(Continued on page 99)

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
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- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer. Top salary. Box H-247, BROADCASTING.

Sales conscious general manager for new england metro station. Salary and incentives open. All inquiries answered. Box K-278, BROADCASTING.

Experienced working manager strong on sales immediate opening western Oregon 5 kw daytimer. Owner needs time for community relations. Reply Box K-377, BROADCASTING giving qualifications, references, salary.

Staffing new 50kw MOR stereo WBNY-FM, Buffalo. Interviewing air/sales/programming/management. Reply Tom Talbot, WJLL Radio, Niagara Falls, N. Y.

An immediate manager for sacred music station, proven sales experience, salary plus. Call 201-827-6500, Mr. L. Vander Plate.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Radio time salesman for really going small market station. We guarantee \$600 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.

High caliber salesman for station brokerage. Substantial commissions. Established, reputable firm. Box K-338, BROADCASTING.

Georgia fulltime station, good small market, looking for experienced salesman. Salary and commission. This job calls for a versatile man with ability to service accounts and prepare copy. Box K-348, BROADCASTING.

Opening soon . . . an opportunity for salesman-announcer . . . current man making \$700.00. We are a good MOR station with acceptance. . . . Good opportunity for young man with ambition. Give full details with first letter. Box K-373, BROADCASTING.

Bright sounding Detroit FM seeks strong sales leadership for local and retail accounts. Box K-378, BROADCASTING.

Extra income? Reputable time salesman who wishes to add to present income presenting exclusive custom-tailored production radio spots to financial institutions in his area. Excellent commission potential with nationwide quality production house. Write Box K-392, BROADCASTING.

Sales manager for good music station in rapidly growing market. Salary plus generous commission. Experience necessary. Box K-407, BROADCASTING.

Opportunity! If you have perspiration inspiration, enthusiasm. Tell sales record. KFRO, Lonview, Texas.

Sales manager material? Established account list, escalating commission, lots of fringe benefits including bonus, station well equipped, some announcing, growing market with new shopping center starting next spring. KMMO, Marshall, Mo.

Napa, California has the weather and the money! Ground-floor opportunity for account executive who likes five figures, sunny suburban living in a growing single station market. Need creative salesman who can write copy and type, be strong on service, have solid background. Send resume to Don Atkin, KVOH, Napa.

Sales—(cont'd)

A good account list and plenty of prospects are waiting for you. Beautiful opportunity. Start with guaranteed draw. Reply in confidence with complete details. WTHM, Lapeer, Michigan or phone 664-8555 days, 664-8293 evenings for Mr. Oyster.

Mature, draft exempt salesman-announcer. Must have at least 2 years experience and you must be a salesman. Salary plus commission. Small, pleasant Pennsylvania town. No phone calls. Rush aircheck, life story & salary expected. No kids. Adults with experience. Shorty King, WWDS, Everett, Penna.

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.

Midnight to 6 top 40 dj. University city in midwest medium-large market. Above average salary for above average talent. Box K-70, 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-166, 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.

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. Our D.J.'s know of this ad. 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.

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.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box K-333, BROADCASTING.

Upstate New York daytimer with new building and equipment needs hardworking announcer-salesman. 15 hours announcing, 30 hours sales. Pleasant working conditions \$400.00 month-plus. Ambition much more important than experience. Box K-339, BROADCASTING.

Announcer-farm director with experience or will train good announcer with agri. background to develop and MC farm programming. Midwest. Box K-350, BROADCASTING.

Announcers—(cont'd)

Opening soon for experienced, informed announcer at fast growing talk station. Happy ship for right man. Send resume and tape to Box K-357, BROADCASTING.

Need staff for station going country. 1st phone announcers, no maintenance day shift. (3) PD, copy writer, salesman (2) girl announcer full time regional located hours drive from Wash., D. C. Top dollar paid for good people. . . . Send tape, photo, resume to Box K-359, BROADCASTING. Go to work in 2 weeks.

Expanding company needs experienced announcer with 3rd ticket for good music station in Dallas. Also 1st ticket man needed in Tucson, Arizona. Send tape, picture and resume to Box K-362, BROADCASTING.

First or 3rd phone. Lots of action as MOR dj in play-by-play sports, mobile news reporting, commercial writing and sales. Salary commission and profit sharing bonus. Call area 303-384-2541. If you're serious, sincere, responsible, cooperative and ambitious, work with recognized experienced broadcasters on permanent long term association in single station Colorado market with network. Box K-370 BROADCASTING.

Announcer with pleasant authoritative delivery for middle-music Texas station. Do not send tape. Box K-379, BROADCASTING.

Country & western announcer for large market mid-western station. Want announcer with easy down to earth style. Must run tight board, but be friendly, personable. Prefer 1st class ticket. Box K-395, BROADCASTING.

Small market upper midwest station needs bright mature morning man. Top wages in wonderful community. Box K-397, BROADCASTING.

New Jersey—If you are an experienced announcer able to deliver news and commercials in a friendly relaxed manner send tape and resume. Interview required. Box K-401, BROADCASTING.

Wanted . . . 1st phone announcer with better than average news and commercial delivery. No maintenance day shift for MOR region station 85 miles from Wash., D. C. Balt. area. Start at \$520 per mo. All replies confidential. Send tape, resume, photo to Box K-403, BROADCASTING.

New Major market Ohio top 40 fulltimer ready for air-needs imaginative talent now. Box K-411, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who's looking for top pay and good working conditions in beautiful western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

First phone for evening including 3 hour rock show. \$100 weekly for beginner. More for experienced. Send audition tape to Kenneth Ferguson, KHFM, Sierra Vista, Ariz.

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.

Montana, MOR, NBC station needs first phone announcer. Excellent advancement opportunities. Call Collect 406-265-7841, KOJM, Havre, Montana.

1st phone. Must be able to swing on night rock show. Send audition, resume & salary. Need close to Nov. 15. KOLT, Box 660, Scottsbluff, Nebraska.

Announcers—(cont'd)

Experienced, 1st ticket. Excellent opportunity. \$500 monthly, with benefits. Send resume. KSEN, Shelby, Montana.

Immediate opening. Experienced announcer, 3rd class endorsed ticket necessary. First phone preferred. Send resume and tape to KYSL, Box 1489, Alexandria, Louisiana.

Adding midnight to 6 a.m. man. Must have first and broadcasting experience. Contact George Wilburn, KWBB, Wichita, Kansas. Immediate opening.

Immediate opening for drive-time jock. Must be tops. Rush resume, tape, photo, to Jack Gale, WAYS, Charlotte, North Carolina.

Announcer-first ticket, rush tape including commercials, news, dj performance; background resume, references to: General Manager, WCLU Broadcasting Company, Inc., 1115 First National Bank Bldg., Cincinnati, Ohio—45202.

Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit. WHMI, Howell, Michigan.

First phone announcer. New daytimer. No maintenance. Tape, resume, WHYP, North East, Pennsylvania.

Immediate opening—staff announcer; light experience acceptable; must be ambitious, have potential, third phone endorsed. Tape, resume, recent photo to WIGS Gouverneur, New York.

Immediate opening, nightman, teen-college audience. Top rated, promotion-minded organization. Lively MOR programming. Multi-station market. WJON, St. Cloud, Minnesota.

Immediate opening straight staff board announcer. 3rd endorsed reqd. Some experience preferred. Must be available immediately. Network station. WLDB, Atlantic City, New Jersey.

Top station in Ohio vacationland area needs experienced announcer who can also do play-by-play sports. Must be able to start work by Dec. 1. Send tape and resume immediately to WLEC Sandusky, Ohio.

We need a good all-around air man for our contemporary format. Unusually well equipped station in our own modern building, good working conditions among small congenial staff. Moderate winter climate, great recreation area in summertime. Send tape and full info including salary requirements, references and your phone number to WLPN, Suffolk, Virginia.

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.

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.

Florida: 5000 watt, NBC, fulltimer in the Cape Kennedy area needs two experienced first phones, one announcer/production (or maintenance) and one midnight to six AM announcer, no maintenance. Adult format, usual benefits and excellent working conditions. Send tape, resume and salary requirements first letter to . . . WRKT, RR1, Box 1219, Cocoa, Florida. Sorry, no tapes returned.

Real corner looking for opportunity in production and personality air work with highly creative and imaginative contemporary 24 hour station. Rush tape, pic, details to WROV, Roanoke, Virginia.

Announcers—(cont'd)

Announcer wanted with first phone. Emphasis on newscasts, commercial announcements. Financially sound newspaper owned middle of the road station in Indiana's lake region. Send tape to WRSW-AM-FM, Warsaw, Indiana.

Smooth announcer for early evening program on leading CBS station in downstate Illinois. Send music news, tape, resume to WSOY, Box 2250, Decatur, Ill.

Midwest openings for announcers, newsman and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Have opening for first phone who is interested in engineering also board work. Midwest location. Call 414-377-4400.

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.

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 368-5364.

Michigan—Fulltimer. 1st phone announcers, tight board news production. No maintenance. Beautiful community. Opening immediate. Salary open. Phone Manistique, 906-341-2024. (No collect calls.)

