



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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National ETV's move: State of Union coverage. p35
Third-quarter spot-TV gross time sales up 7.3%. p38
Comsat, carriers to share ground-station ownership. p66
Commerce attempts to mend its spectrum-study fences. p81

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Carl B. Ylvisaker Library
Moorhead, Minn.
12/14

From sign-on to sign-off, "The Flintstones"
reaches more homes than any other program
on WNEW-TV, New York; KTTV, Los Angeles;
TNT-TV, Seattle-Tacoma; WTTG, Washington.
56 full color half-hours. **SCREEN GEMS**

atings and audience composition estimates are based on ARB reports and are subject to qualifications which will be supplied on request.

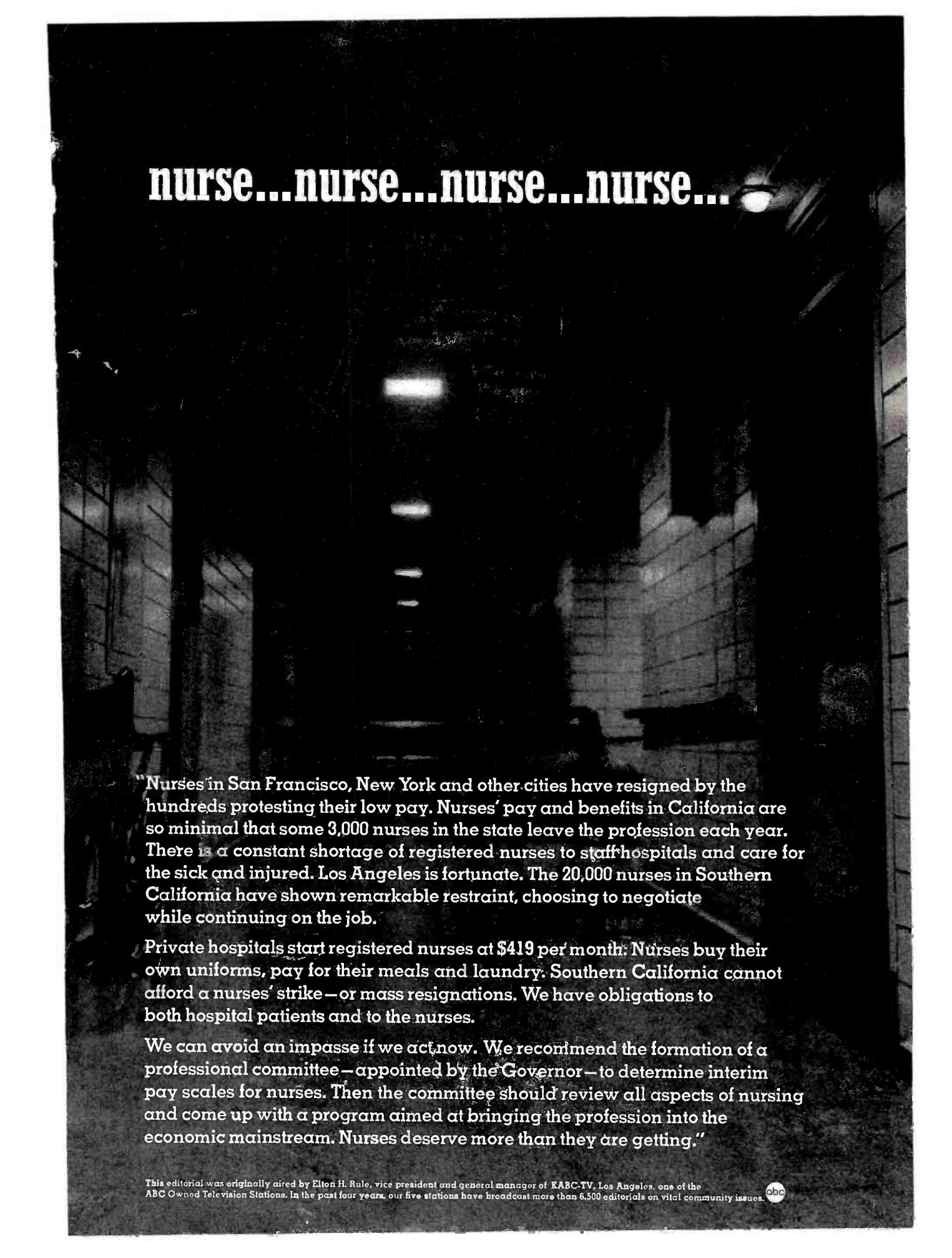


**GUESS WHO
HOOPER SAYS
IS NO. **1**
IN SAN FRANCISCO
DAYTIME
MONDAY THRU FRIDAY?**

KGO RADIO 810
THE NEWS AND CONVERSATION STATION

KGO was also No. 1—7:00 AM to 12 noon in the previous (Sept.-Oct.) Hooper. The data herein are estimates from 1966 Sept.-Oct. and Oct.-Nov. San Francisco-Oakland Metro Area Hoopers 7:00 AM to 6:00 PM Monday thru Friday. Any figures cited or quoted are estimates or are based upon estimates and are not accurate to any precise mathematical degree.

AN ABC OWNED RADIO STATION



nurse...nurse...nurse...nurse...

"Nurses in San Francisco, New York and other cities have resigned by the hundreds protesting their low pay. Nurses' pay and benefits in California are so minimal that some 3,000 nurses in the state leave the profession each year. There is a constant shortage of registered nurses to staff hospitals and care for the sick and injured. Los Angeles is fortunate. The 20,000 nurses in Southern California have shown remarkable restraint, choosing to negotiate while continuing on the job.

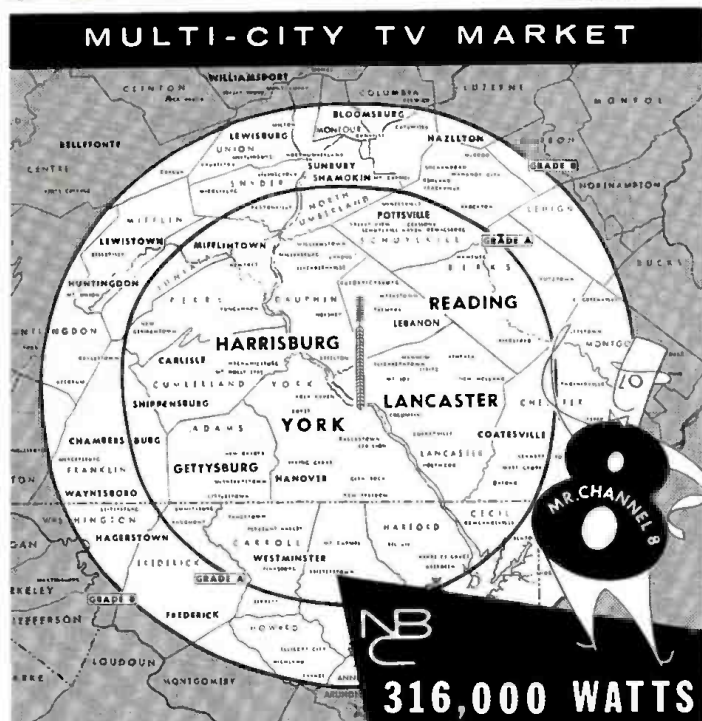
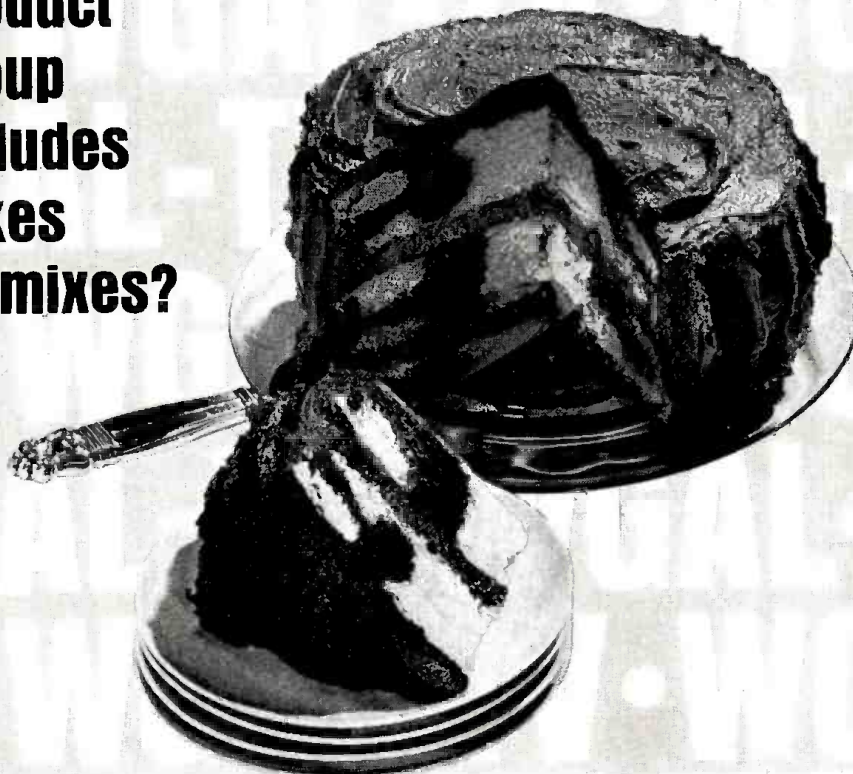
Private hospitals start registered nurses at \$419 per month. Nurses buy their own uniforms, pay for their meals and laundry. Southern California cannot afford a nurses' strike—or mass resignations. We have obligations to both hospital patients and to the nurses.

We can avoid an impasse if we act now. We recommend the formation of a professional committee—appointed by the Governor—to determine interim pay scales for nurses. Then the committee should review all aspects of nursing and come up with a program aimed at bringing the profession into the economic mainstream. Nurses deserve more than they are getting."

This editorial was originally aired by Elton H. Rule, vice president and general manager of KABC-TV, Los Angeles, one of the ABC Owned Television Stations. In the past four years, our five stations have broadcast more than 6,500 editorials on vital community issues.



**Your
product
group
includes
cakes
or mixes?**



WGAL-TV is your sales ingredient!

With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 19%* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

*Based on June 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
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.

Station representation plum—Johnson family's KTBC-AM-TV Austin—has been won by the Katz Agency, New York. Katz takes over officially on Jan. 1. Several major reps vied for representation of stations formerly handled by Paul H. Raymer Co. J. C. Kellam is president and general manager of Johnson stations which are in trust during Mr. Johnson's White House tenure.

Football shuffle

Though imminent announcement of Super Bowl TV details by newly merged National and American Football Leagues will be top news, several unusual adjustments in upcoming pro-football post-season games are already indicated. Among serious possibilities being discussed by team owners and NFL-AFL Commissioner Pete Rozelle: move of AFL championship game on NBC-TV from Dec. 26 to Jan. 1, same day of NFL championship game on CBS-TV. Games would be scheduled, however, to avoid conflict.

Super Bowl, expected to be played on Jan. 15 in Los Angeles, also could mean advance of NFL Pro Bowl (on CBS-TV), now scheduled on that date, to Jan. 8, or possibly postponement to Jan. 22. CBS-TV as of late Friday was considered certain to obtain estimated \$2.5 million to rights of Super Bowl, but whether it would get them exclusively or on forced-sharing basis with NBC-TV was question. One late report was that Super Bowl might be simulcast by CBS and NBC with each network selling game to own sponsors.

Cliff hanger

Still no word from Justice Dept. last week on ABC-ITT merger, and there may be none this week. Donald Turner, antitrust chief, left last Friday for Paris meeting of International Committee on Restrictive Practices and won't be back until Dec. 19. In his absence, it's doubted that any word will be sent FCC on merger.

Despite silence at Justice, Wall Street was flooded last week with rumors of imminent OK by Justice and FCC of ABC-ITT deal. Coincidentally ABC stock closed Thursday at 74¾, up one and three-quarters, and closed Friday at 78, up three and one-quarter.

Seller's choice

Capital Cities Broadcasting, which must dispose of one of its VHF stations to acquire KTRK-TV Houston, may sell either its Providence, R. I., or Raleigh-Durham, N. C., station, sources close to preliminary negotiations believe. Capital Cities owns FCC-imposed limit of five V's now, is buying KTRK-TV for about \$20 million (BROADCASTING, Nov. 21). Capital Cities brass was mulling decision at management meeting last weekend in Freeport, Grand Bahamas. Present were two lawyers from group's Washington law firm.

Way out

FCC, which is scheduled to meet today (Monday) on petitions for reconsideration of its new CATV rules, is not expected to make more than minor changes in them. That at least is recommendation of General Counsel Henry Geller, who feels commission should stand pat until Congress acts on copyright bill which he thinks would obviate need for much of CATV regulation now in effect at FCC.

Copyright bill would exempt from liability CATV systems that provide traditional fill-in service. Full liability would be imposed on systems that damage a copyright owner by destroying his market; limited liability would be imposed on systems indirectly damaging owner by, among other things, using his work without compensation.

Key job change

Edward Jarrett, chief clerk of Senate Commerce Committee, is about to retire after 24 years in job and 10 years before that on other staff assignments. No replacement has yet been named by Senator Warren G. Magnuson (D-Wash.), chairman of committee which has jurisdiction over broadcast legislation. Mr. Jarrett will leave in February.

Gone to black

Because White House installation for TV origination has been used less and less frequently this year, networks, with blessing of White House, have

decided to cut back on daily staffing. After this week, three cameras and control desk will be maintained on regular basis, but there will be no staff sitting around waiting for call to action. Instead, networks will provide crew when required. Installation, completed in summer of 1964, cost networks about \$250,000. Daily crew of five men has been costing them about \$1,000 a week.

Breaths of life

General Artists Corp., Creative Management Associates Ltd. and David Wolper Productions, among other Hollywood entities, are expanding their activities in live and tape programming. General feeling is that only way to compete with feature films on television is by selective counter-slotting of live-tape programming.

As result of belief in spontaneity as counter to movie trend, GAC, for one, is making strong pitch to networks, producers and sponsors to go back to live-live shows, not ones that are merely taped. Wolper, always previously identified with filmed TV documentaries, has just set up live entertainment TV division, move that hints at major emphasis to be put on live productions in future.

Not before sun-up

FCC officials have about given up hope of seeing long-pending pre-sunrise broadcast rule adopted in time to affect daytimers' operations this winter. Proposal, under consideration since 1962, is in form commission is ready to adopt. But hitch has developed in Canada, whose rights under treaty with U. S. are affected. Indeed, negotiations with Canada have been delicate since pre-sunrise operations FCC has permitted some daytimers under existing rule are said to violate that treaty.

Proposed rule would permit Class III regional daytimers to begin operating at 6 a.m. with 500 w. Class III fulltimers, many of which are required to directionalize at night, would also be able to operate nondirectionally with 500 w at 6 a.m. Stations wishing to take advantage of new rule have to request license authority; some 2,000 are expected to do so.

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

Thank you, Mr. Nielsen

**for telling us that trend
is now a fact.**

WJW-TV/CLEVELAND

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

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

Educational television scrambles for better position vis-a-vis commercial TV as NET's White announces plans for national live coverage of President Johnson's State of Union speech in January. See . . .

ETV MAKES ITS MOVE . . . 35

Upcoming House Small Business subcommittee report is expected to level blast at FCC for not adapting to changes in communications. It may also urge curb on prime time programing controlled by networks. See . . .

HOUSE REPORT . . . 72

FCC comes up with answer to who should own satellite ground stations: Says Comsat and international common carriers should run them 50-50. Comsat would remain as manager of ground operations. See . . .

ANOTHER 50-50 PLAN . . . 66

Need to expand advertising's voice in Washington is cited by Donald Macdonald. Calls on 17 organizations at special AFA meeting to give support to 'truly unified nerve center and national program.' See . . .

INTEREST IN UNITY . . . 44

Canadian Board of Broadcast Governors schedules special March meeting to hear presentations on domestic communications satellite. Original proposal would use satellite for cross-country connections. See . . .

CANADA CONSIDERS SATELLITE . . . 86

Spot television buying continues to increase as TVB figures show third-quarter reached \$270.6 million, up \$12.3 million from 1965. P&G, with \$19.6 million outlay, continues to lead list. See . . .

SPOT TV UP . . . 38

Commerce Department starts looking to government agencies for support in planned study of spectrum shortage. Commerce will talk with FCC and others on how plans for study should be advanced. See . . .

COMMERCE SEEKS ACCORD . . . 81

NAB building project moves into new phase as committees approve recommendations of architectural consultants. Architects now have green light to develop actual construction plans. See . . .