Have opening for first phone who can do play-by-play midwest location. Call 414-377-4400.

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.

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.

Chief engineer for east coast major market top 40 directional. Excellent salary. Good living conditions. Box K-353, BROADCASTING.

First class chief engineer with AM-FM experience. Fulltime AM operation. Have CP for FM. Single station market—Michigan lower peninsula. MOR music, local news, sports format. Qualified for short air shift. Housing available. Start \$7,000.00 annual to qualified man. Position open. Box K-361, BROADCASTING.

Ohio major market AM/FM station needs stable technician with first phone license to replace retiree. Top employee benefits. Must be sober, reliable and capable of good maintenance. Box K-367, BROADCASTING.

Assistant chief engineer needed for south Texas network station. Box K-380, BROADCASTING.

Immediate opening for chief engineer for 2 tower directional, contact chief engineer or general manager KNOP-TV, North Platte, Nebraska.

Engineer first ticket for transmitter duty. Experience not essential. Give background. WCED-WCED FM, DuBois, Pennsylvania.

Technical—(Cont'd)

Chief engineer—first ticket, directional experience, new equipment, daytime. Some announcing experience preferred. Salary open. Rush complete details to: General Manager, WCLU Broadcasting Company, Inc., 1115 First National Bank Bldg., Cincinnati Ohio 45202.

1st class engineer-announcer. WEBO, Owego, New York. Phone 807-887-0371.

Experienced first phone maintenance engineer. No announcing. WFTL, Fort Lauderdale, Florida. Area 305-566-9621.

Engineer—No experience, no announcing. WINA, Charlottesville, Va.

Chief engineer. Must be able to maintain equipment, do proof, and other duties in connection with fulltime AM-FM station, with background music operation. No announcing involved. WLAG Radio, LeGrange, Georgia.

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.

Chief engineer needed. We are switching to fulltime non-directional AM. Installing 80,000 watts FM stereo and going into background music multiplexing. We are looking for a take charge chief who can maintain all of our equipment and install background music systems. No announcing. Top salary for right man. Contact E. D. Baydush, WLPN, Suffolk, Va. 703-539-2394.

50 kw AM has opening for engineer with first phone. Excellent working conditions. New Equipment. No announcing required. If interested, contact Bill Gabbert, Chief Engineer, WOKJ Radio, Jackson, Miss. 601-866-2292.

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.

Engineers—First ticket—studio, transmitter shifts. Excellent station. Write WTPA, Box 2775, Harrisburg, Pennsylvania.

NEWS

Newsman. Good opportunity for all-around newsman 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.

Authoritative newsman. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Wanted—A self starting newsman. Send tape and resume to K-PAY, P. O. Box 369, Chico, California.

News director. Negro format station. Good pay, fringe benefits, working conditions. Resume and tape to Donald K. Clark, c/o WCIN, 106 Glenwood Avenue, Cincinnati, Ohio.

Immediate need for an experienced newsman who wants to assume the responsibility of heading the WDBQ news operation. If you have the background and experience, contact Terry Dorsey, WDBQ, DuBuque, Iowa. 583-8241.

Immediate opening for experienced dedicated newsman, 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.

Newsman 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.

Experienced and creative copywriter for network station in beautiful Texas resort city. Box K-381, BROADCASTING.

Midwest medium market, 5,000 watts, country & western station needs working program director. Box K-396, BROADCASTING.

WIXY Radio—America's hottest new station needs a top 40 oriented production man who can also pull an air shift. Top money for the right guy but you must be hot on production. Rush tape and resume to Box K-398, BROADCASTING.

Experienced radio copywriter. Starting salary \$500 per month. 40 hour week. Excellent working conditions, paid vacation, paid insurance other fringe benefits. Write or call: W. P. Teddie, Program director, WABJ, Adrain, Michigan.

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.

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.

Man experienced in all phases of AM and FM stereo operation. 3rd class with endorsement required. WSAC-AM-FM, Box 70, Fort Knox, Kentucky.

RADIO

Situations Wanted—Management

Ten years in ownership, available as station manager. Box K-230, BROADCASTING.

Manager/pd position wanted . . . Country & Western format . . . first phone Maintenance . . . sales . . . experienced. . . . Box K-355, BROADCASTING.

General manager — 8 years — outstanding profit record in one of top 12 markets. Presently employed. Excellent sales background. Desires change to southwest, South or lower midwest. Box K-382, BROADCASTING.

General manager. Thoroughly experienced. New, major market. Exceptionally strong, personal, creative salesman and builder of efficient, profitable sales force. Naturally use "Numbers" when available, but can sell without them. Have good feel for promotion, programing. Idea man! Ethical, responsible. Impeccable references. Family. 40, \$15,000, override. Box K-384, BROADCASTING.

WNEW, PR man who knows what blows when the sun shows. Box K-393, BROADCASTING.

Experienced metro market general manager with outstanding record of upgrading stations to highest income, profit, and ratings. Sales increased 96%; ratings tripled to #1 position. Presently employed with national firm. Desire management or sales management with aggressive group operation. Call 214-816-6062 evenings or weekends write Box K-412, BROADCASTING.

You wouldn't be looking in his column if you didn't have problems. Maybe I can help. Major market general manager/sales manager, not adverse to smaller market opportunity, available soon. I think my clean, successful record will interest you. Can you interest me? Let's start off by exchanging letters. Write Box K-415, BROADCASTING.

Production manager 38, ready for move to general manager. College, ten years experience all phases. References. Box K-416, BROADCASTING.

Management—(Cont'd)

Top announcer-writer-program-planner and what-have-you looks for opening as assistant to manager of radio station in Texas or southwest slanted good-to-medium music, news. Unbelievably versatile. At mike was top news man clear-channel 50 kw station 5 years; so good at commercial, was tied up by then largest Texas radio news advertiser, exclusive, for 13½ years. (Advertiser merged into national concern; so he's loose.) But also: 3 years head large station copy department, excellent writer. Ear for music, eye for programing, business common sense. Assist sports man at football, baseball, in a pinch. References, all former employers, advertising agencies, etc. . . . Salary requirements modest. Top personal character. Protestant, family man. (We worked with this man through many of the years above; know his selling power at mike; know how easy to work with; recommend him absolutely without qualification. He is a pro.) Couchman Advertising Agency, 25½ Highland Park Village, Dallas 5, Texas.

Sales

Southern California. High income successful broadcaster available January 1 for top station. Let's talk. Box K-334 BROADCASTING.

Situations Wanted—Announcers

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.

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.

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.

Talk personality — Volatile, controversial, well versed, mature, entertaining. Box K-319, BROADCASTING.

DJ—Negro, some experience. Married, no floater. 3rd. Box K-320, BROADCASTING.

Negro dj, announcer, newscaster, 3rd phone, aggressive, versatile, any format, any locality. Box K-340, BROADCASTING.

Chicago—vicinity—southwestern Michigan — production minded announcer favors MOR, prior TV news experience, \$140 starting. Box K-343, BROADCASTING.

DJ announcer, 3rd endorsed MOR type. Will relocate. Box K-344, BROADCASTING.

Attention Maryland—play-by-play announcer wishes to relocate. Currently broadcasting college football. Box K-346, BROADCASTING.

Announcer, 15 years radio and TV. Currently employed in top ten market. Quality voice. 3rd class with endorsement. Married. Minimum \$175 week. Box K-356, BROADCASTING.

Top-40 dj/announcer — Terrific personality background, know the big artists, 3rd endorsed, good looking, groovy jock with TV experience. Have action will travel, preferably south or west coast. Draft free. Box K-358, BROADCASTING.

Va. 1st phone, bright, happy personality. 3 years experience, 25, draft exempt, college. Possible program director for small station in doldrums needing lift. Box K-363, BROADCASTING.

Professional. Twelve years, solid references. Veteran with college. Knows news, music. Finest background. Third ticket. Will travel. Box K-371, BROADCASTING.

Radio school graduate—Negro—3rd phone, some experience. Production minded. Available now. Box K-385, BROADCASTING.

Recent school graduate—3rd ticket—to complete military obligation January 8th. Desire MOR format—college town—western states. Box K-386, BROADCASTING.

Sportscaster, first phone, experienced announcer, pd, sales. Ready for top job. Box K-399, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box K-404, BROADCASTING.

Announcers—(cont'd)

Young married man with experience seeks position as dj-announcer, authoritative, dependable, willing to travel. For resume send to Box K-406, BROADCASTING.

Negro announcer—year experience with all around ability. Formerly number one Soul jockey in south will consider any offer. Ready to start. Third phone. Box K-417, 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.

Single at 24, mildly mellow, buoyant air delivery tilt sparkle toward news; with appropriate cinnamon. Could sail for sports. Dial 614-622-1567.

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.

Professional broadcaster wants permanent position. East. Small to medium market. Experienced chief engineer, announcer, pd, operations manager. Willing to invest. Married. Box K-345, BROADCASTING.

Top-flight engineer/announcer. Professional! Heavy maintenance. Excellent references. Presently chief engineer major station. Available January 15th. Box K-351, BROADCASTING.

Chief rigger, supervisor or assistant rigger. Now employed as chief rigger at a large government radio station wants position with profit making organization. 37 years with R.C.A.-N.B.C. My separation from R.C.A.-N.B.C. took place when government took over station. Would relocate. Prefer foreign duty. Speak French, little Spanish. Box K-383, BROADCASTING.

Looking for major market chief? 15 years progressive broadcast and communications experience including management, chief hi-power AM and TV in medium markets. Ask for resume and good words from previous employers. Box K-409, BROADCASTING.

NEWS

News department need a shot in the arm? Let me build news sound into dynamic, listenable, saleable package. Presently successful director of seven-man news department. Earnings in five figures. Box K-388, BROADCASTING.

Experienced newsmen. Strong local news coverage. College grad. Box K-414, BROADCASTING.

Production—Programing. Others

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.

Midwestern pro seeking advancement to programing with solid group operation. Box K-354, BROADCASTING.

Self-starting. Program director-announcer currently employed in five station market. Looking for change of atmosphere. Claim no great things for myself except a great love for the radio business, hard worker, I am married have two children which makes everything worthwhile. I have six years experience, sound good, draft free and no personal problems. Desire to settle down in a permanent location and give my best to a good station. Best references. Currently at \$140 with talent. Age 23. Prefer mid-Atlantic states. Let's talk. Box K-369, BROADCASTING.

Writer-producer, radio/TV/films, seeks position as documentary producer, news director, or assistant to Vice President community relations. Now with network. Will consider East or West coast, plus foreign assignment. Box K-372, BROADCASTING.

Experienced broadcaster. Radio production, news, PD.—TV news—14 years. Strong writing, creative. Family man. Call 513-592-9700.

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

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

VHF-California, deadline 11/15—normal company benefits . . . expanding permanent positions to qualified applicants—Announcer/directors, xmttr. and studio engineers with some switching, continuity . . . we want workers not talkers . . . resume with first letter and salary requirements. Box K-274, BROADCASTING.

Midwest medium market VHF needs solid versatile commercial announcer. Send resume and salary requirements to Box K-375, BROADCASTING.

Announcer/sports—experienced in all phases of announcing—needed for mid-Atlantic market. Send photo, resume and salary requirements to Box K-408, BROADCASTING.

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).

Immediate opening — staff announcer. Experienced in booth, commercial and news announcing. Send resume, picture and audio tape to "Operations," Nebraska Television Network, Kearney, Nebraska.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

If you have years of TV transmitter experience and would like to earn good money and live in south Florida's first resort, send your application and salary requirements to Box K-1, BROADCASTING.

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-208, 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-287, 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.

Midwest area—studio video, videotape recording and maintenance engineers. Good salary, fringe benefits and excellent working conditions. FCC 1st class ticket and previous experience required. Box K-347, BROADCASTING.

Technical—(Cont'd)

Maintenance engineer. Fine opportunity for first rate man familiar with installation and maintenance. Good starting salary and advancement as merited. Color experience advantageous. One of mid-Florida's best markets and living areas. All replies confidential. Box K-352, BROADCASTING.

Maintenance technical, union scale to \$12,000 plus. Located ideal eastern recreational area. Permanent secure position with major company for top-notch man. Send resume to Box K-364, BROADCASTING.

Top ten city, northeast, has opening for two television technicians. Must be capable of working in all-color operation. Permanent position with large AM-FM-TV (VHF) staff. Excellent wages and benefits. First class license. Box K-365, BROADCASTING.

Excellent opportunity for two television transmitter engineers with south Texas station. Box K-387, BROADCASTING.

Texas station has opening for engineer trainee. Must have first class license. Box K-390, BROADCASTING.

Immediate opening in major eastern market for engineer w/first phone and strong VTR experience in B&W, color. Send detailed resume to Box K-394, BROADCASTING.

TV studio technician, experienced, northern Calif. full color operation. Good salary. Contact Wm. J. Karpisek, Ch. Eng., KCRATV, Sacramento, Calif. Tel: 916-444-7300.

Switcher-engineer would consider trainee with 1st phone, immediate opening, contact Chief engineer KNOP-TV, North Platte, Nebraska.

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.

We are interested in employing two television studio engineers that want to work for a progressive company in a typically midwestern Iowa community. Our studio facility is new from the ground up with all solid state RCA color equipment. We have one opening for full time maintenance work and another for operational work at television master control. Contact: E. M. Tink, KWWL-TV, Waterloo, Iowa.

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. Snow, Engineering Director, WTTV, 3490 Bluff Rd., Indianapolis, Indiana. Phone 317-787-2211.

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in part-time university studies may be arranged. Starting salary commensurate with experience and ability. Liberal benefit program. Send resume to R. K. Kirch, Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Chief engineer for one of our TV stations in Ind. Combination of experience, technical skill and supervisory capabilities needed. For more information contact Elmer C. Snow, 3490 Bluff Road, Indianapolis, Indiana, phone 317-787-2211.

Chief engineer able to take full charge of 2 UHF television stations. Unusual opportunity. Call 301-EM 5-1934.

NEWS

Need experienced newsmen to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 18 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Experienced news writer needed by south Texas television station. Box K-389, BROADCASTING.

Talent, company benefits, above average salary await competent, mature staff newsmen at northwestern Pennsylvania VHF. Most important: Applicant can deliver excellent commercial television newscast. Resume, picture to Box K-418, BROADCASTING.

Northern new england station needs all around newsmen with on-air emphasis. Immediate excellent opportunity in 3 station market. Write: George Gonyar, Operations Director, WABI-TV, Bangor, Maine.

Experienced news director needed immediately, major eastern net. V. Send photo and SOF or VTR plus salary requirement immediately to Neil Kuvlin, WKEX-TV, Box 8765, Richmond, Virginia.

Production—Programing, Others

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.

Producer-director needed in midwest medium market. Heavy live and VTR schedule of creative directing. Opportunity for self-starter in a station with solid fringe benefits, congenial atmosphere, and dedicated people. Complete resume—include salary requirements first letter. Box K-349, BROADCASTING.

Production manager to assume responsibility for live production at midwest VHF. Excellent chance to move up. Send resume and salary requirements to Box K-374, BROADCASTING.

Art director for middle sized VHF in midwest. Will have full responsibility for on the air and promotional graphics. Send resume and salary needs to Box K-376, BROADCASTING.

A director-switcher and a projectionist are needed by Texas Gulf coast station. Box K-388, 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.

1 studio cameraman and 1 floor director needed immediately for a smooth functioning production crew. Good opportunity for advancement. Send complete resume and salary requirements first reply. Contact Marc Manges, WPTA-TV, Fort Wayne, Indiana.

Director. Leading southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

Art director—Experienced art director needed for new Kaiser-Boston Globe TV station in Boston. Send complete resume of professional experience to Mr. Rose, P. O. Box 630, Boston, Mass. 02102. An equal opportunity employer.

TELEVISION

Situations Wanted

Management

Manager—Sales manager. Know group operations. Sound background in administrative, sales, production & promotion. Worked in large and small markets. Currently V.P. in charge broadcast media with major market ad agency. Young and profit-minded. Anxious to return to broadcast field. Excellent references. Box K-400 BROADCASTING.

Well known manager available within 30 days due to sale of station. Complete knowledge of overall management, both VHF & UHF. Strong on administration sales and programing. Budget minded. Twenty years experience top agencies, regional and national, reps. and networks both radio and television. Box K-421. BROADCASTING.

Sales

Los Angeles area. Excellent metro sales record. Need new challenge. Box K-335. BROADCASTING.

Announcers

Talented EMCEE. 12 years major market TV. Last 2 years as emcee on O&O shows. Current program leaving air. Now seeking new opportunity. Married, family, best references. Box K-405, BROADCASTING.

Technical

Technically oriented young family man seeks position as assistant chief or maintenance supervisor. Four years TV. A.A.S. degree, first phone. Box K-342, BROADCASTING.

Wanted chief engineers job. Plenty of experience, operation, construction, trouble shooting, plus microwave, electrical engineering training. Not a floater. Box K-410, BROADCASTING.

NEWS

News director. Now employed. Prefer Florida. Consider any area. 17 years radio and TV experience. Good on camera. Box K-360, BROADCASTING.

Director, special features. Cameraman, writer-editor, newsmen. Two awards, top references. Will consider asst. news director in major market. Ten years TV background, sales promotion, sales, news, special features, TV commercials and production. Box K-391, BROADCASTING.

Production—Programing, Others

Need producer/director with program management potential? MA degree with commercial experience in major market. Write Box K-337, BROADCASTING.

Presently employed, married, college graduate. 7 years TV experience. film director, administration—program operations & production, film buying. Seeks challenge in programming or sales with opportunity for advancement. Box K-341, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used 5 or 10 w FM transmitter needed for College radio station. Ray Cox, Southwestern College, Winfield, Kansas.

Wanted to buy: Used 862A. Send price and hours used to WHY?, Greenville, South Carolina.