NAB BUILDING RESTARTS . . . 69

Canadian Broadcasting Corp. comes out with its own white paper attacking Fowler Report and government recommendations. Paper is particularly critical of Fowler proposal to eliminate CBC and BBG boards. See . . .

CBC TALKS BACK . . . 87

Golden West Broadcasters spending about \$8 million to buy 10.2 acres of Paramount Pictures studio land. Purchase includes six sound stages, which GWB will lease to independent producers. See . . .

BUYS PARAMOUNT LOT . . . 70

DEPARTMENTS

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

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

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

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

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

wfbc-tv
GREENVILLE, S. C. CHANNEL 4

Signal Coverage in the Southeast...

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

**SOUTHEASTERN BROADCASTING
 CORPORATION**

Greenville, South Carolina

WBIR-TV
 Knoxville, Tenn.

WFBC-TV
 Greenville, S. C.

WMAZ-TV
 Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

Storer Jr. resigns; plans own business

George B. Storer Jr. has resigned as vice chairman of both Storer Broadcasting Co. and Northeast Airlines and from board of Storer, effective Dec. 31. He will continue as member of Northeast board.

Announcement, made Friday (Dec. 9), said Mr. Storer has "for some time desired to establish and operate" his own business. It did not say what area he would enter, but company sources reported he has expressed interest in forming his own broadcast company and that he is actively interested in acquiring stations.

Mr. Storer reportedly has said he has been "stymied" in looking for his own business by possible conflicts with Storer Broadcasting.

He had been with broadcasting group, headed by his father George Storer Sr., since 1948, and was president from April 1961 to August 1965.

Following Storer Broadcasting's acquisition of majority interest in Northeast last year, Mr. Storer Jr., resigned as broadcasting president to become vice chairman of group. For past year he has been active in airline's affairs and has been working from its Boston headquarters.

SNI plans regional feeds of weekly college games

Sports Network Inc., New York, plans regional TV feeds to 76 stations of weekly college basketball conferences: nine games for Southwest Conference (Jan. 14-Feb. 25) with 16 stations in Texas; and 10 games each in *Game of the Week* series (Jan. 7-March 11) for Big Ten Conference with 45 stations (Minnesota, Illinois, Iowa, Wisconsin, Michigan and Indiana), and for Pacific Conference (AAWU), with 15 stations (Nevada, California and Washington).

Participating sponsors for three conferences are Dodge Division, Chrysler Motors, through BBDO, both Detroit; and R. J. Reynolds Tobacco, Winston-Salem, N. C., through Dancer-Fitzgerald-Sample, New York.

Other sponsors: Humble Oil & Refining, through McCann-Erickson Inc., both Houston, on southwest games; American Oil, through D'Arcy Adver-

tising, both Chicago, and Time Inc.'s *Sports Illustrated*, through Young & Rubicam, both New York, on Big Ten games; and Richfield Oil, through Hixson & Jorgensen Inc., both Los Angeles, and First National Bank of Oregon, through Cole & Weber, both Portland, Ore., on Pacific Conference.

SNI also plans regional TV schedule of 1967 NCAA basketball playoffs (in March) and East-West College All-Star basketball game (April 1) with Dodge (BBDO) and Sherwin-Williams Co. (Griswold-Eshleman Co.), both Cleveland, on playoffs; and Dodge (BBDO) and Pabst Brewing, Milwaukee, through Kenyon & Eckhardt, Chicago, on All-Star game.

KFWB sale to WBC okayed; Crowell-Collier faulted

FCC approved sale of KFWB Los Angeles to Westinghouse Broadcasting Co. Friday (Dec. 9)—but with stinging letter to station owner Crowell-Collier Broadcasting Corp. on what commission considers management laxness in guarding against payola activities.

Sale price is \$9,100,000, which is \$1,650,000 reduction from \$10,750,000 originally agreed upon by parties in January. WBC last month insisted that lower price be negotiated, contending that management had permitted station's financial position to deteriorate (BROADCASTING, Nov. 14).

Approval of sale was 5 to 1. Commissioner Nicholas Johnson, who had led fight to set station's license for revocation hearing on charges involving payola (BROADCASTING, Oct. 24), was lone dissenter.

Commission said more diligent effort by station to protect integrity would have been desirable. "However, it does not appear that revocation proceedings or other sanctions would be warranted," he added.

Commission consideration of sanctions was based on testimony at non-public FCC hearing in Los Angeles which revealed that station employees had violated anti-payola rules laid down by management.

Commissioner James J. Wadsworth, in concurring statement, made clear his vote for assignment doesn't imply determination that Crowell Collier is qualified to expand its interests in broadcasting. Crowell-Collier had said one reason for selling was its intention to consider purchase of TV station.

We can't be swayed: Geneen to Commission

Harold S. Geneen has again stated unequivocally that ABC's news and public-affairs coverage would in no way be compromised if FCC permits International Telephone and Telegraph Corp. to acquire network.

Mr. Geneen, chairman and president of ITT, made statement in replying to second batch of questions that Commissioners Kenneth A. Cox and Nicholas Johnson have asked concerning ITT's foreign business interests (BROADCASTING, Nov. 28).

In response to specific hypothetical question commissioners raised, Mr. Geneen said ABC would broadcast program unfavorable to government of foreign country in which ITT subsidiary was located, "regardless of type of economic consequence threatened."

To submit to threat would violate ABC's journalistic standards, he said. Furthermore, he added, it would be impossible to prevent broadcasts without that fact becoming known.

Mr. Geneen also said that ITT, with its diversity and economic strength, would be better able to resist retaliation or reprisal attempts than would smaller licensee who might be more dependent on "single entity or group attempting to kill an unfavorable story."

Mr. Geneen, whose letter accompanied 8-inch-thick filing submitted in response to all questions raised by commissioners, made plea for prompt action by commission on proposed merger.

Main roadblock to commission action is delay on part of Justice Department in submitting views it promised on proposed merger.

Three-way switch

NBC-TV will add new game show, *Reach for the Stars* (Bill Mazer, host, and Merv Griffin, packager) Jan. 2 in 10-10:25 a.m. slot, Mon.-Fri. *Eye Guess* moves out of that period into 12:30-55 p.m., bumping *Swinging Country*, country-western music show, which will be dropped.

Two accounts moving

Two accounts at Doyle Dane Bernbach, New York, said Friday (Dec. 9) they are moving. Squibb Products Co., division of E. R. Squibb & Sons, New

WEEK'S HEADLINERS



Mr. Fleming

K. B. (Ken) Fleming, president of Hal Holman Co., radio rep specializing in small market stations, named president and chief executive officer. Paul H. Raymer Co. He will operate Raymer firm from its Chicago headquarters. National Television Sales, TV station rep, has controlling interest in Raymer company, which will function as radio rep and as separate entity (BROADCASTING, Dec. 5). Mr. Fleming will continue as president of Holman firm he acquired earlier this year. He is president also of Feature Merchandising, food marketing firm, acquired in 1961. Mr. Fleming has been in rep (George P. Hollingsbery in 1950) and advertising agency fields (Leo Burnett in 1953 and McCann-Erickson in 1958).



Mr. Sinn

John L. Sinn resigned as president of United Artists Television, New York, effective within several months and after he transfers his duties to others. His successor has not been named. Mr. Sinn, veteran of syndication business, spent 12 years with Fred-eric W. Ziv Co., Cincinnati, in its early years in charge of Ziv's radio production and distribution, and subsequently as executive VP and later president of Ziv's subsidiary World

Broadcasting System and in 1948 of Ziv Television Programs. When Ziv merged with UA in 1960, he became president of UA-TV, which produces programs for networks and is major TV syndicator. His plans are not definite, though he's expected to devote more time to outside interests, which include presidency of North Shore hospital on Long Island in New York.



Mr. Lawrence



Mr. Wood

Craig Lawrence, with CBS since 1952, and executive VP, CBS Television Stations Division for past two years, has retired. He remains on division's executive staff until next Feb. 24. Mr. Lawrence joined CBS as general manager of WCBS-TV New York after holding executive posts with Cowles stations and was elected VP of CBS owned TV stations and national sales in 1956. **Robert D. Wood**, CBS-TV stations VP and KNXT(TV) Los Angeles general manager since 1960, succeeds Mr. Lawrence as executive VP with responsibility for company owned TV stations and CBS Television Stations National Sales. Mr. Wood served in sales executive capacities with KNX and KNXT, starting in 1949, and for one year was account executive with KTTV (TV) Los Angeles. He moved to New York in 1954 as account executive with CBS Television Stations National Sales,

became KNXT's general sales manager year later. **Ray Beindorf**, KNXT general sales manager, succeeds Mr. Wood. He started with CBS in 1951 in Los Angeles and in 1957 joined CBS Television Spot Sales in Chicago and later in New York. He was made KNXT's general sales manager in 1960. **Ralph Daniels**, national sales manager of KNXT since 1961, named general sales manager of KNXT and CBS-TV Pacific Network.

Benjamin Kalmenson elected president and principal executive officer, Warner Bros. Pictures. He succeeds **Jack L. Warner**, named to new post of board chairman. Mr. Warner will also be executive producer in charge of worldwide production of WB films. Mr. Warner recently sold his shares in company to Seven Arts Productions Ltd. Mr. Kalmenson, since 1956 executive VP and director of WB, previously was president of Warner Brothers Pictures Distributing Corp., and VP of parent firm in 1941.



Mr. Werner

Robert L. Werner, RCA executive VP and member of board, named general counsel. Mr. Werner has served RCA for 15 years as general attorney, now becomes chief legal officer. He joined RCA in 1947 as attorney after year as special assistant to United States attorney general in civil division of Justice Department; was assistant U. S. district attorney in New York, 1936-42. He fills vacancy left by death of John Cahill (BROADCASTING, Nov. 7).

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

York, said Broxodent Electric Toothbrush, heavy spot and network user, will be handled by Lennen & Newell, New York. L&N currently handles Squibb's vitamin line and other pharmaceutical products. Two divisions of Charles Pfizer & Co., New York (Thomas Leeming & Co. and Pacquin), which earlier had announced intentions to shift estimated \$3 million billings next February (BROADCASTING, Nov. 21), announced MacManus. John & Adams, New York, as new agency. MJ&A also handles other Pfizer products.

Anti-smut backer

Eversharp Inc., important broadcast advertiser and one that has frequently backed controversial programs, was major financial supporter of Proposition 16, unsuccessful anti-obscenity measure on Nov. 8 ballot in California, it was revealed Friday (Dec. 9).

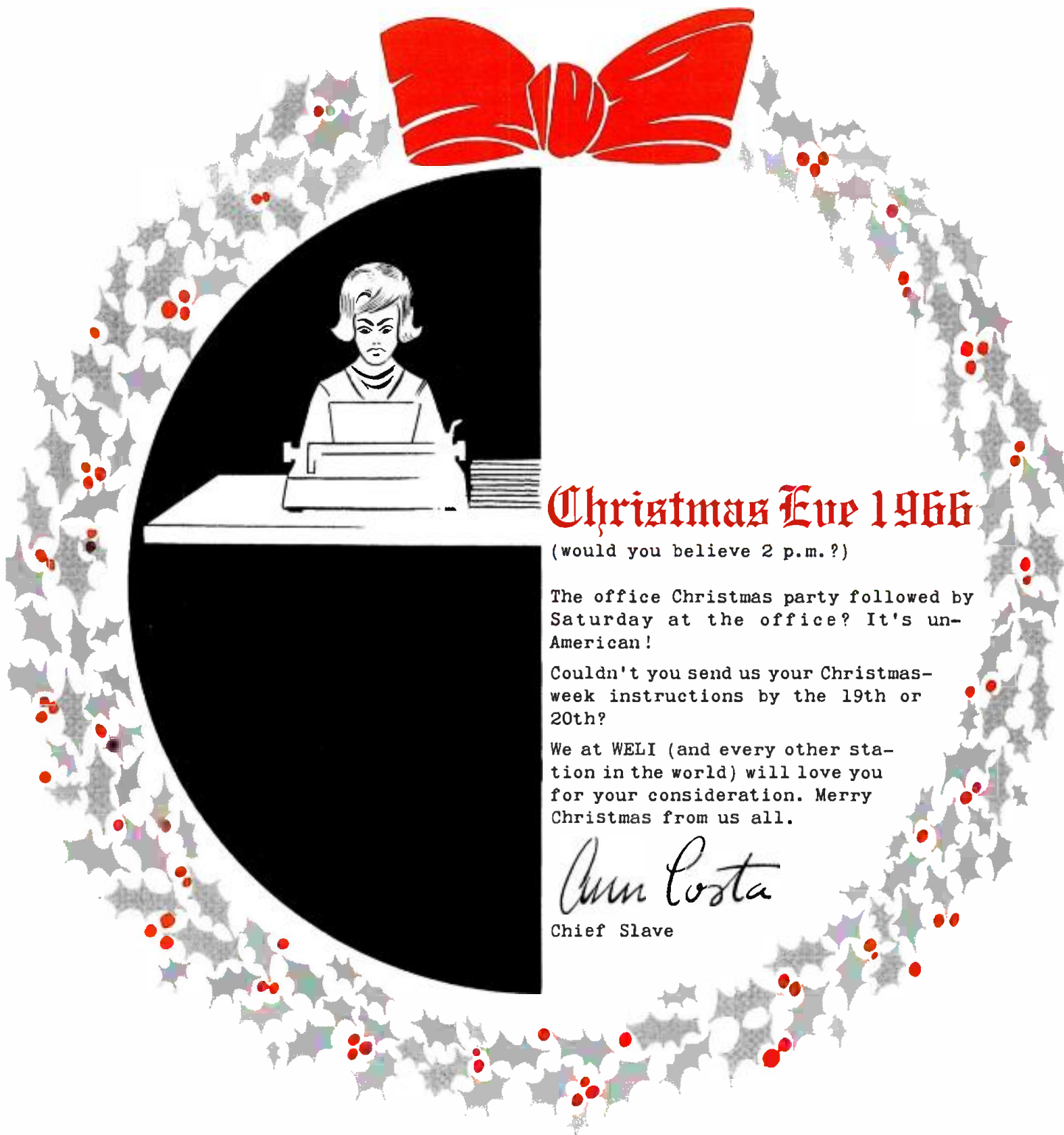
In letter to California Secretary of State, G. W. Humphreys, treasurer of Eversharp in Culver City, said company paid \$185,000 for radio program and for newspaper advertising. He indicated that this was in keeping with

Eversharp's extensive advertising campaigns that include promotions "deemed to be of public interest."

Strike vote today

Writers Guild of America West (Screen Branch), now negotiating for new agreement with Association of Motion Picture and TV Producers, has called special membership meeting for today (Dec. 12), at which it will seek strike authorization.

Labor contract expires at midnight tonight.



Christmas Eve 1966

(would you believe 2 p.m.?)

The office Christmas party followed by Saturday at the office? It's un-American!

Couldn't you send us your Christmas-week instructions by the 19th or 20th?

We at WELI (and every other station in the world) will love you for your consideration. Merry Christmas from us all.

Ann Costa

Chief Slave

WELI ★ 960 KC ★ 5000 WATTS ★ The Sound of New Haven

NATIONAL: H-R REPRESENTATIVES, INC.; BOSTON: ECKELS AND COMPANY



The Embassy of Canada

His Excellency A. Edgar Ritchie, Ambassador of Canada, with Mrs. Ritchie, at the entrance to the living room of the Embassy ... another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.
Represented by TvAR
A POST-NEWSWEEK STATION

Photograph by Fred Maroon





**Months ago, these people made
New York's Warwick a wonderful new hotel...**

The **Warwick**



**...now just about everyone is enjoying its
great location and royal services.**

Seasoned travelers from the worlds of business, entertainment, radio, TV and sports are enjoying the wonderful new Warwick's spacious rooms, all completely air conditioned, splendidly redecorated and refurbished by famed designer, Ellen Lehman McCluskey.

They like the Warwick's royal services: every room is equipped with electric shoe polisher, silent valet, VIP king-size towels, special makeup mirrors and decorator closets.

You, too, will enjoy the Warwick; you'll like the intimate warmth of the Warwick Bar and the famous Raleigh Room, where luncheon and dinner are served in an atmosphere of sturdy elegance. And after a busy day, the new Executive Sauna Club is just the place to relax and unwind.

Next time you come to town, stay at the Warwick. We know you'll agree that it's a very special kind of hotel.



The Warwick 54th Street on the Avenue of the Americas, New York
(212) Circle 7-2700 • A Loew's Hotel • Preston Robert Tisch, President

DATEBOOK

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

■Indicates first or revised listing.