16 mm Dumont color Cinecon projector in good condition. Robert Ridgway, Box 1231, Fargo, North Dakota.

Wanted: Gates nite-watch or comparable, complete, in good condition: also small kilowatt and/or 250 in good condition for standby. Write/phone Jerry Fitch, KGLN, Box 70, Glenwood Springs, Colorado, 303-945-6501.

FOR SALE—Equipment

Co-axial cable—Helix, Styroflex, Spirolite, 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, WNYC-TV, Channel 8, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Check our listings for your equipment requirements. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tenn.

New QK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

FOR SALE—Equipment

Continued

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.

Towers—Many types of used materials in stock. Swager Tower Corp., Fremont, Indiana.

Magnacorder-M-81 tape recorder for rack mount, for 10½" reels monaural—excellent condition. \$295 plus any freight. TS-10 RCA TV switcher—excellent condition, with manuals. Less power supply. \$350. Sync generator, Federal type FTL 83-B, good condition but needs some attention to timer chassis. With all power supplies \$600. RCA console disc recorder with reconditioned head, cuts up to 158 lpi. with orthocoustic filter. \$325. GE ST9A dual regulated power supply excellent \$100. 2 Spindler Sautpe selectoslide JR TV projectors \$150 ea. 1 RCA BC-3A audio console good to excellent condition. Little use. \$1700. Will pack and ship. 1 Turntable RCA 70D \$95.00, 1 RCA 70C turntable \$75. both with Grey/RCA arms and also microgroove arms. Excellent condition. 1 MTI solid state TV sync generator—new \$1500. Box K-336, BROADCASTING.

Gates 1 kw FM transmitter, excellent condition—taken out for larger power \$2800. 1 complete Gates remote \$475. 40' 1½" line free for buyer of transmitter. WRVB-FM, P. O. Box 504, Madison, Wisconsin 53701.

Western Electric transmitter. Type 443-A-1 complete with set of four extra ML 357-B final tubes. We kept it for spare but moving and need the space. WELR, Roanoke, Alabama. Come get it for \$500.00.

Mitchell camera, Arriflex stop motion motor lighting equipment, recorders, write for full list. NORTHWESTERN, INC., 011 S. W. Hooker St., Portland, Oregon 97201.

Image orthicon, new condition, E.E.V. 7293E Elcon at \$1,350.00. Fully guaranteed. Hy Ness Company 2105 Cruger Avenue, Bronx, N. Y. 10462.

Well maintained 250 ft. self-supporting tower located in Michigan. Excellent buy. Box K-420, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deeJays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Blz 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—"quickdee" 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.

Free—limited number stations—"Christmas in America" 2 hour musical production. Use as special or 4 half hour segments. United Communications Mission, Route 3, Box 399, Orlando, Florida.

INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818-18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, 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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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.

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.

INSTRUCTIONS—(Cont'd)

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, 1853, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

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 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

MORNING MAN Leading Station in a Top Ten Market

A key station in top and growing market needs a strong personality for 6 to 10 AM slot. Basic programming is non rock contemporary music and excellent news operation. Do you have an unusual approach that will attract listeners in 21 to 50 age brackets against good competition?

Send complete information, salary requirements and tape to:

Box K-402, Broadcasting

WANTED:

Morning man — Major southwest market—non rocker. Send tape & resume to Gene Crockett, WOAI, Box 2641, San Antonio, Texas. 512-CA 7-4221.

HELP WANTED—Announcers—(Cont'd)

NEED AN ANNOUNCER OR NEWSMAN?

Call:

Jerry Jackson—Major market stations
or Rodger Bubeck—Small market stations.

WE CAN HELP YOU

CALL—312-337-5138

Nationwide Broadcast Personnel Consultants



645 North Michigan Avenue
Chicago, Ill.



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

WEEI/CBS RADIO

Boston, Massachusetts 02111

Production—Programing, Others

WANTED

by Radio and TV Executive
a Girl Friday, between 20 and 30 years of age. Must have top shorthand 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.

RADIO PROGRAM DIRECTOR

Major market AM-FM outlet, affiliated with major group, seeking a young experienced and well educated Program Director capable of assuming full station management responsibility within two years. Starting salary in \$15-18,000 bracket with excellent fringe benefits. Send complete strictly confidential resume to

Box K-366, Broadcasting

An Equal Opportunity Employer.

TELEVISION

Help Wanted

Management

TELEVISION EXECUTIVE

Television Executive wanted to direct and coordinate all marketing, Public Relations and Programming for a multiple CATV company. Executive should have proven performance with one of the major networks or multiple television station operators. This CATV company is wholly-owned subsidiary of one of the largest publicly held companies in its industry. Excellent salary and profit sharing. Send resume to:

Box K-419, Broadcasting.

TELEVISION

Help Wanted—Technical

TECHNICIANS

Experienced technicians wanted by major network for testing new equipment. Must be thoroughly familiar with basic circuits and all types of audio and color video equipment.

Steady position, excellent salary and fringe benefits for those qualified.

Send detailed resume including salary requirements to:

Box B1830, 125 W. 41 St., NYC 10036

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.

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

PRODUCER-DIRECTOR

Immediate opening at WLW-T, Cincinnati, Ohio, for an experienced Producer/Director, competent to handle all types of directing assignments, including professional baseball, basketball and golf remotes. Good starting salary and complete fringe benefits program. Send resume to:

Employment Manager
Avco Broadcasting Corporation
140 West Ninth Street
Cincinnati, Ohio 45202

An Equal Opportunity Employer (M/F)

CATV

Help Wanted

CATV

Listed company expanding its CATV operations requires an experienced executive to actively obtain franchises. Applicant should have a record of proven success in presenting CATV proposals to local governments. Excellent salary and incentive compensation. Send complete resume to:

Box K-422, Broadcasting.

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

MISCELLANEOUS

ALAN SCOTT ONCE OVER LIGHTLY

A personality and feature affectionately known to listeners coast to coast
Light-hearted, whimsical comment on the current scene

Five 5 minute tapes per week (unlimited replays within the week)

Breaks for commercial inserts

Syndicated By

W. R. PRODUCTIONS

7603 Bradford St., Phila., Pa. 19152
215-338-2056

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) TE 3-5800, Videotape Center, 101 W. 67th Street, New York City.

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 Callison, Director of Engineering,
The McLendon Corporation, Dallas, Texas
RI. 7-9311.

Quality

TRANSMITTERS

- AM Deluxe
- AM Dual Reliable
- FM Deluxe

CCA

CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

FOR SALE—Equipment

Continued

FOR SALE

Two like new RCA TK41C
Color Cameras
Available about Nov. 15

E. B. Vordermark

WJXT

P.O. Box 5270, Jax. Fla. 32207

WANTED TO BUY—Stations

Private Party Interested

in AM station within 75 mile radius of Philadelphia. Have \$150,000 for down payment—remainder terms. Please contact:

Box K-163, 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.

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.

(Continued from page 90)

enlarge issues filed by Jones T. Sudbury on June 20 and July 22 and petition to modify issues filed on June 20, by Sudbury. Action Oct. 20.

■ Review board in Caguas, P. R., FM broadcast proceeding, Docs. 16657-9, by memorandum opinion and order approved joint request for approval of agreement, filed Sept. 27 by American Colonial Broadcasting Co., dismissed applications of American Colonial Broadcasting Corp. and Caguas Radio Corp., granted application of Borinquen Broadcasting Co. and terminated proceeding. Action Oct. 24.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Oct. 21 in proceeding on FM applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Inc., both Martin, Tenn., scheduled further prehearing conference for Oct. 28 (Docs. 16655-6).

■ Chief Hearing Examiner James D. Cunningham on Oct. 21 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on FM applications of Prairieland Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill.; scheduled prehearing conference for Nov. 9 and hearing for Dec. 5.

■ Hearing Examiner Millard F. French on Oct. 25 in proceeding upon application of Columbia Telephone Answering Service Inc., Columbia, S. C., for CP to establish new facilities in the Domestic Public Land Mobile Radio Service, granted motion of Communications Technical Sales, Inc., and L. Marion Evans to correct transcript (Doc. 16508); in proceeding on FM applications of State Gazette Broadcasting Co. and McQueen and Co. Inc., both of Dyersburg, Tenn., granted motion of Broadcast Bureau to correct transcript (Doc., 16531-2).

RULEMAKING APPLICATIONS

Gredco Inc. Kokomo, Ind.—Requests amendment of rules so as to assign FM ch. 22A to Rochester, Ind. Ann. Oct. 21.

CALL LETTER APPLICATION

■ Electronic Bd. Co., Oklahoma City. Requests KEBC(FM).

CALL LETTER ACTIONS

- WRMF(FM) Titusville, Fla.
- KPRM(FM) Park Rapids, Minn.
- WKCU(FM) Corinth, Miss.
- KWWR(FM) Mexico, Mo.
- *KUNM(FM) Albuquerque, N. M.
- *KEDP(FM) Las Vegas, N. M.
- *KMFA(FM) Austin, Tex.
- KWFR(FM) San Angelo, Tex.

DESIGNATED FOR HEARING

Prairieand Broadcasters, Monmouth, Ill.—

FOR SALE—Equipment

Continued

CHANNEL #3 VHF TV PERMIT

Salem, Oregon presently only possible operate as non-network good possibility for future as network or Pay TV. Interested parties contact our agent: C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon 97218

Lia Rue Media Brokers Inc.

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Fla.	small	fulltime	\$103.1M	SOLD
Ga.	small	profitable	67M	terms
N.C.	medium	daytime	135M	29%
N.Y.	metro	daytime	175M	assume
M.W.	major	daytime	630M	cash

 **CHAPMAN ASSOCIATES**
2045 PEACHTREE, ATLANTA, GA. 30309

Designated for consolidated hearing applications for new FM's to operate on ch. 249 (97.7 mc), ERP 3 kw—Prairieand with ant. height of 81 ft. Richard P. Lamoreaux with ant. height of 210 ft. Action Oct. 20.

Existing FM stations

OTHER ACTIONS

KRXL(FM) Kirksville, Mo.—Waived Sec. 73.213(f)(1) of mileage separation requirements and accepted for filing application to change ERP to 54.2 kw, ant. height to 425 ft., continued operation on ch. 233 (94.5 mc). Action Oct. 20.

■ Review board granted motion for extension of time filed on Oct. 19 by Scott Broadcasting Co. of Pa. for extension of time to Oct. 28 within which to file reply to oppositions to petition to enlarge issues filed Oct. 3 by Scott Broadcasting in the Ellwood City, Pa., FM broadcast proceeding. Action Oct. 21.

FINES

■ By memorandum opinion and order, commission ordered Christian Broadcasting Co., licensee of WCBC(FM) Catonsville, Md., to forfeit \$250 for rule violations including failing to make equipment performance measurements at yearly intervals, and to provide means to assure proper modulation when modulation monitor was defective, and making advance log entries. Action Oct. 20.

RULEMAKING ACTIONS

■ By memorandum opinion and order and second report and order in Doc. 16762, commission amended its table of FM assignments to add ch. 296A as first assignment at Ann Arbor, Mich., deleting channel at Jackson, Mich. Action denied another proposal to assign channel to Adrian, Mich., and recently filed petition to assign channel to Chelsea, Mich. Action Oct. 20.

■ By report and order in Doc. 15987, commission amended its table of FM assignments, adding ch. 277 as first channel at Danville, Va., removing it from Gretna, Va., and replacing it there with ch. 292A, and modifying license of WMNA-FM, Gretna, to specify ch. 292A. For time being WMNA-FM may continue to operate on ch. 277, and it may apply for that channel as Danville assignment. Action Oct. 20.

■ By notice of proposed rulemaking, commission invited comments to following FM channel assignment proposals: Plano-Sandwich, Ill., assign 296A; Falmouth, Ky., assign 237A; Gallion, Ohio assign 240A; Broken Arrow, Okla., assign 221A; Linsville, Pa., assign 269A; Beaver Dam, Wis., assign 237A; Union City, Pa., assign 292A by deleting that channel from Erie and Kane Pa., and substituting 276A for 292A at Kane; Harrisonville, Mo., assign 264; Marion, Va., add 272A; Hannibal Mo., substitute 225 for 254; Fulton, Mo., substitute 249A for 224A; Burlington, Iowa assign 297 to combined Mount Pleasant-Burlington area; Angola, Ind., assign 261A (petitioner requested assignment of 288A to Angola by its deletion from Fort Wayne, Ind.).

■ On commission's own motion, delete 265A at Clanton, Ala., and reassign it to Selma. Commissioners Bartley and Cox dissented as to Union City-Erie-Kane. Pa.

CALL LETTER APPLICATION

■ Concord-Kannapolis Bd. Co., Concord, N. C. Requests WPEG(FM) from WEGO (FM).

Translators

ACTIONS

K03CM Pioche, Nev.—Broadcast Bureau granted CP to replace expired VHF TV translator CP which authorized changes in existing station. Action Oct. 21.

K09AQ Ketchum, Idaho—Broadcast Bureau granted assignment of license of VHF-TV translator station to The KLIX Corp. Action Oct. 19.

K76AS Tucumcari, N. M.—Broadcast Bureau granted CP to change type transmitter and change primary TV station to KOAT-TV (ch. 7), Albuquerque. Action Oct. 19.

W75AB Chester, W. Va.—Broadcast Bureau granted request for cancellation of new UHF-TV in Chester, W. Va. Action Oct. 19.

CATV

APPLICATIONS

Centre Video—State College, Bellefonte, Centre Hall, and Milesburg, Pa. (Johnstown-Altoona, Pa.-ARB 41.) WPIX, WOR and WNEW all New York, N. Y.

Allegan Tele-Caption Inc.—Allegan, Mich. (Grand Rapids-Kalamazoo, Mich.-ARB 38.) WGN-TV Chicago, Ill.; WMBZ Lansing-Jackson; WILX-TV Jackson, and WJIM-TV

Lansing, all Michigan.

Southeastern Trans-Video—Riverview, Ala. (Columbus, Ga.-ARB 84) WJR-TV, Atlanta, Ga., WBRC-TV Birmingham, Ala. Chattahoochee Valley CATV Inc.—Columbus and Bibb City, Ga. (Columbus, Ga.-ARB 84), WSB-TV, WAGA-TV, WATV-TV Atlanta, WCIQ Mount Cheaha State Park, all Georgia.

The Jerrold Corp.—Bartow, Fla. (Tampa-St. Petersburg, Fla.-ARB 32) WSUN-TV St. Petersburg—Tampa, WESH-TV Daytona Beach, Orlando, ch. 28, ch. 40, Sarasota, ch. 35, Orlando, WHJR-TV Clearwater.

Multi-Channel Cable Co.—Paducah, Kentucky (Cape Girardeau, Missouri-Paducah, Kentucky, and Harrisburg, Ill.-ARB 87) WLTV Bowling Green, Ky., WLAC-TV, WSIX-TV, WSM-TV Nashville, Tenn., KMOX-TV, KSD-TV, KPLR-TV, KTVI St. Louis, Mo., WTVW Evansville, Ind.

ACTION ON MOTIONS

■ Hearing Examiner Forest L. McClennen on October 21 in proceeding on cease and desist order to be directed against Black Mountain Telecable Inc., owner and operator of CATV systems Dallas Borough, et al., Pa., denied petition of Nathan Wiener to intervene (Doc. 16866).

DESIGNATED FOR HEARING

■ Chief Hearing Examiner James D. Cunningham on Oct. 21 designated Hearing Examiner Charles J. Frederick to serve as presiding officer in the matter of The Associated Bell System Co.'s—Tariffs for channel service for use by CATV System; scheduled prehearing conference for Nov. 9 and hearing for Dec. 19 (Doc. 16943).

Ownership changes

APPLICATIONS

KERR(FM) Salinas, Calif.—Seeks assignment of CP from Roy A. Eaton to Lloyd M. Marks, for \$15,000. Mr. Marks manages ranch. Ann. Oct. 18.

KATY-AM-FM San Luis Obispo, Calif.—Seeks assignment of license of Sweetheart of San Luis Obispo Inc. to Grandy Broadcasting Inc. Principals: W. John Grandy, president-treasurer (55%) and Jeanne W. Grandy, vice president-secretary (45%). Mr. Grandy was vice president of KDAL, Inc., resigned Aug. Mrs. Grandy is housewife. Consideration \$45,000 cash, \$60,000 chattel mortgage, \$15,000 consult contracts, \$80,000 noncompete agreements. Ann. Oct. 25.

KZOO Honolulu—Seeks voluntary transfer of control from Mary K. Wong (51%) and Robert H. Pearson (49%) db/as Polynesian Broadcasting Inc. to Noboru Furuya (80%) and Osaka Broadcasting Corp. (20%). Mr. Furuya is president and has interest in land-holding company, Nippon Theater Ltd., Shiseido of Hawaii Inc., Shiseido Beauty Salon Inc., minority stock in Cosmopolitan Broadcasting, KOHO Honolulu. Consideration \$225,000. Ann. Oct. 20.

WNSM Valparaiso-Niceville, Fla.—Seeks assignment of license from Okaloosa Broadcasting Co. to Embury Broadcasting Inc. for \$103,100. Allen H. and Audrey K. Embury (each 50%). Mr. Embury is general manager and vice president of WGLB Port Washington, Wis. Mrs. Embury is housewife. Ann. Oct. 21.

WSER Elton, Md.—Seeks transfer of control of WSER Inc. to Wyoming Valley Broadcasting Co., a Pennsylvania firm for \$85,000. Principals: Roy E. Morgan, Mrs. I. C. Morgan, Leon Schwartz and Mitchell Jenkins (each 1.8%). Robert L. Casper, William W. Davis, Lee Vincent and Samuel M. Wolfe Jr. (each 8.3%) and R. J. Morgan (1%). Mr. Casper is in real estate. Mr. Davis is postmaster and decorator. Mr. R. J. Morgan is news director-program director at WILK Wilkes-Barre-Scranton, Pa. Mr. Wolfe is in insurance. Mr. Jenkins is president WILK and lawyer. Mrs. Morgan is widow. Roy Morgan is executive vice president-secretary WILK. Mr. Schwartz is attorney. Wyoming Valley Broadcasting Co. is licensee of WILK. Ann. Oct. 26.