DECEMBER

Dec. 12—Meeting of the Washington section of the Institute of Electrical and Electronics Engineers. A. M. Greg Andrus, program manager for communications, space applications office, National Aeronautics and Space Administration, will speak on "Broadcast satellites: Technical possibilities and problem areas." PEPCO auditorium, Washington.

Dec. 12-13—CATV legal seminar sponsored by National Community Television Association. Featured speakers will be Frederick W. Ford, NCTA president; Robert H. L'Heureux, NCTA general counsel; Bruce E. Lovett, NCTA assistant general counsel, and Washington lawyers E. Stratford Smith and Harry E. Plotkin. Subjects: regulatory and copyright legislation, litigation on FCC's First and Second Reports and Orders, telephone-company tariffs, copyright litigation, state public utility "threat." Sheraton-O'Hare Inn, Chicago.

Dec. 14-15—Meeting of National Association of Broadcasters television code board. Gramercy Inn, Washington.

■Dec. 15—Luncheon meeting of the Federal Communications Bar Association. Speaker will be FCC Commissioner Nicholas Johnson. Presidential Arms, Washington.

Dec. 16—New deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

Dec. 20—Annual meeting of stockholders of Ameco Inc. to elect a board of directors, to act upon a proposal to approve a qualified stock option plan, and to transact other business. Ramada Inn, Phoenix.

■Dec. 22—Annual meeting of the shareholders of Filmways Inc. to elect eight directors, to consider an amendment to increase the number of common shares from 1 million to 1.5 million, and to transact other business. Hotel Biltmore, New York.

Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

JANUARY

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

Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: news; entertainment; education; youth or children's programs; promotion of international understanding; and public service. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Jan. 10-12 — 1967 Reliability Symposium sponsored by the Institute of Electrical and Electronics Engineers. Reliability education panel includes H. C. Jones, Westinghouse Electric Corp.; S. R. Calabro, Aerospace Technology Corp.; Dimetri Kececioglu, University of Arizona; Charles Lipson, University of Michigan; and W. H. Von Alven, ARINC Research Corp. Sheraton-Park hotel, Washington.

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

PREDICTION FOR '67:

PICK A SHOW



**will be the hottest
phone-for-cash TV game
of the New Year!**

PICK A SHOW is ingenious! It's an easy-to-produce, exciting way to promote your station and its entire programming lineup while the home audience plays the game...and loves it!

In its very first market, PICK A SHOW pulled nearly triple the audience of station #2. It can do the same for you.

Trans-Lux provides all the essentials, including a custom-made game board. You produce it live—30 minutes daily across-the-board—at *absolute minimal* cost. You pick the shows to promote—network, syndicated or local—and work in those necessary public service announcements, too. Prizes may be cash, merchandise or both.

What a way to promote your station! Get the facts now!

Call, wire or write:

PICK A SHOW
created by GENERAL ELECTRIC
BROADCASTING COMPANY, INC.

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TRANS-LUX
TELEVISION CORPORATION

625 Madison Avenue, NEW YORK, N.Y. 10022 • PLaza 1-3110 • CHICAGO • HOLLYWOOD

**To John Von Leesen, buying
But to Bob Van Keuren,**



time is a coffee break. it's a gas.



That's why our Blair man's service to Benton & Bowles has to be so versatile.

At B & B, Von buys for a coffee brand. That means ladies, daytime, and fringe time.

Van buys for a petroleum products account. Which means men, late night, news, and sports.

In between, the agency's time buyers are busy with everything from soup to nuts, including a certain large soap company.

Obviously, to provide the kind of service required, we have to be on the spot with research facilities, informational aids and buying tools.

So we are. In fact, we provide more of those services, and make them available more quickly, than any other station representative company does.

A small for-instance: the Blair Comparative Network Schedule is a handy way for Von to be sure that he's buying non-conflict time for his coffee account.

Just remember that the fastest way for John von Leesen, or Bob Van Keuren, or you to get the most help on any problem to do with buying broadcast time is to ask a Blair man.

When you do, you'll see how trying harder got us where we are in the representative business.

Number One, by a long shot.

Blair Television





Alabama's Largest Women's Club

RON CARNEY'S "HAPPY HOUSEWIVES"

Ron presides over Alabama's largest women's club with a registered roster of 10,000 loyal ladies. Meetings are called weekday mornings at 9:00 and the three-hour agenda swings with tuneful melodies, phone calls and cash prizes to members — all seasoned with Ron's spontaneous wit. The quips are funny, the show moves fast... and 10,000 buying housewives are in the listening cast. Buy a captivated audience in a growing Alabama market... The Happy Housewives Club.



wapi radio

BIRMINGHAM, ALA.

Represented Nationally by
Henry I. Christal Co., Inc.

to measure radiation from directional antennas.

Jan. 14—Annual midwinter meeting of Florida Association of Broadcasters. Far Horizons, Sarasota.

Jan. 14-15—15th Annual Retail Advertising Conference sponsored by the Retail Advertising Conference Inc. A session on electronic advertising is included in the program. Hotel Knickerbocker. Chicago.

Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

Jan. 18—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

Jan. 18—Annual winter meeting and election of officers of Idaho Broadcasters Association. Downtowner motel, Boise.

Jan. 18-17—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Toronto.

Jan. 17—Annual winter meeting of the Utah-Idaho AP Broadcasters Association. Downtowner motel, Boise, Idaho.

Jan. 18—Annual winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

Jan. 19-20—Meeting of National Association of Broadcasters radio code board. Century Plaza hotel, Los Angeles.

Jan. 23-27—National Association of Broadcasters joint board meeting. Continental Hilton, Mexico City.

■Jan. 24-26—22d Georgia Radio-TV Institute sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Fred Friendly, professor of journalism, Columbia University; Peter Jennings, ABC News, New York; Admiral Wallace McDonald, chief of Naval Operations, University of Georgia, Athens.

Jan. 26—First annual dinner dance of Pacific Pioneer Broadcasters, featuring installation of officers. Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 27—Annual awards dinner of the UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan. Rackham Memorial Building, Detroit. For further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.

Jan. 27-29—Mid-winter conference of the Advertising Association of the West. Sahara hotel, Los Vegas.

■Jan. 30-Feb. 2—24th annual convention of the National Religious Broadcasters. Speakers include Paul Comstock, vice president for government affairs of the National Association of Broadcasters. Palmer House, Chicago.

FEBRUARY

Feb. 1—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.

Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Polk Memorial Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions. Radio and TV program entries require disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards, Long Island

University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 35th annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 2—Annual winter convention of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

■Feb. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Motor Inn, Madison.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

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

Feb. 6-8—Ninth annual Conference on Advertising/Government Relations, sponsored by the Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

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. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Waslewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

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 2-4—Region II conference of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

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

March 9 — International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president, Waldorf-Astoria hotel, New York.

■March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

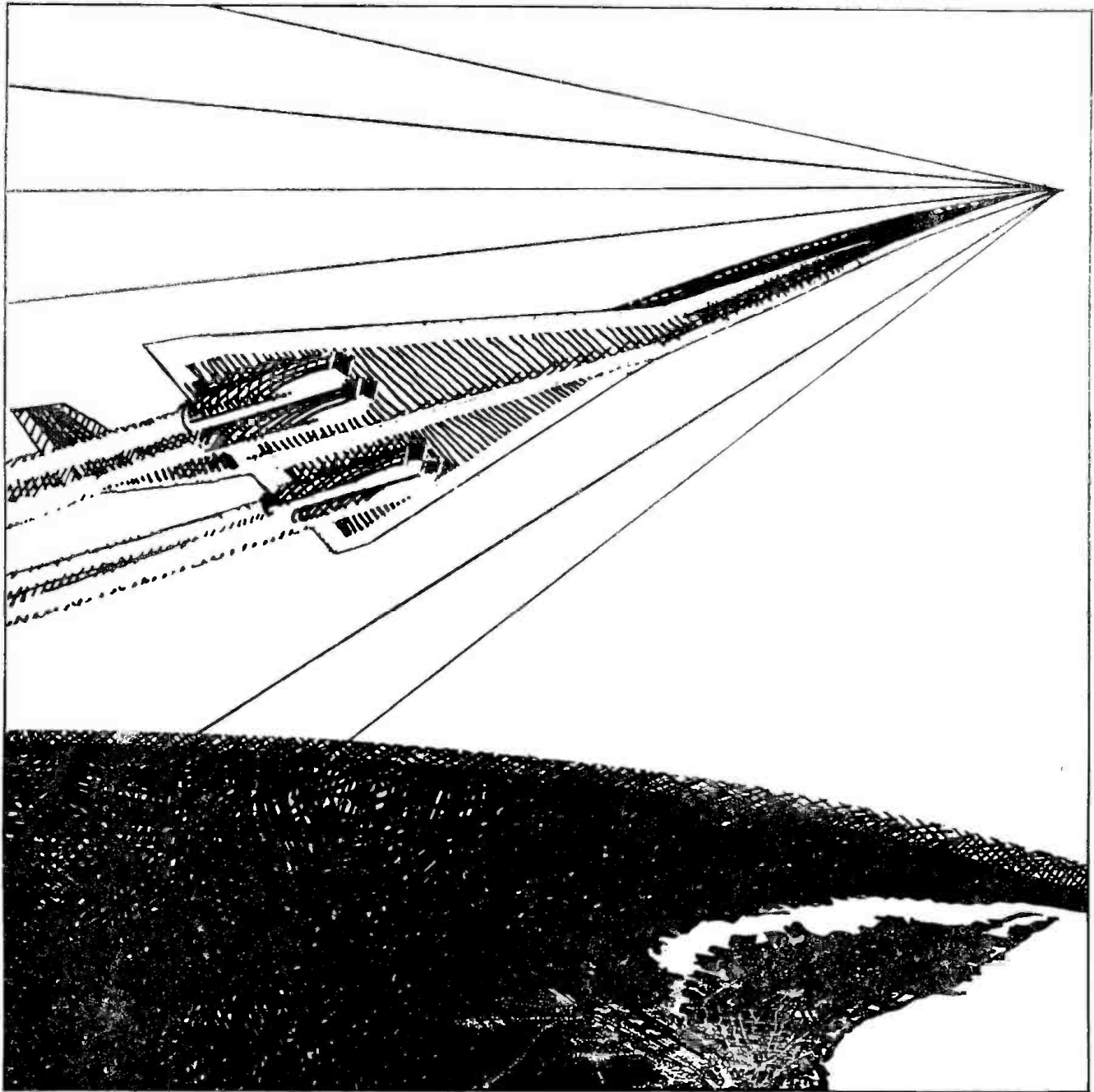
APRIL

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

■April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West

■Indicates first or revised listing.



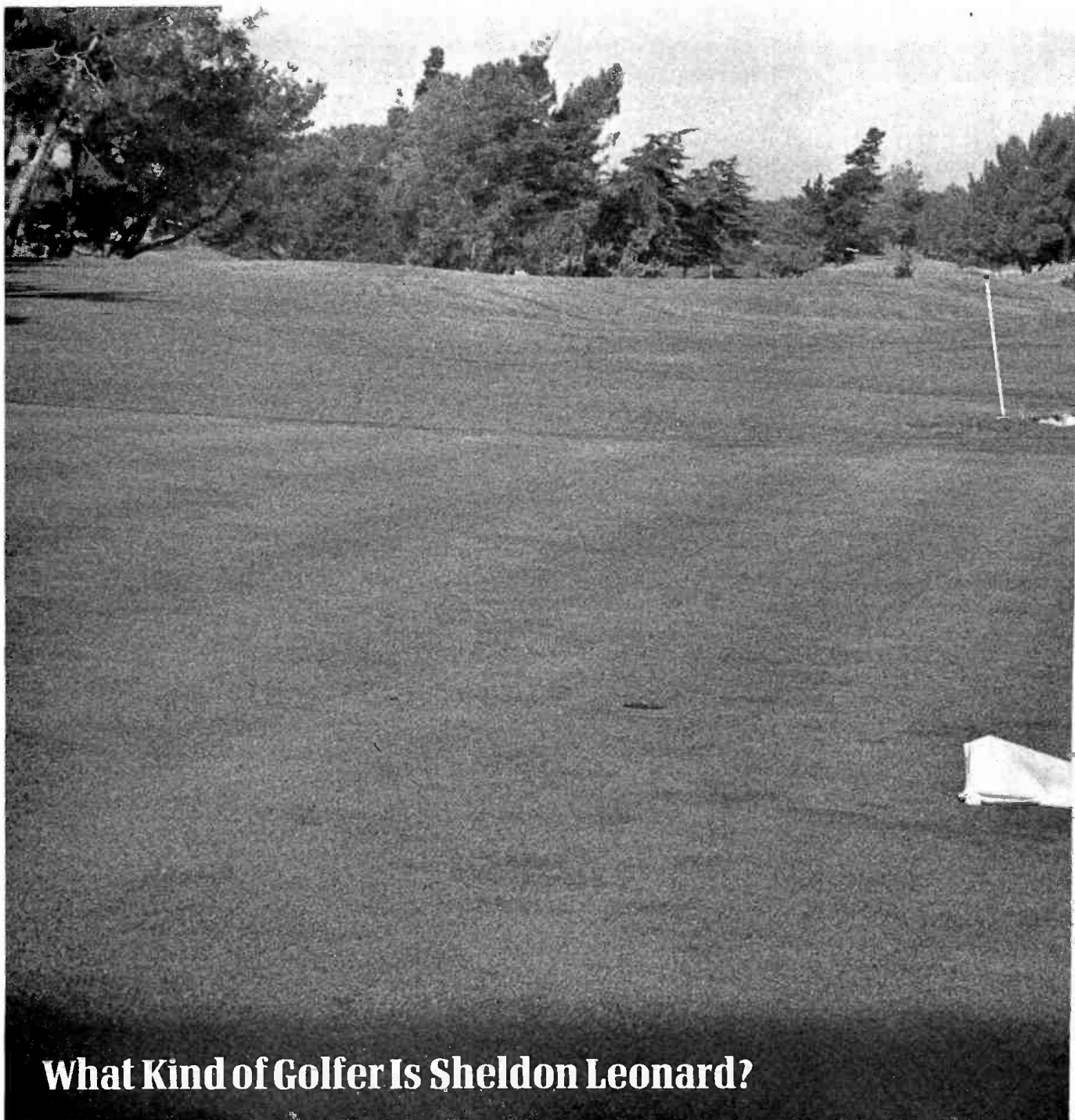
Flight to the Future

Many things remain to be done before the first supersonic jet transport soars out over the Atlantic coast. But many things have already been done — like the lengthy research on the special fuels and lubricants required for supersonic flight. □ At nearly three times the speed of sound, the giant aircraft will generate tremendous heat, putting unusual stress on every part and product. Ready now, are new Humble heat-

tolerant lubricants and a new jet fuel so stable that it can absorb excessive engine and cabin heat. □ These new developments are no accident but are the result of the happy combination of out-of-the-world imagination and down-to-earth capabilities that Humble brings together. From this combination come products that serve equally well for trips on the road or flights to the future.

HUMBLE

OIL & REFINING COMPANY...THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"



What Kind of Golfer Is Sheldon Leonard?

Not so hot, really.

On a clear day, when he's feeling right, and the grass on the putting greens isn't growing too noisily, he may break ninety. Maybe.