WMAS-AM-FM Springfield, Mass.—Seeks assignment of license of Southern New England Broadcasting Inc. to Masscom Broadcasting Corp. Principals: Edward R. Newman, Roy M. Cohn, Thomas A. Bolan, (each 16.66%) and Victor Muscat, chairman of board (50%). Mr. Muscat owns KMYO-AM-FM Little Rock, Ark.. KIKS Sulphur, La., is permittee of KIKS-TV (ch 29) Lake Charles, La. and KMYO-TV Little Rock. He is also applicant for ch. 29 Tulsa, Okla. Consideration \$240,000. Ann. Oct. 25.

KHRT(FM) Minot, N. D.—Seeks assignment of license of Peoples Radio Association to R. P. Kephart, trustee in matter of bankruptcy. No consideration. Ann. Oct. 20.

WMRN-AM-FM Marion, Ohio—Seeks assignment of license of Marion Broadcast-

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Littleton, N. H.—University of New Hampshire, Durham. \$135,490 to activate channel 49.

Berlin, N. H.—University of New Hampshire, Durham. \$96,755 to activate channel 40.

Total project cost \$474,490. Previous Federal grant of \$112,886 to University being used to activate channel 15, Hanover, as part of proposed five-station state network.

Six grants of \$83,333 each to Kentucky State Board of Education to activate channels: 46 Lexington, 35 Hazard, 29 Somerset, 38 Morehead, 22 Pikeville and 25 Ashland, all Kentucky. Total project cost \$1,640,080.

ing Co. to Ellworth Communications Inc. Principals: Worth Kramer, president (57.5%) and Elliot Shumaker, vice-president-treasurer (42.5%). Mr. Kramer is majority stockholder Worth Communications Inc., licensee of WSPB-AM-FM Sarasota, Fla. Mr. Shumaker is advertising coordinator Knight Newspapers Inc., publisher of Detroit Free Press. Consideration \$500,000. Ann. Oct. 25.

KOFE Pullman, Wash.—Seeks assignment of license from Lowe Broadcasting Inc. to Robert Lloyd Hoover for \$50,000. Mr. Hoover is scientist with Bell Telephone Laboratories, Whippany, N.J. Ann. Oct. 21.

WIGM Medford, Wis.—Seeks transfer of control of WIGM Inc. from Lucie Spence Murphy and Marine National Exchange Bank of Milwaukee, coexecutors of estate of Harold R. Murphy, deceased husband, to Paul Allman, Ray Bohnert and Joe Dahlvig (each 14.36% before, 33% after). For \$92,000 (made by State Bank of Medford as loan loan equal to total purchase price). Entire stock interest will be redeemed and Mrs. Murphy will resign as officer-director (51.1% before, none after). Mr. Allman is general manager of WIGM Inc., Mr. Bohnert is chief engineer, Mr. Dahlvig is sales manager. Ann. Oct. 26.

WNAM Neenah-Menasha, Wis.—Seeks assignment of license of WNAM Inc. to Kimball Broadcasting Inc. with immediate liquidation of WNAM Inc. into Kimball. Principals: Albert S. Kimball, president-director of Miles Kimball Co., Oshkosh, Wis. (100%), manufacturer of setup boxes, real estate, oil and gas properties, Kimball Broadcasting Inc. is wholly-owned subsidiary of Miles Kimball Co. Two corporations, Godshall Paper and Corp. and Kimball Ventures Inc., hold greater than 10% interest in Miles Kimball Co. Consideration \$670,000. Ann. Oct. 26.

ACTIONS

KIFN Phoenix—FCC granted transfer of control of licensee corporation, Western Broadcasting Co., from H. Walker Harrison to KIFN Radio Inc., owned by McHenry Tichenor (29.2%), McHenry T. Tichenor (30.8%) and J. C. Looney (40%). Messrs. Tichenor and Looney have interests in KGBT-AM-TV and KUNO Corpus Christi, both Texas. Consideration \$250,000. Action Oct. 25.

WSEB-AM-FM Sebring, Fla.—FCC granted assignment of license from H. Philip Nesbitt and Maryan B. Nesbitt, joint tenants to Erway Broadcasting Corp., owned by Guy S. Erway (98.55%), Duane Cornett and others. Erway Broadcasting is licensee of WAYE Baltimore. Consideration \$30,000. Action Oct. 25.

KFRM Salina, Kan.—FCC granted assignment of license from KFRM Inc., stock held by V. M. Thompson Jr., executor of estate of Clyde Bruce McNeil, deceased, to JACO Inc., owned by James C. Treat, M. Crawford Clark (49.9% each) and Frieda K. Garrett (.2%). Messrs. Treat and Clark are stockholders in KOOO Omaha. No other broadcast interests. Dismissed petition to deny by Wichita Great Empire Broadcasting Inc., licensee of KFDI Wichita, Kan., on finding KFDI not a party in interest. Commissioner Bartley dissented. Commissioner Cox not participating. Consideration \$175,000. Action Oct. 20.

WXHR-AM-FM-TV Boston-Cambridge Mass.—FCC granted assignment of license of AM-FM stations and CP for TV from Harvey Radio Laboratories Inc. to WKBG Inc., owned by Kaiser Broadcasting Corp. (which controls 4 UHF TV's and 1 FM) and Globe Newspaper Co. (each 50%). Globe Newspaper is publisher of Boston Globe. Kaiser Broadcasting is licensee of KFQO (FM) San Francisco, and permittee of

WKBD-TV Detroit, WKBS-TV Burlington, N. J.-Philadelphia; KMTW-TV Corona, Calif., and KHJK-TV San Francisco. Consideration \$1,750,000. Ann. July 22.

KQRS-AM-FM Golden Valley, Minn.—FCC granted assignment of license from Western Broadcasting Corp., Hudson Land Corp., and John Poole Radio Properties Inc. db/as Minneapolis-St. Paul Radio Broadcasters to Western Broadcasting Corp., Hudson Land Corp., John Poole Radio Properties Inc. and John Poole Northern Broadcasting Co. db/as Minneapolis-St. Paul Radio Broadcasters, joint venture. John Poole presently owns 50% of Minneapolis-St. Paul Radio Broadcasters, 25% of which will go to John Poole Northern Broadcasting Co. No consideration and no actual ownership change. Action Oct. 21.

WPAC-AM-FM & SCA Patchogue N. Y.—FCC granted assignment of license from Patchogue Broadcasting Co. to Adams-Getschal Broadcasting Co., owned by Robert F. Adams (30%), Jimmie Lee Putbrese (20%), Lee Gilbert and Keith E. Putbrese (each 25%). Mr. Adams is owner of broadcast consultant service. Mr. Gilbert is general manager of WMVA Martinsville, Va. Messrs. Putbrese are together 78½% owners of WCOY Columbia, Pa. Jimmie Lee Putbrese is also applicant for new AM in Catonsville, Md. Keith Putbrese is attorney. Consideration \$555,250 for WPAC-AM-FM and WAPS-AM-FM Riverhead, N. Y. plus mortgage of approximately \$52,000 on WPAC. Action Oct. 19.

WAPC-AM-FM & SCA Riverhead, N. Y.—FCC granted assignment of license from Riverhead Broadcasting Co. to Adams-

Getshal Broadcasting Inc. Consideration for four stations \$555,250. Principals J. L. and Keith E. Putbrese have interests in WCOY Columbia, Pa. Action Oct. 19.

KDIX-AM-TV Dickinson, N. D.—FCC granted assignment of license from Dickinson Radio Association to Dickinson Broadcasting Corp., owned by Stanley Deck (98%), June D. Deck and Lauren Haacke (1%). Mr. Deck presently has interest in WDIX Consideration \$411,750. Action Oct. 25.

KELI Tulsa, Okla.—FCC granted assignment of license from T&O Broadcasting Co. to Broadcast Associates Inc. (80% owned by Sammons Enterprises Inc. and 20% by Raymond R. Huff). See KTRN Wichita Falls, Tex. Action Oct. 21.

KENS-TV San Antonio, Tex.—FCC granted assignment of license from Express Publishing Co. to Express Communications Inc., wholly-owned subsidiary. No consideration. Action Oct. 21.

KYLE-FM Temple, Tex.—FCC granted involuntary transfer of control of Texas Radio Corp. from Jarrard Secret, deceased (60%) to Francis T. Secret, Mr. Secret's wife. No consideration involved. Action Oct. 21.

KTRN Wichita Falls, Tex.—FCC granted 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. Action Oct. 21.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Oct. 25. 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.

Little Rock, Ark.—Midwest Video Corp. and Griffin-Leake Inc. (KATV-TV), both Little Rock, have each applied for franchises. Previously KTHV-TV and KARK-TV had applied jointly (BROADCASTING, Aug. 15).