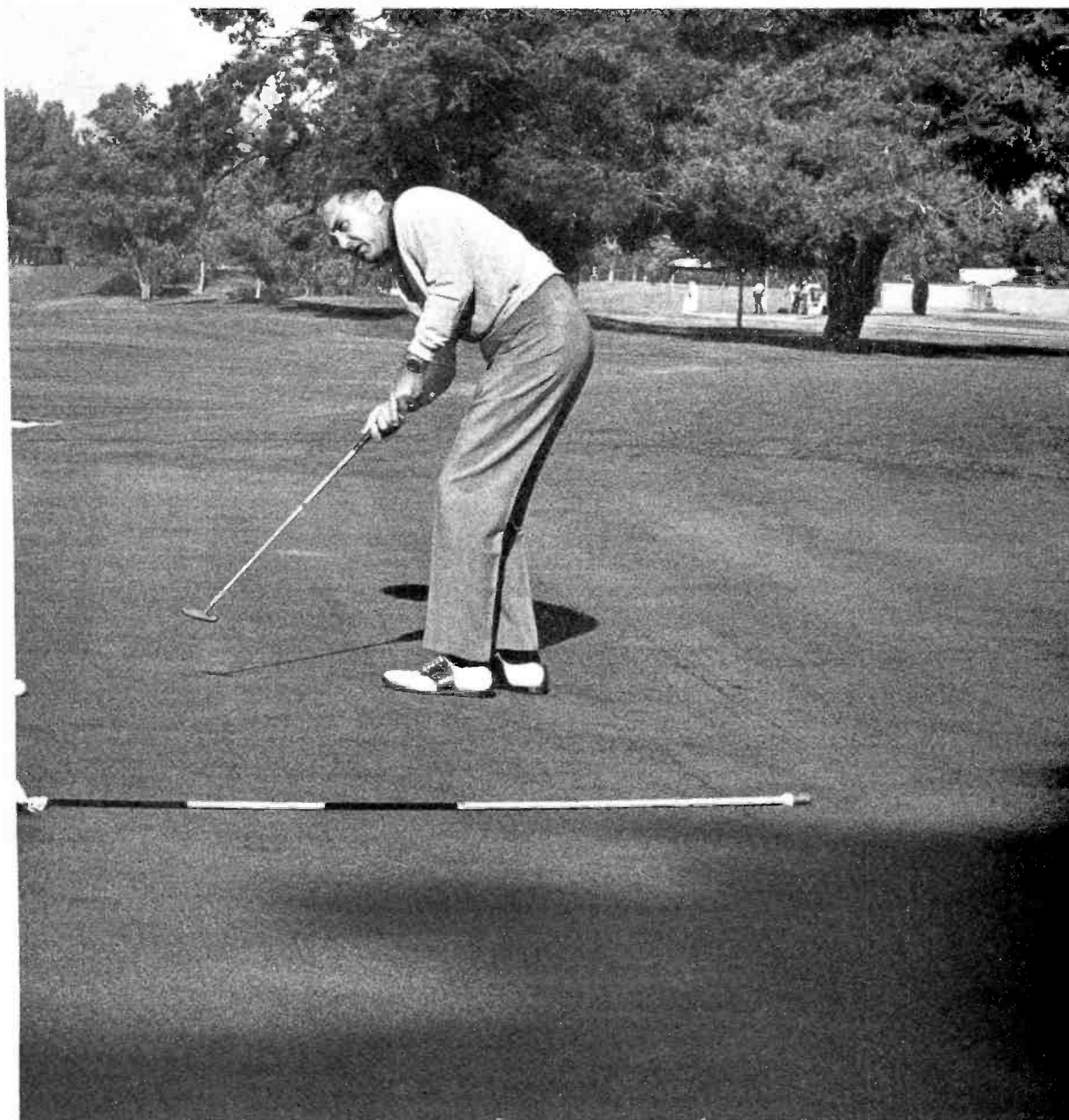
But Sheldon's golf score is of no more concern to the NBC Television Network than it is to Jack Nicklaus.

When, earlier this year, we signed producer Leonard to a long-term, exclusive contract for developing new programs, we were motivated not by his golf standing but his track record.

Last season, it was Leonard—as executive producer—who introduced viewers to a new and highly unusual adventure series called “I Spy.” That hit is now enjoying its second big season on this network.

In the field of half-hour comedy, Mr. Leonard's production talent has been evident in such happy enterprises as “The Donny Thomas Show,” “The Dick Van Dyke Show,” “The Andy Griffith Show” and “Gomer Pyle.”

With so many successes to his credit, Sheldon must be doing many things right. Producing...directing...writ-



ng...acting...he does them all beautifully.

The versatile Mr. Leonard is one of four front-rank producers whose exclusive services on new projects have recently been committed to the NBC Television Network. The other three: "Bonanza's" David Dartort; "The Man from U.N.C.L.E.'s" Norman Felton; and "The Andy Williams Show's" Bob Finkel.

Together, these highly creative producers are a key element in our continuing attention to future programming. We're confident that, beginning with the

1967-68 season, all four will be represented by important additions to NBC's television schedule.

As for Mr. Leonard's golf—for which he's had very little time anyway over the past dozen years—we suspect it will become shabbier than ever, now that he's so deeply involved with ideas for new NBC series.

But cheer up, Sheldon. You won't be losing a birdie; you'll be gaining a Peacock.

NBC Television Network



FIRST



**SIGN-ON
TO SIGN-OFF
AGAIN WSYR-TV
is No. 1**

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

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

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

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

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

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

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

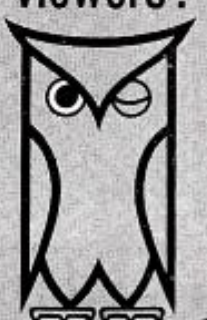
*ARB for March, 1966
Data quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WSYR-TV

Channel 3 • SYRACUSE, N. Y. • 106.5 K W
NEW YORK CITY: WSVN-TV, Channel 10, EMERALD N.Y.

Get the Full Story from HARRINGTON, RIGTER & PARSONS

Who gets top billing with Central Iowa viewers?



WHO TV

That's who!

COLORFUL 13 • DES MOINES, IOWA

Approved Nationally by Peters, Griffin, Woodward, Inc.

45th St., New York 36. Telephone PLaza 7-0695.

■April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Bronx campus of New York University, New York.

■April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. University of California, Berkeley.

April 17-18—Program meeting sponsored by National Educational Television. Statler Hilton hotel, New York.

■April 18-20—Fifth instructional radio-television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

■April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

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

MAY

■May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

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

■May 5-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Ramada Inn, Topeka.

May 6—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi. San Francisco.

■May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

■May 17-19—Annual spring meeting of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

■May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

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

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Carousel Inn, Cincinnati.

JUNE

■June 9-10—Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes.

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

■June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Minneapolis.

■June 13-14—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

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THE
JACK BAKER
SHOW

NIGHT
CALL

Top O'
the
Morning

WHAT'S
NEW
ASK
CAROL
COTTER

The
World of
Papa
Hambone

ASK
YOUR
NEIGHBOR

THE
BOB BEASLEY
SHOW

Pick a spot

THE
BILL
MC COLLOUGH
SHOW

Give
and
Take

*Masters
of
Rhythm*

...any spot

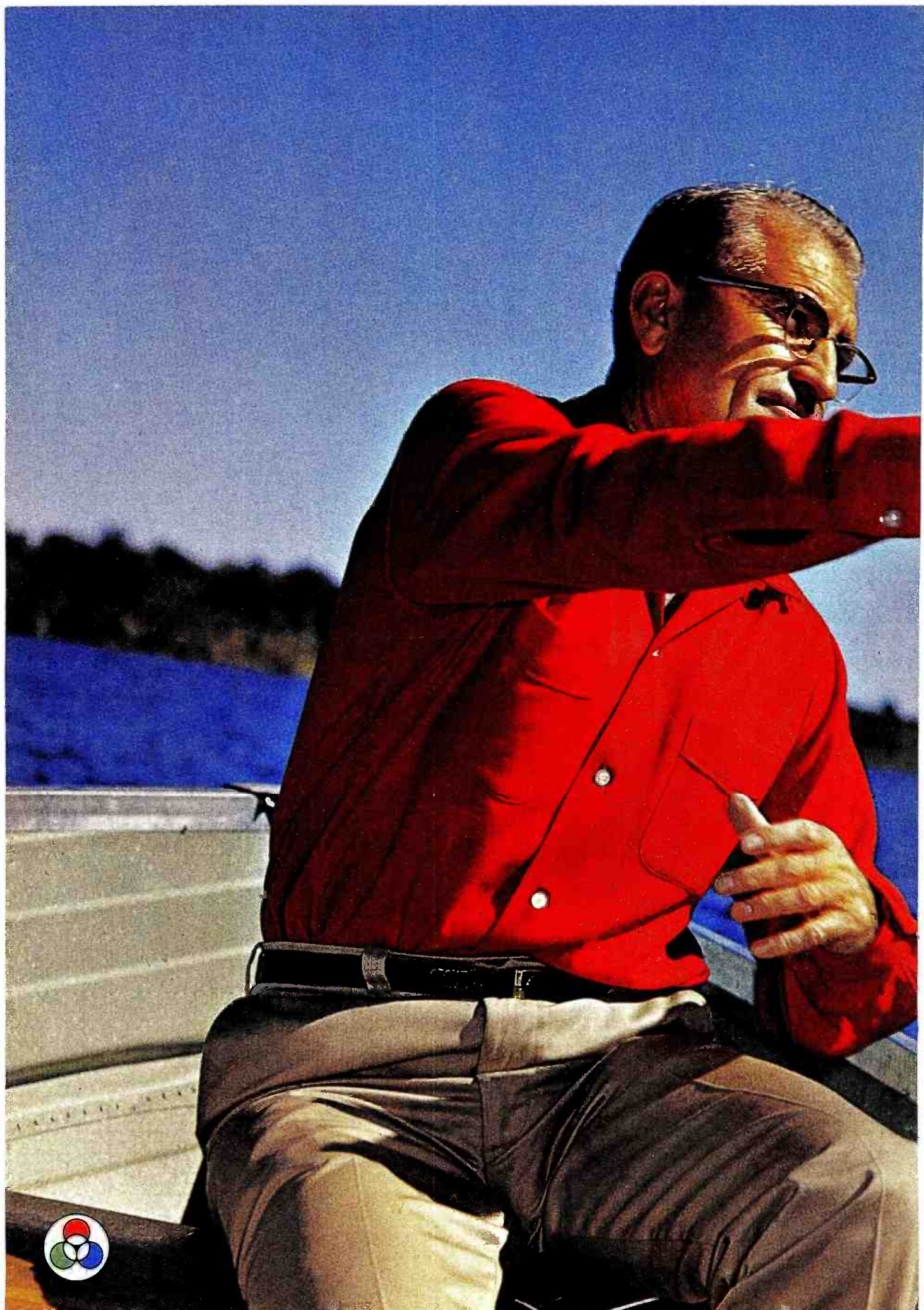
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in WTMJ's new radio line-up!**

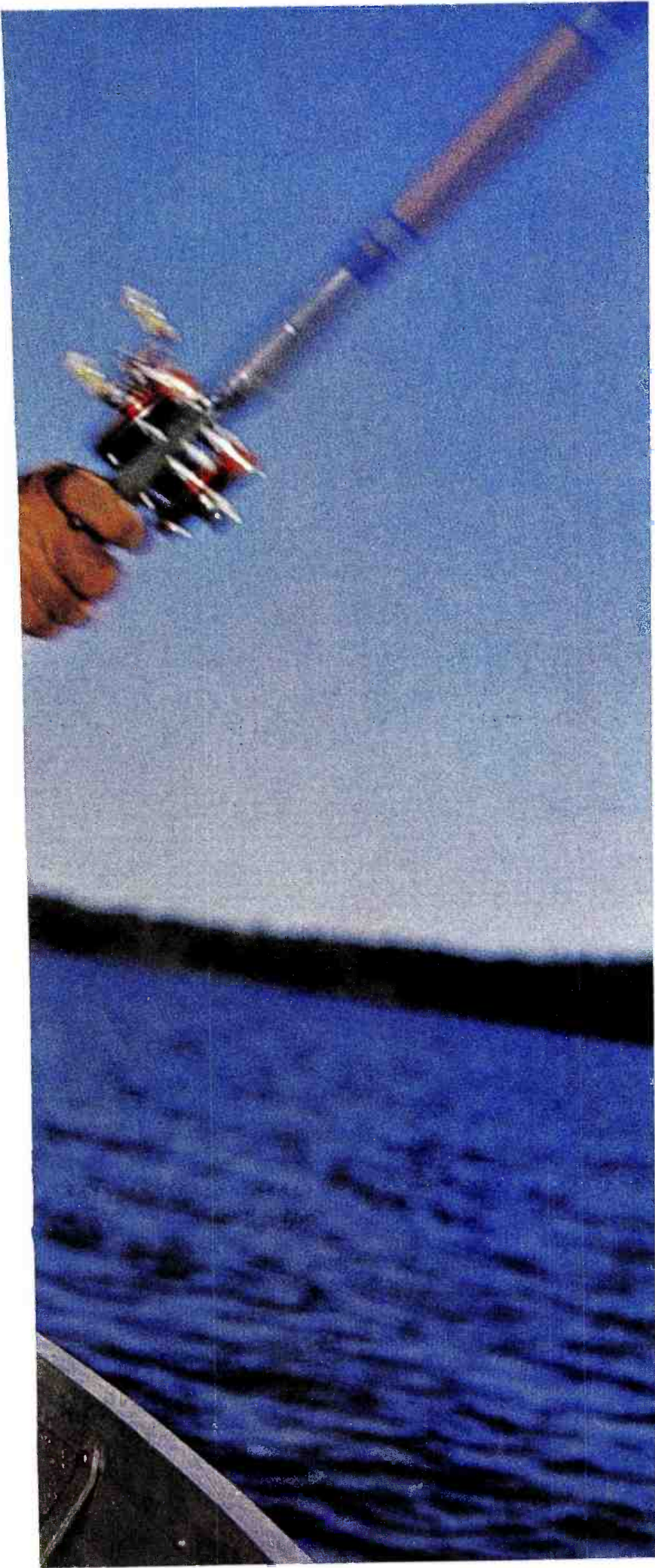
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MILWAUKEE RESPONDS TO **WTMJ**
5000 WATTS/620 KC/NBC



A vertical photograph showing a hand holding a fishing lure. The lure is a spinner with multiple blades and a hook. The background is a clear blue sky above a body of water. The image is slightly blurred, suggesting motion.

This season G-E color-film cameras will take you fishing with KCMO-TV's Harold Ensley.

**Meredith Broadcasting stations
own eight
General Electric 4-V film cameras.**

Wherever Harold Ensley, noted outdoor sportsman-commentator, goes to catch the big ones, KCMO-TV viewers in Metropolitan Kansas City watch his fascinating excursions with G-E PE-240 color-film cameras. And viewers of other Meredith stations in Omaha, Phoenix and Syracuse will enjoy equally exciting color films telecast with PE-240's.

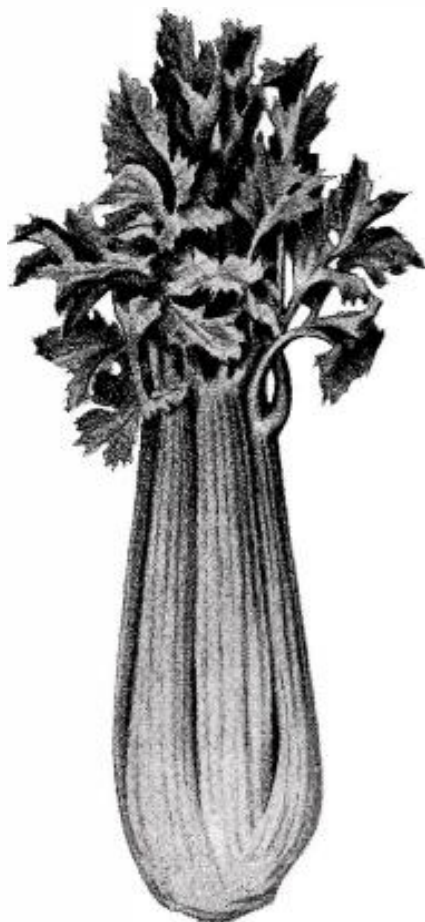
These second-generation, 4-vidicon, transistorized film cameras give a consistently sharp picture. Whether in color or black and white, they reproduce every ripple on the lake and every strike at the lure.

Color fidelity is one of the primary reasons why General Electric PE-240's are television's most widely accepted color-film cameras. They're on the air for four of the five U.S. and Canadian networks, and many group ownerships plus numerous other stations all across the country.

But see for yourself. This fall watch Harold Ensley catch his limit. General Electric, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-38.

GENERAL  ELECTRIC

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1965 Harris County Vegetable Day
Lonnie Strack, Spring, Texas



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In Houston Call Dave Morris JA 3-2581

■June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Marriott Twin Bridges motel, Arlington.

■June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Holiday Inn, Callaway Gardens.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehobeth Beach, Del.

June 24-29—64th annual convention of the Advertising Association of the West. Lafayette hotel, Long Beach, Calif.

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

■June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association.

Leathem Smith Lodge, Sturgeon Bay.

AUGUST

Aug. 13-17 — Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers, and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

OCTOBER

Oct. 16-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

OPEN MIKE ®

Tribute

EDITOR: Within the past few weeks, two good friends of our industry have died, both of them men who devoted their lifetimes to the radio profession: Robert T. Mason, who died Nov. 23, and Jim Crawford, who died Nov. 17.

These men had a lot in common. Both ran good radio stations, ones which had served as training grounds for dozens of enthusiastic young men who later went on to other positions in all parts of our industry.

Bob Mason, in addition to operating WMRN Marion, Ohio, devoted hundreds of hours, and thousands of dollars of his own money, to industry-wide projects, such as the National Association of Broadcasters, the Radio Advertising Bureau, Community Broadcasters, and the All-Industry Radio Music Committee. Even 18 years ago when I worked at his station as a young man, he was often out of town, being on the go to an NAB meeting somewhere, or a speaking engagement some place else.

Jim Crawford, who died at the young age of just 35, brought to WBTM Danville, Va., an enthusiasm which was so completely contagious that when he spoke of how his station was operated,

each of the radio men at the meetings he addressed would sit spellbound.

I realize that each week your magazine lists the names of outstanding men in our field who have died, but I feel that the loss of these two men, being so similar in their devotion to radio as a profession, should be noted by the industry. —Cary H. Simpson, WTRN Tyrone, Pa.

Advertiser codes, NAB style

EDITOR: At the TVB membership annual meeting in Chicago one of the highlights was the "Business of Advertisers" panel held on the morning of Nov. 16. The suggestion of Alfred Plant that ANA and the television industry form a committee to discuss ways and means of treating some of the so-called "clutter" and "interruptions" said to be prevalent in telecasting was a good one.

Perhaps one of the most constructive ideas that could come out of such a gathering would be the adoption of a resolution recommending that ANA, and perhaps AAAA, adopt their own codes, similar to the NAB code, to serve as guidelines. Presently the television industry is in a position comparable

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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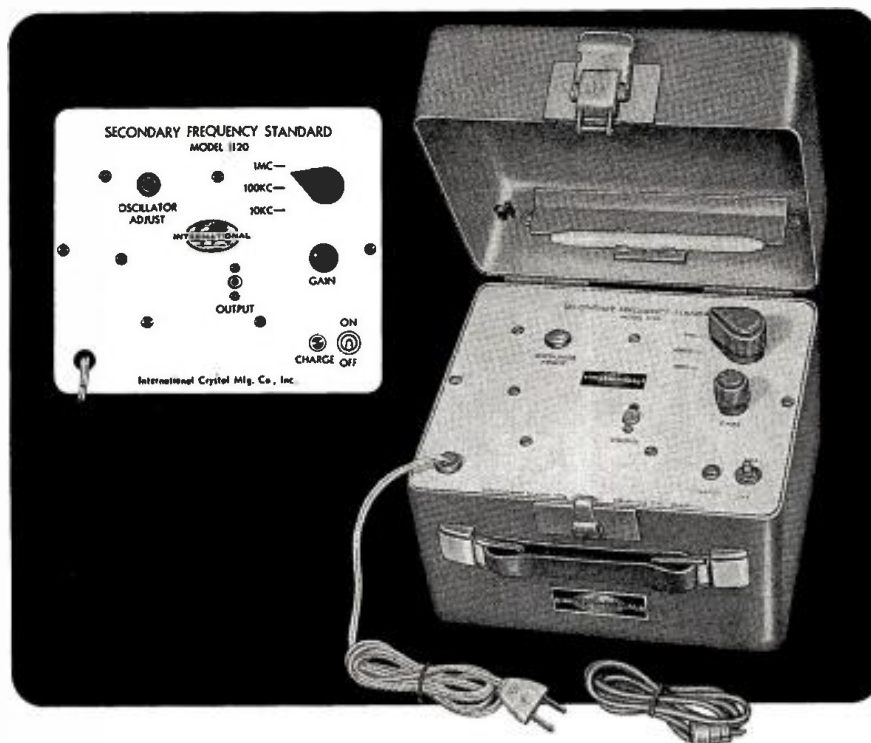
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☐ Bill me



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SOLID STATE INTEGRATED DIVIDERS

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Order direct from International Crystal Mfg. Co.

COMPLETE
\$175

Keeping You On Frequency Is Our Business.



CRYSTAL MFG. CO., INC.

18 NO. LEE • OKLA. CITY, OKLA. 73102

to the husband whose better half tells him he must mind the kids while she has an evening on the town.—*Rudolph O. Marcoux, manager, WLBZ Bangor, Me.*

Tower costs disputed

EDITOR: READ WITH INTEREST ARTICLE ON PAGE 74 BROADCASTING MAGAZINE FOR NOV. 28. I AM FLATTERED TO BE SINGLED OUT AS AN INDIVIDUALIST BUT AM CURIOUS TO KNOW WHERE YOU GOT YOUR FACTS. CANDELABRA TOWER WOULD HAVE COST EACH STATION CONSIDERABLY MORE MONEY THAN INDIVIDUAL TOWERS AS BUILT. *Howard Stalnaker, vice president-general manager, WOW-AM-FM-TV Omaha.*

(The story, reporting that three Omaha television stations simultaneously switched to individual new towers on Nov. 25, said it had been estimated that joint use of a candelabra would have cost them less. The estimate came from engineering sources.)

University without walls

EDITOR: [Re the article on programing provided by the Pennsylvania State University department of public information (BROADCASTING, Nov. 28)]. The office of radio and television programing liaison in the department of university relations of the State University of New York at Buffalo last summer initiated a survey of the stations in New York state to see if we could service them with radio programing. Fifty-two stations replied affirmatively, and we now service these stations on the basis of their choice.

We offer *The State of the University* as follows: a 30-minute, 15-minute and 5-minute production, and a 1-minute actuality news story on a weekly, bi-monthly or monthly basis. Offerings are produced by me with most of the interviews and production work done by two parttime assistants.

We present a radio chronicle of the life of the university, including interviews with visiting personalities, research stories and even musical selections from faculty and students. We recently sent out programs containing the following program elements [listed in part]: Dr. Edward Teller; Ade Martins, Nigerian ambassador to the U.S.; John W. Macy, chairman of the U.S. Civil Service Commission; Dr. Anthony Frederico, use of batteries in heart treatment, and Dr. William Chardak, new coronary techniques; Dr. Alan Guttmacher, president of Planned Parenthood; study of tranquilizers; Pierre Salinger; Dr. John Boot, games to teach management techniques.

And a telephone interview with alumnus Dr. Irving Perlstein, whose new book says that some people are born to be fat.—*Daniel A. Rose, director, office of radio and television programing liaison, university relations, State University of New York at Buffalo.*

Have you seen the Official Festival package?

THE STARS:

Robert Hirsch
Rosanna Podesta
Pierre Brasseur
Armando Francioli
Anne Vernon
Jean Seberg
Abbe Lane
Xavier Cugat
Sami Frey
Francoise Hardy
Geraldine Chaplin
Jean-Paul Belmondo
Akim Tamiroff
Francoise Dorjeac
Danielle Darrieux
Gerard Philippe
Ubaldo Lay
Vira Silenti
Bruna Cremer
Melisa Mell
Marcello Mastroianni
Raf Vallone
Giovanna Ralli
Pierre Barouh
Duda Cavalcanti
Helmut Griem
Nana Oster
Georges Riviere
Dany Robin
Eike Sommer
Stig Wilner
Osvold Helmut
Roger Hanin
Anna Gael
Pierre Fresnay
Jean Servais
Maria Vincent
Magali Noel
Yuzo Kiyama
Akira Kubo
Lang Jeffries
Doris Kristianell
Charles Aznavour
Jean-Louis Trintignant
Jean Gabin
Bourvil
Robert Hossein
Gina Lollobrigida
Sacha Distel
Jill Haworth
Jacques Charrier
Jacques Perrin
Jean Marais
Brett Halsey
Corrine Marchand
Micheline Presle
Lino Ventura
Bernard Noel
Roger Brown
Yoko Tani
Franco Franchi
Ciccio Ingrassia

THE MOVIES:

The Amorous Corporal
Man From Chicago
The Man From Mykanos
Demarcation Line
Desire Diabolique
Devil At My Heels
Crime On A Summer Morning
The Starlet
The Red And The Black—Part I
The Red And The Black—Part II
Montecassino
Objective: 500 Million
Sunday's Heroes
Desert Furlough
Doomed Lovers
East Zone, West Zone
Mandrill
Who Stole The Body
The Boy Who Loved Horses
Via Macao
The Visitor
Revenge For Paco
The Accident
The Band That Went To War
The Beckett Affair
The Fabiani Affair
Four Bags Full
Hitch-Hike
Curves In The Road
The Delinquents
The Trouble With Women
The Postman Goes To War
The 317th Section
The Magnificent Gypsy
Our Man In Casablanca
The Hour Of Truth
The Lady Killer Of Rome
Monsieur Vincent
Second Breath
Killer's Choice
The Spy Who Loved Flowers
How To Rob The Bank Of Italy

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Using radio-TV for fun and profit

To an independent tire dealer, winning the *Life* magazine educational-grant competition must be comparable to a young lady being named Miss America. The grant is awarded in behalf of the tire dealer, regardless of size and brand affiliation, whose entry is judged best in the areas of local advertising, sales promotion and merchandising in relation to the tire manufacturer's national promotion themes. As recipient of the 1966 *Life* grant, we will appoint a committee to name a 1967 high-school senior from the Terre Haute, Ind., area who will be given an opportunity to attend college. The \$2,000 grant is made in our dealership's name.

Our 50-page presentation was based on a year-long advertising campaign using primarily radio and television spots. No retailer as small as our Kelly-Springfield tire dealership had ever won the award, and to our knowledge no retailer had previously won the award on the basis of a campaign using primarily radio and television.

To the average motorist, our business looks like a typical midwestern tire dealership or gasoline service station—but our advertising is different.

Hometown Touch ■ We are not afraid to spend money wisely on advertising. We know that many of our competitors don't understand what local advertising can do. Of course, the giant retailers know advertising and purchasing but don't have the personal service. Many small independent merchants have the hometown touch but lack an aggressive advertising campaign.

Our family-owned business is 43 years old, and until 10 years ago Carney's didn't use radio or television. At that time we opted for a "young man's approach to advertising." We decided to keep our same newspaper schedule, that of small ads frequently. But we felt that WBOV Terre Haute, rated first in all surveys we saw, offered us the best opportunities for a positive approach.

In recent years our heavy WBOV schedule calls for weekday spots aimed at work- and homeward-bound drivers. Also, we usually run eight spaced spots on Saturdays. Each week we have five spots on WAAC Terre Haute near the 7:30 a.m. news. (Our business opens at 7:30 a.m.) Special traffic-building contests or coverage of Indiana State University basketball in the NCAA tourney finds us using WTHI-TV Terre Haute. We buy each station for a definite purpose or audience.

There's fun in doing your own radio and television spots. And feedback to the sponsor is direct and to the point.

After 10 years of using radio and five years of buying TV spots, we'll back our one-minute announcements against those of the discount houses and company-owned stores for top effectiveness. We have better control over the schedule than an advertising or sales manager hundreds of miles away. Also, we know when a spot is working or when it isn't.

A competent local-station staff can help, too. Several times when we've come to the WBOV studios to record, they didn't think the idea or sales pitch was exactly right. We changed the copy. It is this type of assistance, and the ease in taping announcements, which makes do-it-yourself radio advertising fun—and profitable.

Effects ■ We attempt to give our tire sale announcements a different sound. Special production effects are the key-stone of our radio advertising. Our production spots may have me as a helicopter traffic reporter on the scene as a tractor-trailer pulls away from the Carney Tire Co. This means "another truck-load tire sale has started at Carney's." Announcements with crowd background noise may feature this writer as a news reporter in the middle of a demonstration—"a demonstration caused by low prices with the crowds continuing to come as the Carney brothers won't raise prices to stop these demonstrations."

When snow or ice is on the ground, we run a "stand-by" spot eight or 12 times daily with the latest road bulletins from "Carney's Snow Tire Central," advising how to drive on slick streets and to come to Carney's for snow tires. If secret agents or bad railroad crossings

make timely conversation, we usually have a radio spot to tie in. If the Kiwanis club needs help selling Travel & Adventure Series tickets or the Optimist club has fish-fry tickets to sell, we'll gladly give 15 seconds of our minute commercial to help them. The Carney Tire Co. is the only retailer selling Indiana State University football game tickets. We promote these things only on radio.

We feel we can tailor anything to radio spots. In a year's time we will cut more than 50 different ones, saving the best five or six to reinsert in the schedule if business slows. Business usually picks up when we put one of our favorites back on the air.

Talent ■ We also like to pitch our own TV spots, but the local screens have become so full of appliance dealers or used-car salesmen that last year we introduced our 4-year-old son, Mike, as a television actor-salesman. I read the copy, off-camera. Mike did the spot from his toy station wagon, driving past the tire displays and other products sold by "Daddy and Uncle Joe." Without a doubt, this was the most effective TV spot we've ever done—far superior to my straight pitches.

With 20 other business-district merchants, the Carney Tire Co. shares a Tuesday-evening WTHI-TV newscast. The cost is small and the exposure large, with each retailer getting brief store-product identification.

Our TV schedule is heavier during winter. We buy one-minute locations in parades, Sunday football games and near newscasts.

The Carney Tire Co. is now using its radio-TV spot-announcement schedule to publicize the *Life* grant. This "celebrity approach" will help us greatly and put the icing on the award.



Bernard (Bernie) Carney brought radio and TV experience to the management of an established family business. He joined The Carney Tire Co., Terre Haute, Ind., in 1956 after serving as acting chief, Radio-TV Branch, Public Information Office, at the Third Army's Atlanta headquarters and with WFBM-AM-FM-TV Indianapolis as sales promotion and advertising manager. He majored in broadcasting and graduated from Indiana State University, Terre Haute, in 1951.



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WSPD
RADIO
TOLEDO

A STORER STATION



Is there a swing to Norelco
Just ask these busy people
Better yet, ask the



Scenes from North American Philips Company, Inc., Studio Equipment Division manufacturing facility, Mt. Vernon, N.Y.

3-tube Plumbicon* color cameras? who build them. people who are buying them.

Here's a partial list of stations now using the Norelco cameras. Ask them—at our expense—why they chose Norelco cameras. Call or write us. If you're in the market for a new color camera, we'll pay for your trip to one of these stations, subject of course to availability of their technical personnel to show and tell you the reasons for their choice.

STATION	LOCATION
EAST	
WNHC-TV	New Haven, Conn.
WNEW-TV	New York
REEVES SOUND STUDIOS	New York
SPORTS NETWORK	Rutherford, N.J.
SOUTH	
WAGA-TV	Atlanta, Ga.
WJBF-TV	Augusta, Ga.
WCYB-TV	Bristol, Va./Tenn.
WKRG-TV	Mobile, Ala.
WSPA-TV	Spartanburg, S.C.
WBTV (Remote Unit)	Charlotte, N.C.
MIDWEST	
WFIE-TV	Evansville, Ind.
WFRV-TV	Green Bay, Wisc.
WISH-TV	Indianapolis, Ind.
WEST	
KABC-TV	Los Angeles, Cal.
KTTV	Los Angeles, Cal.
KXTV	Sacramento, Cal.

Two major networks and dozens of stations now use Norelco 3-tube color cameras. Over a hundred of these "new generation" cameras are on the air today. And, just to keep up with orders, we've had to triple production personnel and quadruple the number of our factory test stations in less than a year.

Why the swing to Norelco 3-tube cameras? The big reason is superior performance through state-of-the-art innovations. *Item:* A sharper picture in both color and monochrome than with any 4-tube camera; Norelco's "contours out of green" system for both vertical and horizontal aperture correction provides that. *Item:* Lower noise, more detail in dark or shadowed areas with Norelco's superior gamma circuitry. *Item:* No lag because our beam split system is highly efficient; also, the light is split 3 ways, not 4. *Item:* Maximum stability and reliability because the Norelco 3-tube camera is inherently simpler (which also means fewer controls, less set-up time).

Briefly, that's why they're swinging to the Norelco camera. For technical details, call our sales representative, Visual Electronics. Or call us. Be a swinger.