Fresno, Calif.—Fresno Cable TV Co., 50% owned by Triangle Publications Inc. (KFRE-AM-FM-TV Fresno), 38% by Time-Life Broadcast Inc. and 12% owned by three local businessmen, has been granted a 10-year franchise. The rates will be \$15 for installation and a \$4.80 monthly charge, which will be reduced to \$4.50 when the number of subscribers exceeds 15,000. The return to the city will be 5% of the gross annual receipts for the first two years and 5½% thereafter. The minimum payment to the city was guaranteed at \$10,000 for the first year, \$20,000 for the second year, and \$30,000 a year thereafter. The company will provide a minimum of 12 channels. The contract forbids the company to originate its own programs with the exception of public service features, which must be requested by the company and granted special permission by the city. The other applicants were General Electric Cablevision Corp. and Warner Bros. TV Services Inc.

Nampa, Idaho—Boise Valley Broadcasters Inc., a joint venture of KTVB-TV and KBOI-TV both Boise, have applied for a 50-year franchise in Nampa, Caldwell, Boise and Ontario. The firm proposes a 2% franchise tax to the cities.

Centralia, Ill.—Mt. Vernon Cable TV (John Manion, manager) has been awarded a franchise. Centralia will receive 3% of gross annual receipts. Other applicants were Tele-Cable Inc., Centralia Cable Co., Egyptian Cable TV Co., and Charles Gross of Centralia.

Decatur, Ind.—Citcom Inc. (Charles D. Ehinger, president) has been awarded a franchise. Installation fee will be \$15 with a \$5 monthly charge. Other applicants were WADM Decatur, WANE-TV Fort Wayne and Community Television Inc., Indianapolis, all Indiana.

Petersburg, Ind.—Midwest Telephone Co. has been awarded a franchise. Installation fee will be \$5 with a \$4.75 monthly charge.

Salem, Ind.—Washington All Channel Cablevision Inc., has been awarded a franchise.

Terre Haute, Ind.—Greater Terre Haute Cable TV Co. has been awarded a 20-year franchise. The company will pay 2½% of gross profits for five years and 4% for next

15 years.

Kansas City, Kan.—Kansas Telecable Inc., has been granted a 20-year nonexclusive franchise. Milaine Corp. was granted a franchise earlier. Kansas Telecable will give the city 5% of annual gross revenue.

Topeka, Kan.—H & B Communications Corp. (multiple CATV owner) Beverly Hills, Calif. has applied for a franchise. The city will receive 3% of the firm's annual gross receipts. Other applicants are Topeka Telecable Inc., CATV Systems of Topeka Inc., Topeka Cablevision Systems Inc., American Quality Television Co., Total Television of Topeka Inc. and Cable TV Construction Inc. Great Barrington, Mass.—L. P. Cable TV Co. has requested that its franchise be withdrawn because of legal and financial reasons.

Beverly, N. J.—General CATV Inc. (Frank J. Keenan and Ronald Mahon representatives) has applied for a franchise. The firm has already been granted franchises in Delran, Maple Shade, Cinnaminson and Riverside, all New Jersey.

Greenwood Lake village, N. Y.—Better TV of Orange County Inc. (Louis P. Ricci, vice president) has applied for a franchise. An installation fee of \$9.95 and a monthly fee of \$4.95 will be charged for the nine-channel system.

Oswego, N. Y.—Vestal Video Inc., Vestal, N. Y. has applied for a franchise.

Warwick, N. Y.—Goodvue CATV has applied for a franchise. Another applicant is TV Cable of Waynesboro Inc.

Waterloo, N. Y.—Gannett Publishing Co. Rochester, N. Y. has been awarded a franchise. Installation fee will be \$25 with a \$4.95 monthly charge.

Bucyrus, Ohio—Direct Channels of Bucyrus Inc., a subsidiary of Direct Channels of Akron (Richard W. Garberick, president) and Crawford County Cablevision Inc., Bucyrus (Thomas Moore, president) have been granted franchises.

Gnadenhuetten, Ohio—Clever Cable Co. Inc. (Harry Clever, president) has been awarded a franchise. An installation fee of \$5 and a monthly fee of \$4.50 will be charged for the 12-channel system.

Jackson Center, Ohio—Sidney Cable Television Co. has applied for a franchise.

Franklin twp., Pa.—WHJB-AM-FM Greensburg, Pa. has applied for a 25-year franchise. Monthly charge will be \$5 with a \$10 installation fee. The system will offer 12 TV channels and 40 FM stations.

Industry, Pa.—Centre Video, State College, Pa. (multiple CATV owner), has been awarded a franchise. Installation fee will be \$5 with a \$4.50 residential monthly charge and a \$5.50 commercial monthly charge.

Lititz, Pa.—Denver and Ephrata Telephone Co. and Peoples Cablevision Service, Lancaster, Pa., have been awarded franchises. Another applicant was Television Community Services Inc., subsidiary of WGAL Lancaster.

Enumclaw, Wash.—Clearview Cable Co., Seattle, has been awarded a franchise.

Milton, Wash.—TKNT-TV Seattle-Tacoma, Wash., has been awarded a franchise.

JAMES E. CONLEY, president of ABC Television Spot Sales Inc., is tall, poised and elegantly dressed. Fellow executives call him "the Mississippi gambler." But, while there is something of the gambler in his seamless confidence, the quality that impresses most is his thorough professionalism. His subordinates call him "the gray fox," which comes considerably closer to the basis of his business character and his competence.

"I've never heard him raise his voice," said one salesman. "Not that he doesn't react to a crisis. Just, he never reacts in a snap manner. 'Let's go over that again,' he'll say, and when he completely understands the situation, *then* he'll reach for the telephone."

James Conley's grace under pressure goes part of the way toward explaining the rapid, solid success of ABC Spot Sales in the five years since it was established. The business of selling national spot for the five owned stations had been in the hands of independent reps. Some of the station people would have been satisfied to leave it there. The first job of the new division, then, was to sell the idea of self-representation to the stations. And that could be done only by turning in a better selling job.

Setting up Shop ■ Mr. Conley was brought in as executive vice president to work with Ted Shaker, ABC Spot Sales' first president. They assembled an organization and set up offices in New York, Chicago, St. Louis, Los Angeles and San Francisco.

"There was a tremendous job of coordination to be done," remembers Mr. Conley. "Everybody had his own style, his own ideas about how things should be done . . . even the other guys with CBS backgrounds who had some reason to think we had the same style."

James Conley came to the new ABC organization from three years as general manager of CBS's WCAU-TV Philadelphia. For three years before that, he had been a CBS account executive in New York and Chicago. He was grateful to CBS for "teaching him the business," but was captured by "the excitement of a totally new, undefined operation."

There were a couple of hard, scrambling years, then, gradually, the new organization began to take hold. "We got together and began turning in the intense, personal kind of selling that has paid off."

He cites one advantage of self-representation—numbers. "We have more than 70 people selling those five stations. How many could the independent reps afford to provide? Twenty-five? Fewer?"

However it was accomplished, the new sales division began to deliver on its promise. Spot sales for the owned

Salesman's odyssey leads to top post

TV stations in the five years after 1960 increased 135%. In the same period, spot sales nationally increased 65%.

In addition to delivering a currently estimated \$30 million a year to the ABC corporate gross, Spot Sales' success paid off in promotions for most of the people responsible. "We're still hard-working and moving up," Mr. Conley says, and reels off a list of major appointments in recent months. His own succession to the presidency of Spot Sales two-and-a-half years ago when Ted Shaker moved up to head the owned stations is another example.

Before he went into network sales in 1955, Mr. Conley sold for stations in Indiana, Chicago and Stillwater, Minn. That last was where he got his start in broadcasting: "A friend owned a couple of stations. He gave me a job selling."

WEEK'S PROFILE



James Eldridge Conley—president, ABC Television Spot Sales Inc., New York; b. Sept. 26, 1921, Nebraska City, Neb.; U. S. Army, 1940-46; University of Minnesota, BBA, 1948; salesman, Johns Radio Enterprises Inc., Stillwater, Minn. 1950-52; account executive, the Bolling Co., Chicago, 1952-54; national sales manager, WISH-TV Indianapolis, 1954-55; account executive, CBS-TV, New York and Chicago, 1955-58; general sales manager, CBS-TV, New York, 1958-61; Aug. 27, 1954 m. Nancy Sammon of Lakeland, Fla.; children: Clinton, 11; Peter, 9; Sally, 6; James Jr., 4; member, University Club of New York; hobbies: sailing, music, theater.

James Conley discusses with the same flat frankness a two-year period before he entered broadcasting, which doesn't appear in the official biography. "I was bumming around the country. You know, the whole bit—sleeping in haystacks, hitching rides on trucks."

At one point in those wandering years, he was engaged in selling Christmas trees on Wilshire Boulevard in Los Angeles. "We had one hell of a bonfire Dec. 26," he says.

Asked whether he thinks those years contributed to his success, he remarks offhandedly: "If my son wanted to do the same thing, I don't think I'd be terribly upset."