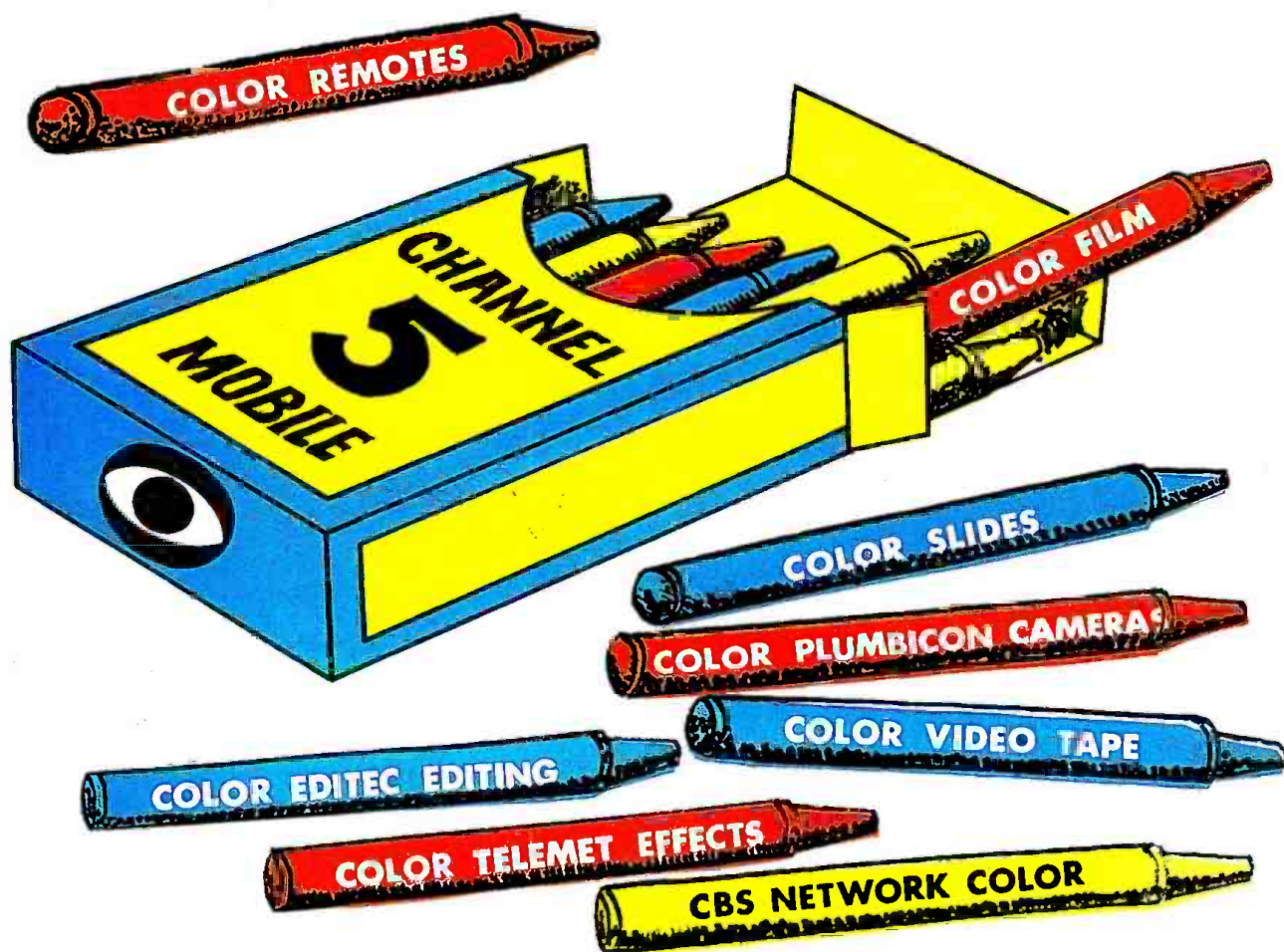


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C.P. PERSONS, Jr., General Manager



Who's to slice that pie in sky?

ETV forces begin their moves in expectation
of heavy windfalls; NET to join commercial chains
in live coverage of 'State of the Union' message

Educational television, which may be emerging from a lean past into a future that promises large funds and fancy hardware, gave indications last week of how it may put its anticipated resources to work—on nationwide programming that overlaps commercial network service.

The final shape of noncommercial TV and its national program sources cannot be foretold until Congress defines, as it may next year, a new national policy on funding and operation. Meanwhile a scramble for position is becoming evident among existing forces in noncommercial broadcasting.

A major move for recognition was made last week by National Educational Television, a programming source that serves some 100 ETV stations. In a surprise announcement, John F. White, president of NET, disclosed plans for the first coast-to-coast live hook-up of ETV stations to broadcast President Johnson's "State of the Union" address next month as the centerpiece of a two-and-a-half-hour program including background and analysis.

The commercial television networks have traditionally broadcast "State of the Union" addresses live and plan to do so next month. Indeed NBC News has already been chosen as the originator of pool pickup from the Capitol and has begun planning its installation of lights and color cameras.

After the NET announcement, which was as much as a surprise to them as to anyone else, news executives of the three commercial networks said they would proceed with their plans. Although some wondered about NET's choice of so well covered an event for the core of its first national live feed, others pointed out that NET's fore-and-aft background and analysis segments would be more extensive than the commercial networks' supplementary coverage. The latter view was also expressed by Mr. White who said he did not regard his proposed program as duplicating conventional coverage.

Describing the "State of the Union" program as a "historical occasion for educational television," Mr. White said it would be the first of several special programs to be fed live by NET in 1967.

For Openers ■ Mr. White's announcement came as a curtain raiser to what is expected to be an extensive discussion of ETV's future in filings due at the FCC next Friday (Dec. 16). These



John F. White

will be filings of comments on the Ford Foundation's proposal for the creation of a nonprofit organization to operate a domestic satellite system for all television networks, including ETV, which would be supported from profits earned from fees the commercial networks paid. The foundation is expected to amplify its proposal this week.

Some time later, perhaps next month, the dialogue on ETV is expected to pick up even more steam when the Carnegie Commission on Educational Television submits a report based on its intensive study of noncommercial broadcasting's prospects. The Carnegie Commission was founded with the endorsement of President Johnson, and its report is expected to carry very heavy weight. Though tight security has surrounded the commission's deliberations, there have been reports that the commission will recommend a budget of \$100 million a year or more for non-commercial broadcasting to be paid out of federal funds.

The showdown on ETV's future may come in the Senate in the next session. Senator Warren G. Magnuson (D-Wash.), chairman of the Communications Committee, has already announced that he intends to hold extensive hearings on ETV. Mr. Magnuson was the principal sponsor of an act under which the federal government has awarded some \$23 million to help in the establishment of ETV stations. That authorization of federal spending expires next year.

Who Is First? ■ With attention thus focused on ETV from all directions, and money seeming sure to follow, the question was raised as to what organization might emerge as the programming authority through which the funds will be channeled and how that organization might be structured.

It was speculated last week that the timing of NET's program announcement—with the shape of ETV's future now hanging in the balance—and the nature of the program itself had been

WHO'S TO SLICE THAT PIE IN THE SKY? continued

chosen as factors that would spotlight the primacy of NET as the obvious beneficiary of whatever bounty may lie in ETV's future.

President White denied the timing of the NET announcement was in any way related to any particular proceeding that will affect the future of educational television, while acknowledging that NET must gain experience in handling live national telecasts.

It was noted that the plan to cover the "State of the Union" address was not only an innovation for NET, but that it seemed close to the type of programming that the Ford Foundation has been interested in supporting with its satellite plan.

Look to the Future ■ Appearing before the Senate Communications Subcommittee last August Ford Foundation President McGeorge Bundy said "nothing is more needed in our society, and for television itself, than first-rate national noncommercial broadcasting," adding that a new way must be found to financially promote educational television programming.

Last week Mr. White said NET's coverage of the presidential address was certainly an omen of more to come in the way of live coast-to-coast news and cultural programming from the educational network, but that this "will always be different from what our commercial colleagues are doing."

Referring to the other networks' coverage of the President's address, he said "if the past is any indication, they will just fill out the hour with analysis,"

before going back to their regular programming.

The NET program will begin with a half-hour of background information, then cut to the President and wind up with a lengthy analysis of the address. This analysis will be presented by economic and political authorities in various cities around the country. The program will be anchored by Paul Niven, Washington correspondent for NET. It will go out live to about 75 NET affiliates and be delivered on tape to 25 or 30 other noncommercial stations.

For the program the educational network expects to use the pool facilities of the commercial networks to pick up the President's address from the congressional chamber. Mr. White said this problem had not been worked out but that NET is prepared to pay its share of the cost of the pick-up if it is asked to.

Where It Began ■ The whole question of noncommercial television's structure and support has been thrust into the center of the FCC's communications satellite proceeding through the Ford Foundation's proposal (BROADCASTING, Aug. 8). The commission proceeding began as an inquiry into the use and ownership of satellites for domestic communications of all kinds. At the outset educational television was not even mentioned. The commission is still concerned with the broad questions of domestic satellite ownership and use even though publicity surrounding the proceeding has centered on ETV since

the Ford proposal was made.

NET's President White said his organization has had a five-man task force developing plans for the eventual design of an educational network that will have interconnection facilities at its disposal.

Their final report should be ready within a month, he said.

Mr. White reported frequent contact between him and Fred Friendly, former CBS News president who is now consultant to the Ford Foundation, on NET's plans and also with members of the Carnegie Commission. According to Mr. White there is no one he has talked to who doesn't see NET as the central program source in whatever noncommercial broadcasting design is developed.

A high official of the National Association of Educational Broadcasters said late Thursday that he had not heard of Mr. White's announcement of NET's intention to cover the "State of the Union" speech.

The NAEB represents both television and radio broadcasters in the educational field. It has begun a drive to raise money for its own expansion (CLOSED CIRCUIT, Dec. 5). NAEB officials have asked commercial broadcasters and TV set manufacturers to contribute some \$100,000. The association has explained that it wants to add enough staff to its permanent headquarters in Washington to enable it to plan for future expansion.

NET, with headquarters in New York, is operating this year on a \$9-million budget, supplied by private sources, principally the Ford Foundation. It has produced and distributed taped and filmed programs to affiliates scattered all over the country. In a few instances it has been involved in live hookups of no more than regional size.

Mr. White said the next National NET telecast would very likely be of a cultural nature. Perhaps a dramatic presentation, he said.

While NET has undertaken programming efforts from its New York base it has never had the resources available to use nationwide hookup. The organization has interconnected stations on a regional basis and now considers interconnection as its "highest priority." Gerald L. Appy, field services director of NET, says that by 1968 it hopes for permanent interconnection on a minimum basis of eight hours per day.

Last summer four East-Coast ETV stations were connected for nine weeks for presentation of jointly produced live public affairs programming.

Regional networking by educational stations has been spreading throughout the country on an intrastate basis, it was pointed out.

Students operate suburban Chicago ETV

Children in suburban Chicago are getting training in practical television station operation at the high-school level.

This is but one of the many benefits seen in a new \$130,000 educational TV system now starting programming at suburban New Tier township high school at Winnetka, Ill. The student-run station is said to be the first four-channel closed-circuit system authorized by the FCC in the 2500 mc microwave relay band. All four channels will be "on the air" simultaneously, each with a different program service.

A professional staff of five persons guides the student staff of nearly 150. Together they are producing in-class programming and other shows

such as teacher training and coverage of live events like debates or concerts. The system feeds programs to more than 17,000 students in 25 schools in seven districts surrounding the Chicago North Shore village.

The station boasts two live studio cameras, two compact broadcast-type video-tape recorders, a mobile unit and a master control that would be the envy of many commercial stations. The students try their hand at virtually all jobs including technical operations.

According to the preliminary plans announced last week in Chicago, the annual operating budget for the school project has been set at \$60,000. This amount is to be shared by participating schools.

An ETV panel looks at commercial TV

To Donald H. McGannon, president of Westinghouse Broadcasting Co., "the new TV season lacks excitement. The sets-in-use show viewership is average, but that's not enough. I think people are getting a little bored. They're not talking about television. I seldom hear people say: 'Did you see that show on TV last night?'"

He expressed this opinion on a one-hour discussion show produced and directed by Joan Shephard for the Brooklyn College TV Center in New York and being seen on non-commercial TV stations. Other members of the panel were: FCC Commissioner Kenneth A. Cox; Herb Jacobs, president of Television Stations Inc.; Senior Vice President Robert B. Hudson of National Educational Television Network; and critics Marya Mannes and Lawrence Laurent.

While the broadcasters on the panel were willing to grant that TV is not providing "the best" to viewers, they denied charges that TV is not giving viewers what they want.

Mr. Jacobs said: "TV's critics are a highly audible minority. But we never hear from the huge, silent majority that likes what they see."

But critic Laurent "is bothered" when he hears "the slogan, the cant, the plain damn foolishness that TV is giving people what they want. I have never in my life met anybody born with an aching necessity to see *The Beverly Hillbillies*. These are created needs."

Miss Mannes said that "the ordinary people" she has met, "taxi drivers and shop girls," say that they "can't find anything worth looking at," and that "as long as programing is based on delivering a mass audience, it will never reach the creative heights it could."

Mr. McGannon said: "There was a commitment made many years ago



Participants in program were (l to r): Herb Jacobs, president, TV Stations Inc.; Marya Mannes, critic; Lawrence Laurent, "Washington Post"; Donald H. McGannon, presi-

dent, Westinghouse Broadcasting Co.; Robert B. Hudson, senior vice president of National Educational Television Network, and FCC Commissioner Kenneth A. Cox.

to advertiser support. Advertising support—mass audiences—programs to get mass audiences. That's as simple as the sequence is. If you want to upgrade programing, you've got to find some way of breaking that . . . and I personally think that if it can't be done by the networks you are going to see very little of it happening.

"At the moment, the networks are locked into a frenetic competition for first place, a position which really doesn't mean all that much in terms of revenue. They could innovate, not every night, but one show a night . . . Instead, competition is increasing."

Miss Mannes replied: "Far more people want better things than are articulate enough to describe them . . . You have accepted the status quo: a commercial system not susceptible to change; an educational system, alas, not properly financed and no more a rival of commercial television than David was of Goliath."

After that analogy, Miss Mannes continued: "What are the alternatives? The BBC is superb. More

educational television. Pay-TV. I think everything should be tried."

Commissioner Cox said: "There is going to be no improvement in programing by government fiat. But there is the possibility that package-goods advertising can be supplemented by advertisers of more expensive merchandise for whom it would pay to sponsor better quality, the Xerox Corp., for example. And those willing to pay for television should be given the direct option of a pay-TV alternative."

Mr. Hudson suggested that one of the functions of ETV is to "complement and influence commercial television. For example, our series of dramatic shows apparently sparked some thinking at the networks. Of course, they have somewhat of an edge as far as financial support is concerned."

The show, *Broadcasting: Is the Viewer Remembered in Television 1966-67?* has been provided to the 24 stations of the Eastern Educational Network.

Miss Shephard is currently negotiating for sale of the show to two group broadcasters.

L.A. agency will sponsor half-hour cultural show

A media millenium has come to local television in the Los Angeles market. Last week a locally based advertising agency—not any of its clients—bought a locally produced half-hour cultural program and will be its sole sponsor.

Carson/Roberts Inc., Los Angeles, announced that it will sponsor the color

special called *Picasso: 60 Years of Graphic Works* on KHJ-TV Los Angeles. The agency will act as its own client. It plans to use the commercial time available on the program to point up the growth of cultural activities in Southern California and the necessity for everyone living there—including people working for advertising agencies—to contribute to that growth. In all, C/R will run a billboard at the opening and close of the program and the message about the area's cultural growth in

will be placed in the middle of the program.

KHJ-TV, an RKO General-owned, nonnetwork station, applauded the action of the agency sponsoring its own program on television. The station pointed out that in the past its cultural specials have not been money-making propositions and that at best KHJ-TV barely broke even in bringing such programs to the public. The C/R-sponsored special will be broadcast at 7:30 p.m. on Dec. 21.

Spot TV buying up another 7.3%

TVB reports \$270.6 million in gross times sales

in third quarter; P&G still tops, but dramatic

increases shown for Colgate-Palmolive, GF

National and regional spot-TV advertisers spent an estimated \$270.6 million in gross time in the third quarter this year compared to \$248.3 million in the same period a year ago.

The Television Bureau of Advertising in its quarterly spot report today (Dec. 12) said this is an increase of 7.3%, computed on the comparison of the same number of stations reporting for the July-September period in both years.

Both Colgate-Palmolive and General Foods went from the \$8-million-plus level in the three-month period in 1965 to over \$11 million this year. Other advertisers who spent more in this year's period compared to third quarter of 1965 were: Warner-Lambert, Johnson & Johnson, Liggett & Myers Tobacco, Shell Oil, Associated Products, S. C. Johnson, National Dairy Products, Mobil Oil, Texaco, Swift, California Packing, Sun Oil and Parker Pen.

The most favored and most heavily invested spot commercial length continued to be the one-minute form, the advertisers placing more than \$191.3 million, or 70.7% of the \$270.6 million total, for 60-second commercials (which

by TVB's definition includes commercials 40 seconds or more). In 20's (includes all other lengths up to 30's), spot advertisers spent over \$45.3 million (16.8%), in 10's (8-10 seconds) more than \$15.5 million (5.7%) and in programs, over \$18.4 million (6.8%).

By day parts, daytime TV took an estimated 21.8% of the spot money in the quarter, early evening 23.4%, nighttime 34.2% and late night 20.6%.