Before undertaking that odyssey, Mr. Conley finished work on a degree in business administration at the University of Minnesota. He had gotten some credits, while serving in the infantry for six years, 1940-46. He fought in France and Germany. He was commissioned in the field and decorated with the Bronze and Silver Stars and the Purple Heart. "Everybody got those," he says with a slight smile.

Door-to-Door ■ He got his first start in business in Nebraska City, Neb., when he was 10, selling Curtis Publications door-to-door. "I was quite a little operator. I got six other kids to sell for me. Entrepreneur with pimples," he laughs.

And with reflection, he adds, "Nebraska City, Neb. Population of seven hundred then. Population of seven hundred now, for that matter." It's a long way from selling Curtis Publications or traveling around the country to the presidency of ABC Spot Sales, New York. No, it wasn't a big deal. New York was just the next step, where the action is."

A dozen years ago, James Conley married Nancy Sammon, a United Airlines stewardess. "A female James Conley." an ABC public-relations man piped in. "I swept her off her feet," Mr. Conley said. He stopped a second, looked at the man and asked, "What is a female James Conley?" At any rate, the James Conleys have four children: three boys, 11, 9 and 4, and a girl, Sally, 6.

The future? James Conley is excited about both his job and the medium. "They're both still formative. ABC Spot Sales has another three years' development coming. And I don't know, and I don't think anybody else does either, where television is going." "I'm looking for the real winners, who can both handle the business side of the medium, and have the vision and the drive to take television where it's going. TV is and can be much more than a sales medium for underarm deodorants and foot powder. It's a tremendous force, and I very much want to be a part of it when it realizes its potential."

None on the aisle

DAVID MERRICK, a Broadway producer with a towering record of success and an ego to match, is pioneering again. If he succeeds, he will have established a new standard of double indemnity in the performing arts.

Obviously displeased by their unfavorable reviews of a previous show, Mr. Merrick barred reviewer Ed Newman of NBC News from the opening of a Merrick play in New York and reviewer Roy Meachum of WTOP-AM-TV Washington from another Merrick opening in the capital.

It must be said that in this tactic Mr. Merrick was not at his most inventive best. He has done all this before, mainly to newspaper critics who had the audacity to criticize a Merrick production.

But this time Mr. Merrick didn't stop there. Demonstrating that his imaginative flair remains uninhibited, he said that if his plays are reviewed unfavorably on radio or TV, he will demand equal time to reply. This is preposterous by any standard except possibly Mr. Merrick's. If pursued to its illogical end, there is no limit to the amount of reply time it would open up in practically every field covered by broadcast journalism.

Mr. Merrick contends that television and radio critics don't have time for a proper review, but it is apparent that what he would really like is to cast not only his plays but their reviewers as well. He would like to screen out critics who have shown independence, and if one should get through his net he wants a second shot.

It is a magnificently self-serving concept that, one way or another, would assure him a favorable review on any station that carried any review. Not even Mr. Merrick could want much more than that. But with only the barest extension, the concept would also give Mr. Merrick time to reply to favorable reviews of any play that competes with his own. It's surprising Mr. Merrick didn't think of that, too.

Off the deep end

WE seldom feel it appropriate to comment on material appearing in other publications in or near our field. But we make an exception in the case of an editorial that appeared in the Oct. 24 issue of *Advertising Age*.

The *Advertising Age* editorial was commenting on the speech made by FCC Commissioner Lee Loevinger to the New Jersey Broadcasters Association (BROADCASTING, Oct. 17). Judge Loevinger said that broadcasting, as a mass medium, must be subject to mass tastes. He said that although he personally disliked television programming, he defended the broadcasters' right to respond to the wishes of the mass audience. For this view he was taken to task.

Advertising Age has little confidence in the broadcasters' sense of mission. "Unless broadcasters are prodded by the FCC to offer something besides the monotonous fare that Mr. Loevinger told the New Jersey broadcasters he 'disliked,' they are not going to provide it," said *Advertising Age*. "Nothing in Mr. Loevinger's assessment of the situation is likely to make any broadcaster feel he has to worry about any suggestions or pressures from him to diversify his programming fare."

Does *Advertising Age* believe that the other media it covers ought also to be subject to the proddings of an agency of government? Ought there to be a federal bureaucrat to decree fewer comics and more essays on international affairs in the nation's newspapers? Is there reason to deplore the absence of a government monitor to reduce the

profusion of nudes and increase the body of serious texts in magazines? If not, why should broadcasters, alone among the proprietors of mass media, be regarded as incompetent to judge the nature of their market?

Surely *Advertising Age* will not suggest that the broadcast audience has been built to its huge size only by the prodding of the Newton Minnows and Kenneth Coxes.

Election reform

THE political contribution check-off measure enacted as the 89th Congress expired may be a milestone, but it's far from a polished legislative triumph. It could provoke more problems than it was designed to solve.

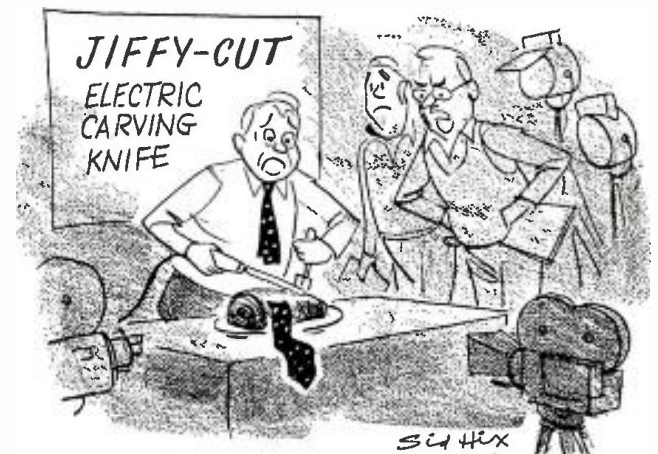
The bill is too limited to resolve the dilemma to financing political campaigns without obligating candidates to the big-money contributors. It applies only to the presidential campaigns every four years and could raise \$70 million (\$35 million for each major party) through the painless process of allowing a taxpayer to allocate not more than \$1 of his income tax for this purpose.

Because the broadcast media, particularly television, are the main campaigning vehicles for the presidential (and vice presidential) elections, the legislation is being cited as a \$70 million windfall for the networks. No mention is made of cancellations, pre-emptions, talent costs that have to be paid whether or not there's a performance and other out-of-pocket costs resulting from disrupting of schedules. Or of use of other media for campaign purposes.

Presidential elections occur quadrennially. All of the House and one-third of the Senate stands for election every two years. Ideal clean-elections legislation would cover all federal election funds, whether by tax check-off or by raising of expenditure limits to realistic levels.

The presidential financing bill will apply to the 1968 campaign. Even though it now becomes law, there's nothing to preclude the next Congress from reconsidering the measure, to refine and broaden it to cover all federal elections—congressional as well as the Presidency and Vice Presidency.

Why not the appointment of a joint congressional committee comprising leadership of both majority and minority parties of each house to undertake this assignment between the 1966 and 1968 elections? Reasoned legislation should eliminate need for retention of Section 315 of the Communications Act, since recognized parties would receive equal funds to do with what they pleased.



Drawn for BROADCASTING by Sid Hix

"OK, we'll try it again. This time wear a bow tie."



Jane Johnston makes DIALING FOR DOLLARS call to home viewer • Interviewing guest Carmel Quinn • Winter Carnival Parade commentator with NBC star John Forsythe • Accepting Marketing Award from Minnesota Department of Agriculture • Checking advertised products in the store.



It's more than a "woman's show"



DIALING FOR DOLLARS is the highly-rated KSTP-TV colorcast seen every Sunday through Friday (12:15-12:30 pm) by an average of 76,500 viewers, 63% of whom are women.

As hostess of DIALING FOR DOLLARS, Jane Johnston is a welcome guest in some 56,000 homes every day, presenting the varied, always-interesting programming that makes her the top woman TV personality in the market. In addition to the important DIALING FOR DOLLARS phone call that can mean money to a lucky winner, Jane interviews famous guests, prepares gourmet specialties with area chefs and talks to experts in many fields.

For the facts on how you may put this successful show to work for you, contact a KSTP color TV representative or your nearest Petry office.

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Announcing... for color and black and white, the new family of RCA image orthicons with a *big difference here* that *shows up big here*

Now RCA brings you the "BIALKALI PHOTOCATHODE" in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of *existing* color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels... eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

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USE THIS CHART TO SELECT REPLACEMENT TYPES FOR THE TUBES YOU ARE NOW USING

UNDER SUFFICIENT LIGHTING LEVELS

For color pick-up,
If you're now using... You can replace with
4513/S 8673/S
7513/S

For black & white pick-up,
If you're now using... You can replace with
4513 8673
7513
7513/L
8093A
8093A/L

UNDER LIMITED LIGHTING LEVELS

For color pick-up,
If you're now using... You can replace with
4415S 8674S
4416S

For black & white pick-up,
If you're now using... You can replace with
7293A 8674
7293A/L

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