Greatest increases among product categories occurred in clothing-furnishings-accessories, consumer services, gasoline and lubricants, tobacco products-supplies and transportation and travel.

According to the bureau, Goodyear Tire & Rubber Co. and Household Finance appeared in the top-100 spot TV advertiser list for the first time in any quarter.

The top 100 spot advertisers in the quarter:

(Source: TVB/LNA-Rorabaugh)

Rank	Advertiser	Expenditure
1.	Procter & Gamble	\$19,563,500
2.	Colgate-Palmolive	11,411,200
3.	General Foods Corp.	11,149,100
4.	Coca-Cola Co./bottlers	8,817,000
5.	William Wrigley, Jr., Co.	5,844,700

Sagging coffee sales need spot TV injection

Spot TV to heat up coffee's cooling sales is the recommendation of a study released last week by the television division of Edward Petry & Co., New York station representative.

The study points out that while coffee advertising in spot TV has remained stable since 1960, soft-drink spot advertising has more than quadrupled. During the same period, per-capita consumption of soft drinks has increased 31%, while coffee per-capita consumption has declined 5%.

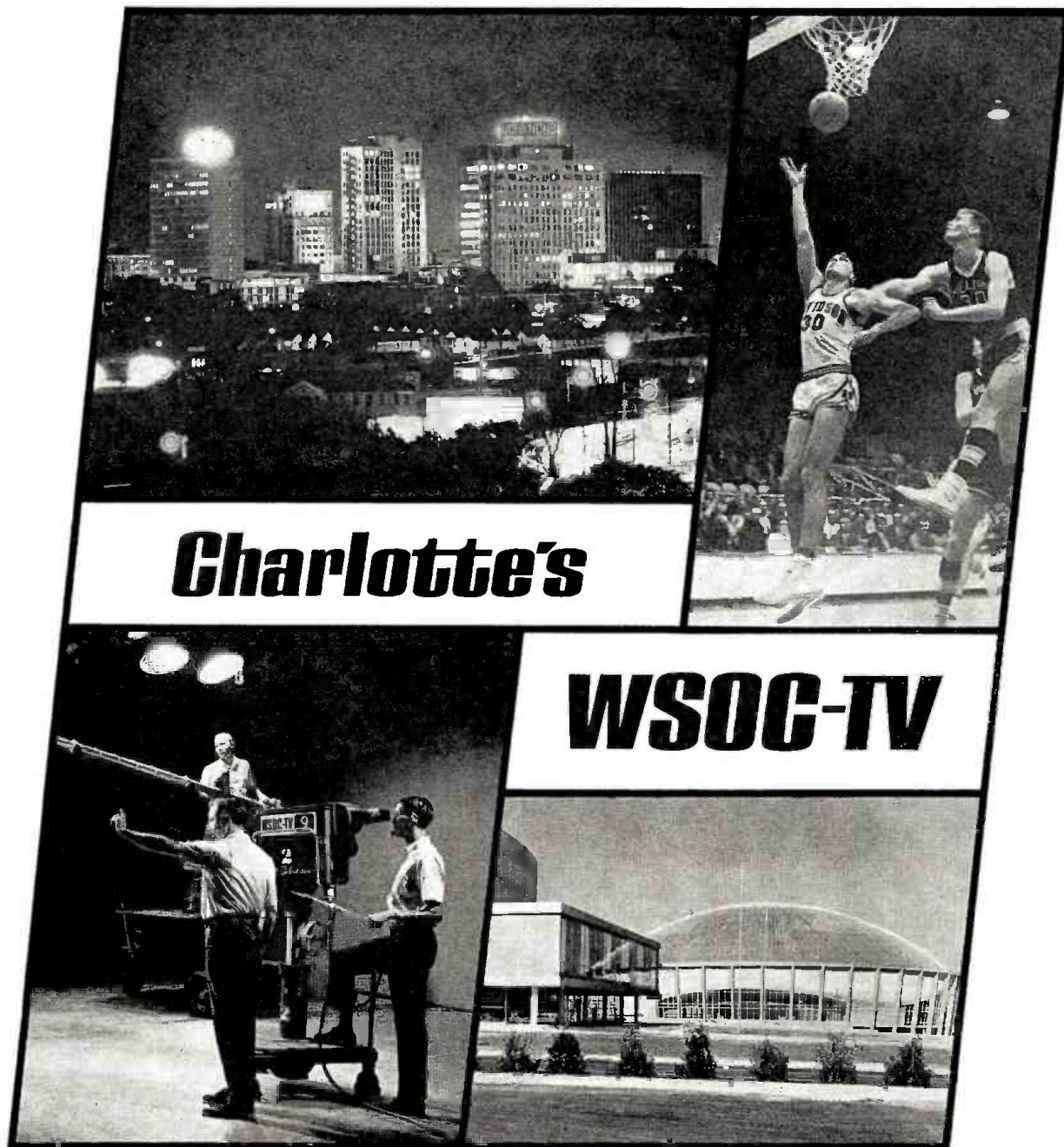
In addition, the percentage of consumers who are coffee drinkers has declined from 74.7 in 1950 to 71.4 in 1965. This indicates a loss of 5 million potential consumers.

The study cites the parallel problem of the brewing industry. Since 1957, when both sales and per-capita consumption declined, beer advertisers have greatly expanded their spot-TV efforts. In every year since then, sales and per-capita consumption have significantly increased. The sales of the five heaviest users of spot TV have increased three times faster than those of the industry as a whole.

The study concludes that while the World Coffee Promotion Committee's "Think Drink" campaign on network (ABC-TV) and spot TV (14 markets) is a step in the right direction, an all-industry campaign domestically would do much toward improving coffee sales.

Rank	Advertiser	Expenditure
6.	Bristol-Myers Co.	\$5,542,100
7.	Warner-Lambert Pharma.	5,049,000
8.	Lever Brothers	5,044,100
9.	Kellogg Co.	4,747,300
10.	Johnson & Johnson	4,446,800
11.	General Mills	4,289,800
12.	Liggett & Myers Tobacco	3,908,200
13.	Pepsi-Cola Inc./bottlers	3,805,800
14.	Gillette Co.	3,263,000
15.	Miles Laboratories	3,202,000
16.	Ralston-Purina	3,014,600
17.	Corn Products Co.	2,980,000
18.	Ford Motor Co., dealers	2,782,400
19.	American Home Products	2,658,900
20.	American Tobacco	2,599,300
21.	Alberto-Culver	2,556,100
22.	Quaker Oats	2,452,200
23.	American Can Co.	2,395,200
24.	Continental Baking Co.	2,348,400
25.	Shell Oil Co.	2,279,300
26.	Philip Morris	2,224,700
27.	Associated Products	2,195,200
28.	General Motors Corp., dealers	2,114,800
29.	Jos. Schlitz Brewing	2,056,300
30.	Mars Inc.	1,978,600
31.	Standard Brands	1,969,400
32.	S. C. Johnson & Son	1,944,800
33.	Pabst Brewing Co.	1,913,800
34.	Brown & Williamson Tobacco	1,869,000
35.	Carter-Wallace	1,847,900
36.	National Dairy Products	1,843,300
37.	Seven-Up Co./bottlers	1,776,100
38.	Royal Crown Cola Co./bottlers	1,643,600
39.	Carling Brewing Co.	1,593,200
40.	H. J. Heinz Co.	1,574,700
41.	Mobil Oil Co.	1,551,100
42.	Pet Inc.	1,351,600
43.	Avon Products	1,331,600
44.	Mead Johnson & Co.	1,318,300
45.	Gulf Oil Corp.	1,277,700
46.	Heublein Inc.	1,247,400
47.	P. Lorillard	1,189,600
48.	P. Ballantine & Sons	1,170,000
49.	Phillips Petroleum Co.	1,148,500
50.	Texaco	1,121,300
51.	Chrysler Corp., dealers	1,103,700
52.	Murine Co.	1,095,900
53.	Falstaff Brewing	1,095,700
54.	American Oil	1,068,700
55.	Revlon	1,063,300
56.	National Biscuit	1,002,200
57.	Swift & Co.	978,900
58.	California Packing	888,400
59.	Canada Dry Corp./bottlers	866,700
60.	Sun Oil	841,600
61.	Sears, Roebuck & Co.	826,100
62.	R. J. Reynolds Tobacco	802,000
63.	Nestle Co.	794,500
64.	Pillsbury Co.	742,500
65.	Campbell Soup	736,700
66.	Piel Bros.	734,200
67.	Ford Motor Co.	731,600
68.	United States Borax & Chemical Corp.	728,700
69.	E. & J. Gallo Winery	727,000
70.	Stroh Brewery Co.	723,700
71.	Anderson-Clayton & Co.	718,900
72.	United Air Lines	715,600
73.	Texize Chemicals	710,700

The action station in the action city!



Charlotte's

WSOC-TV

HAVE YOU LOOKED AT CHARLOTTE LATELY? This largest city of the Carolinas is mushrooming, building, bustling with prosperity and production. Here is where advertisers tap the highest effective buying income per household in the Southeast. Retail sales tops in the Carolinas. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to give you a proposal. Let us show you how you can get more for your advertising dollar in North Carolina with Charlotte's WSOC-TV.

NBC/ABC—Represented by H-R



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

Rank	Advertiser	Expenditure
74.	C. Schmidt & Sons	\$689,800
75.	Greyhound Corp.	686,600
76.	General Motors	677,100
77.	Goodyear Tire & Rubber	671,700
78.	WTS-Pharmcraft	667,600
79.	Rheingold Breweries	665,400
80.	Household Finance	626,000
81.	Sinclair Refining	619,900
82.	Parker Pen	613,700
83.	Pearl Brewing	610,900
84.	American Motors Corp., dealers	602,200
85.	Borden Co.	600,100
86.	Purex Corp.	588,300
87.	Sterling Drug	583,200
88.	Schick Electric	580,300
89.	Trans World Airlines	577,300
90.	Carnation Co.	575,900
91.	Anheuser-Busch	572,700
92.	American Airlines	561,800
93.	Standard Oil Co. (Ohio)	556,500
94.	Hills Bros. Coffee	550,500
95.	F. & M. Schaefer Brewing	549,700
96.	Stokely-Van Camp	549,500
97.	Olympia Brewing Co.	545,000
98.	Lehn & Fink Products	537,800
99.	Beatrice Foods Co.	536,200
100.	Abbott Laboratories	530,900

By day parts

Time of day	Amount	%
Day	\$ 59,074,000	21.8
Early evening	63,315,000	23.4
Night	92,398,000	34.2
Late nite	55,845,000	20.6
Total	\$270,632,000	100.0

Dollars invested by length of commercial

Length of commercial	Amount	%
60's (40 sec or more)	\$181,358,000	70.7
20's (20-30 sec)	45,327,000	16.8
10's (8 to 10 sec)	15,542,000	5.7
Programs	18,405,000	6.8
Total	\$270,632,000	100.0

Commercials in production . . .

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

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Dow Chemical Co., Midland, Mich. (Saran wrap); one 60 for TV, music score. Charles Barclay, production manager. Agency: MacManus, John & Adams, Bloomfield Hills, Mich. Bob Higgins, agency producer.

Tasty Baking Co., Philadelphia (Tastykake); two 60's for radio, jingles. Charles Barclay, production manager. Agency: Aitkin-Kynett, Philadelphia. George McNeely, account executive. Allen Gray, agency producer.

Jefferson Productions, 1 Julian Price Place, Charlotte, N. C. 28208.

C&P Telephone Co. of Maryland, Washington (services); three 20's for TV, live on tape, color. Reg Dunlap, production manager. Agency: N. W. Ayer & Son, Philadelphia. Garry Simpson, agency producer.

First Citizens Bank, Charlotte (services); five 60's and three 20's for TV, live on tape. Reg Dunlap, production manager. Agency: Lloyd Advertising, Charlotte. L. W. Allen, agency producer.

WHEN-TV to stick by color surcharge

WHEN-TV Syracuse, N. Y., which opened the floodgates of agency criticism when it announced a color rate card last month (BROADCASTING, Dec. 5, CLOSED CIRCUIT, Nov. 28), is standing by the 5% increase for commercials run in color.

Paul Adanti, vice president and general manager, said last week that he expected some strong agency feeling about the increase but he was "most surprised and concerned with statements which have threatened economic sanctions in the purchase of other than color time on our station and which have threatened economic sanctions against our sister radio station, WHEN, which is a separate operation."



Mr. Adanti

He said threats that the Syracuse market would be bypassed if "our competition" institute color charges are "equally unsettling." (WSYR-TV and WNYS-TV both had said earlier they did not plan color charges.)

Mr. Adanti said there is no reason for color TV to be an orphan compared to other media that receive extra payment for color. He charged advertisers were being "unrealistic" to expect television, "alone of all the various media of advertising, to offer a continuing 'free ride' for color advertisers in the face of the increased costs incurred to provide the color service."

The advertiser is not required to use color, he added, noting that black-and-white television "is an advertising medium of unparalleled impact and effectiveness [and one that] remains woefully underpriced."

WHEN-TV's color charge, he continued, is a move to "develop a formula for this premium service and premium impact on a sensible, equitable basis, founded on the color circulation" of the station.

The ability to produce results is the only criterion for advertising dollar investment, he said, and "on that premise we are willing to be judged."

Business briefly . . .

The Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, will sponsor the rerun of "Brigadoon" on ABC-TV in early March and has signed for two additional musical revivals on ABC: "Carousel" in early May and

"Kismet" in early fall, 1967. Original telecast of "Brigadoon" was Oct. 15.

American Airlines and The Chemstrand Co., (both through Doyle Dane Bernbach), and **Sylvania Electric Products** (Tatham, Laird & Kudner), all in New York, and **R. J. Reynolds Tobacco**, Winston-Salem, N. C. (William Esty, New York), will sponsor ABC-TV's third blockbuster feature film scheduled this season—*Guys and Dolls*—on Feb. 8 (8-11 p.m. EST).

Coca-Cola Co., Atlanta, through the Marschalk Co., New York, plans a \$4-million campaign in 1967 that includes spot TV for Tab, Sprite and Fresca. In addition Fresca will use its first network TV with participations in five football games between Dec. 24 and Jan. 2.

S&W Fine Foods Inc., San Francisco, through Foote, Cone & Belding Inc., same city, renews its broadcast advertising on ABC Radio West with an expanded schedule. A 52-week order continues S&W as a sponsor of the *Frank Hemingway 7 a.m. News* on a rotating schedule. Beginning Jan. 2, 1967, S&W will add *Frank Hemingway's News Sound*, weekdays 5:30-5:45 p.m.

NAB code board to decide on billboard cutbacks

Several proposals on time standards, including alternate staff recommendations, will go before the National Association of Broadcasters television code board at its meeting in Washington this week (Dec. 14-15).

The original staff proposal presented at the code board's regular October meeting (BROADCASTING, Oct. 10), would have restricted the use of billboards to single-sponsored half-hour or longer programs and have them run no longer than 10 seconds. This would result in reducing the amount of non-program time 40 seconds per hour (assuming two half-hour shows)—from 16-minutes, 20-seconds per hour to 15 minutes, 40 in nonprime time, and reducing the 10-minute 20-seconds to nine minutes, 40 seconds in prime time.

The alternate proposal will be that billboards for participating shows be allowed but that they result in a time cutback that would total 20 seconds an hour.

Among the other proposals before the code board are ones from Corinthian Broadcasting, Storer Broadcasting and Kaiser Broadcasting. These range from limiting number of commercials and interruptions to separate time standards for network affiliates and independents to an average time standard for the whole day.

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



... and BEELINE RADIO KMJ is a proven way to reach this important market

You have a powerful line-up working for you on Beeline Radio. KMJ, for instance, covers Fresno's 9-county market where people have over \$2.63 billion to spend

every year. KMJ is just one of four Beeline stations ... the key to California's rich Inland Valley.

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



McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KMJ • Fresno

KFBK • Sacramento

KBEE • Modesto

KOH • Reno

BROADCASTING, December 12, 1966

Hart to get network side

Hill hearing on alleged discrimination in ad practices resumes today

The Senate Antitrust and Monopoly Subcommittee, which earlier this year delved into alleged discriminatory practices in the field of television network advertising, will resume its inquiry in Washington today (Dec. 12) with the avowed purpose of hearing the networks' side of the story. There were indications that the hearing would range beyond network practices.

The lineup of witnesses scheduled to testify at the three-day hearing includes network executives, government officials and the head of the National Association of Broadcasters.

Subcommittee Chairman Senator Philip A. Hart (D-Mich.) said the group would hear the networks' side of the allegations made earlier and examine the adequacy of present law and enforcement. Shortly after the group wound up the earlier sessions in June (BROADCASTING, June 6), its staff began preparing for this sequel and Senator Hart said last week the networks had provided data to assist in understanding their rate and discount structures.

He also called attention to the earlier charges by small businessmen and media experts that major corporations

received discounts and favorable placement for their advertising.

The government officials scheduled to appear at the hearing are Rosel H. Hyde, chairman of the FCC; Paul Rand Dixon, chairman of the Federal Trade Commission, and Edwin H. Zimmerman, first assistant to the assistant attorney general in charge of the antitrust division.

The network officials are Thomas H. Dawson, senior vice president of the CBS Television network; Dr. David M. Blank, vice president of economics and research of the CBS Broadcasting Group; Thomas W. Moore, president of ABC and Don Durgin, president of NBC-TV.

Vincent T. Wasilewski, president of the National Association of Broadcasters, is also scheduled to appear.

Although the hearing is billed as a chance for network rebuttal of the earlier charges, it reportedly may develop into a wide-ranging continuation of the general probe into advertising practices. Some see it as an extension of the heated dialogue that has been waged in recent weeks over the possible extension of government activity into advertising because of what it feels may be discrimination against small advertisers and because of the impact that large advertising budgets may have on economic concentration. (BROADCASTING, Oct. 31.)

The subcommittee will also focus on the NAB code and charges it may adversely work against small advertisers. Network officials also will probably face a thorough grilling on their rate discounts and other practices. The presence of high officials from the FTC and the Justice Department's antitrust division also indicates they may amplify on past

statements concerning advertising. The head of the antitrust division has already suggested some action such as government entry into the dissemination of additional product information for consumers.

One of the subcommittee's staff has suggested some action to remedy present practices and Senator Hart has also voiced concern over the lack of opportunity for smaller firms. The staff for this hearing has gathered data submitted by the networks on rates, discounts, and availabilities for a presentation that may center on some of the charges of unfairness to small advertisers.

TV to educate consumers urged

Young & Rubicam's executive vice president, William J. Colihan Jr., called for industry, advertising and media support of a program of consumer education at the annual "Freedom of Information" conference last week at the University of Missouri.

"Perhaps if LBJ or Esther Peterson called a White House conference on extending the benefits of marketing," Mr. Colihan said, "we could develop some really great ideas."

"I think that business, media and advertising can put together an adult course in consumer education . . . that [they] can deliver it to needy consumers in their homes . . . and that it is the social responsibility of business, media and advertising—of the hitherto unholy three of marketing—to do so."

"Give us a TV network for 15 minutes a day and we will build a bridge. Enlist the Ad Council for free commercials on radio and we will get the program looked at."

"It would be nice, however," he emphasized, "if government could realize it could be helpful by making receptive sounds and gestures."

Mr. Colihan described the lack of effective consumer education as "a giant weakness of marketing. We need more consumer education—if the marketing system is to succeed in energizing the economy of and for all the people. This is to say we need more affluent consumers, smarter consumers, better-educated-to-better-buying consumers than we now have."

Mrs. Peterson, adviser to President Johnson on consumer affairs, termed the Colihan proposal "a very worthwhile idea." She said that she intends to explore the suggestion.



Mr. Colihan

C&W remotes pull lakeside land customers

WKTC Charlotte, N.C., has been the key to success for land developer, W. G. (Bill) Allen Jr. And the door WKTC has opened with its country-and-western sound is one through which \$5.7 million worth of real estate customers have passed in six years, according to WKTC.

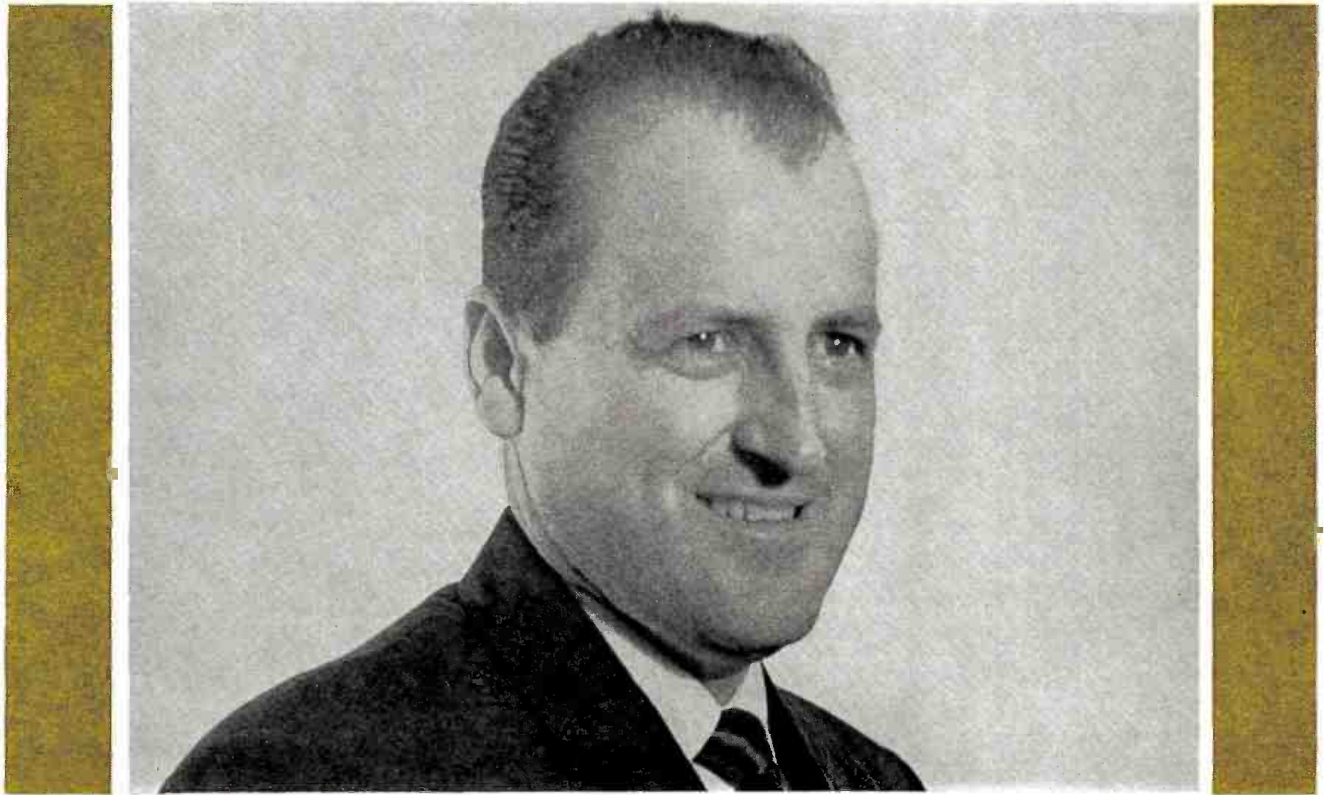
The radio campaign for the land transactions features 20 spots daily for the four days preceding a sale, usually held on Sunday, plus additional spots on the morning of the event.

Mr. Allen's "supermarket" system for lot buyers, which J. G. (Jack) Kenworthy, president of WKTC, and Johnny Jacobs, manager and featured announcer, have helped spark since its inception, is based on mass sales of building sites for \$10 to \$25 down and a similar amount per month. This formula, plus the at-

traction of C&W performers such as Porter Wagoner, Tex Ritter, Justin Tubb, Sonny James and Stonewall Jackson, has lead to sales of as many as 67 lots in one afternoon.

With promotion from WKTC, Allen has become the largest single retailer of lakeside recreational lots in the area, according to the station. He has sold 525 waterfront lots, approximately 800 waterview lots on Lake Norman, the largest inland body of water in North Carolina, and over 200 mobile-home lots and more than 1,100 suburban residential lots within 10 miles of Charlotte. The carnival atmosphere created at an Allen selling site is centered around the broadcast stage for the C&W performers, who are on the air from 12:30 to 6:30 p.m. during special sale days.

Meet the fine executives behind United Broadcasting Company...



Successful men like C. C. Courtney of WJMO Radio, Cleveland.

To serve your audience, you've got to *know* your audience, says C. C. Courtney, executive vice president of UBC. With years of radio experience already behind him, Courtney joined Cleveland's WJMO 14 years ago, when the station subsisted on a 'round-the-clock diet of rhythm and blues. Since then, the WJMO audience has doubled, and now stands at 300,000. What did Courtney do? He looked long and hard at the Negro market in Cleveland, and determined they were after more than music. Today, a

balanced format of News, Music, and Public Service is standard fare for WJMO. The station airs 48 newscasts daily, raises funds for Cleveland's needy, sends mobile units to report on major Negro events. Advertisers, religious groups, and the City Council have acclaimed WJMO as a significant spokesman for the local Negro community, a group representing a significant 35% of Cleveland's citizenry. And not surprisingly, billings are up 500% from early R & B days.



UNITED BROADCASTING COMPANY

REPRESENTED NATIONALLY BY UBC SALES. / NEW YORK: BOB WITTIG, 7 E. 43RD STREET / CHICAGO: WARREN DANIELS, 410 N. MICHIGAN AVENUE, WRIGLEY BUILDING

United defense for advertising?

Ad Federation proposes cooperation effort
of nearly score of organized media and advertising
groups to carry water for fires in Washington

The new American Advertising Federation appeared last week to have kindled at least tentative interest in a proposal that 17 leading media and advertising associations join the AAF in presenting a unified front against government attacks on advertising.

Donald A. Macdonald, chairman-elect of AAF, which becomes operative on Jan. 1 through merger of the Advertising Federation of America and the Advertising Association of the West, made the proposal in an address to executives of the 17 organizations at a closed luncheon meeting in New York last Monday (Dec. 5).

He called on the organizations for support that would permit expansion of the Washington office currently

maintained jointly by AFA and AAW into "a truly unified Washington nerve center" with "a unified national program" through which all the organizations could "truly speak as one voice."

Under Mr. Macdonald's plan the expanded office would also serve as the Washington office or bureau of each of the participating organizations, would have a registered lobbyist representing all the organizations, would compile information and prepare reports of special interest to individual associations, would offer the services of a Washington attorney to counsel on legislative and regulatory problems, and would set up study and action committees to plan and implement unified programs in behalf of advertising.

Real Target ■ Mr. Macdonald, who is advertising director of Dow Jones & Co., said that in the mounting volume of criticism directed against advertising "the real target" often is not really advertising but business itself—and that, if these attacks succeed, the survival of media (since they are advertiser supported) will also be in question.

"They [critics] know they can enlist more support from the general public if their pronounced purpose is to destroy automotive advertising, for example, than if they were to confess that what they really wanted to destroy is American business," Mr. Macdonald said. "More unthinking citizens will applaud them if they declare war on TV aspirin commercials than if they

Equal time for cigarette commercials?

A 26-year-old New York attorney reportedly concerned about his mother's smoking habits may ask the FCC soon to rule on whether cigarette commercials—for which cigarette companies pay broadcasters \$200 million annually—subject stations to the requirements of the fairness doctrine.

The attorney, John F. Banzhaf, III, has asked WCBS-TV New York to make available for the presentation of antismoking messages "free time, roughly in proportion to that now spent on your station promotion the virtues and values of smoking."

He said "that if he hasn't received a satisfactory answer" to his request by Dec. 16 he will file a formal complaint with the FCC.

Mr. Banzhaf argues that the advisability of smoking is "clearly a controversial issue of public importance" and, therefore, comes within the fairness doctrine. He said that time should be given to "responsible groups," such as the National Interagency Council on Smoking and Health, to afford viewers a "cross-section of opinion" on the issue.

Mr. Banzhaf could not be reached for comment last week, but his mother told BROADCASTING how her

son, a graduate both of the Columbia University Law School and of the Massachusetts Institute of Technology (with a degree in electrical engineering), became interested in the cigarette-commercial issue.

"He was quite disturbed about my smoking. I'm a health education teacher, and I tell my kids about the danger of smoking, but they tell me about handsome, healthy people in TV commercials. John got so excited, he began watching commercials, and that's why he started this thing."

Question Qualities ■ Mr. Banzhaf, in his letter to WCBS-TV, said the question of whether smoking is advisable qualifies as a controversial one in view of the sharply conflicting views expressed by public groups and some members of Congress, on the one hand, and by cigarette companies on the other. And its importance is indicated by the fact, he said, that smoking affects "the health and very lives of millions of Americans."

Although the commission has held that sponsored programs and paid political spots fall within the fairness doctrine, it has never been asked to rule on whether commercials for products do. One commission attorney last week said that while an

argument could be made that the doctrine applies, "the doctrine is not supposed to regulate everything." In the case of commercials, he said a distinction "might be drawn between a question that may be implied and an affirmative point of view."

The issue of the FCC's responsibility in connection with cigarette commercials was raised in February in another connection. A group called the American Radio and Television Improvement Association, of Beverly Hills, Calif., said the commission was obliged by the Communications Act to bar the broadcast of cigarette commercials. The association based its argument on the act's provision stating the FCC was created to promote "safety of life and property through the use of wire and radio communication." A commission official said at the time the commission wouldn't be prepared to take the requested action until "an official government agency makes a finding smoking has a direct causal relationship to illness." He also noted that Congress, while requiring a health-hazard warning on cigarette packages, chose not to ban tobacco advertising (BROADCASTING, Feb. 28).

declared war against the drug business."

In calling for unified action, Mr. Macdonald said that at present "when advertising speaks, it speaks to itself, and the news coverage is limited primarily to our own trade press. What nationally respected champion of advertising and marketing appears on television, and with logical and studied remarks answers unfair attacks upon our very existence?"

"Is there no national figure in business we can call forth to do battle for us? We are being bested at our own profession and in our own arena."

Lacking a united program, he continued, associations today tend to be "stampeding in the same direction and winding up in a pile, or in opposite directions alone." He said his proposal did not anticipate that "one association will speak for all," but rather would make it possible for "all associations [to] speak through one."

Quick Results ■ Preliminary estimates, he said, indicate that \$50,000 added to the current AFA-AAW Washington office budget would permit the proposed new program, in behalf of all 17 of the AAF-affiliated associations, to become effective "in a relatively short time."

Among the participants in the meeting, president Vincent Wasilewski of the National Association of Broadcasters said afterward that the NAB was pleased with the proposal and would do all it could to support it, although he made clear that NAB would not in any way yield its own Washington lobbying operations.

Mr. Wasilewski noted that he had himself advanced a similar proposal, calling for media and agencies to consider a joint program of education concerning advertising (BROADCASTING, Nov. 21).

Miles David, president of the Radio Advertising Bureau, said his organization is interested in exploring ways in which RAB can contribute to a unified project but that he felt the project should be "thought out completely" and should not be limited to a "Washington operation" where RAB, as a sales organization, has no real role.

There was no immediate reaction from the Television Bureau of Advertising and the American Association of Advertising Agencies, which—like the other organizations represented at the meeting—are affiliated with AAF. The Association of National Advertisers is not an affiliate and was not represented at the meeting.

Other Problems ■ Even among some of those who gave qualified approval to the AAF proposal there was a feeling that in focusing attention on Washington it was underestimating the importance of advertising's problems in

Hemisfair choice soon

One of five San Antonio, Texas, agencies will be selected before Jan. 1 to handle the advertising of "Hemisfair '68," the first world's fair ever held in the American South. Nine foreign nations and a number of U.S. corporations have announced plans to participate. The agencies being considered are: the Pitluk Group, Wyatt Advertising, Glenn Advertising, Fraser-Wiggins, Collins & Steckly and Bernard M. Brooks Advertising.

other areas, particularly in general public relations.

Some newspaper as well as broadcasting executives reportedly were skeptical about the success with which the AAF—or any other one organization—could represent all advertising, and especially competing media, under all circumstances. One suggestion advanced unofficially was that the AAF might function more effectively as a "disseminating" organization, coordinating the distribution of materials developed by individual organizations.

Donald Wilkins, AFA Washington vice president, said that the shotgun affect of different offices and programs run by different organizations has made it easy for government to follow a "divide and conquer" strategy, concentrating its fire at one target at a time.

"It seems pointless for every individual organization to open an office with two people when by pooling efforts and funds we can combine and have one strong operation," he said. He singled out NAB President Wasilewski as one who had "gotten in with both feet" and helped lead the fight not only against critics of radio and TV advertising but against critics of advertising as a whole.

Mr. Wilkins thought it would be possible to assess the extent of support for the AAF proposal—and therefore the extent to which the current operation can be expanded—by the time of the organization's annual Washington conference on advertising and government relations, scheduled next Feb. 6-8. He noted that, in any case, plans were being made to strengthen his office after the AFA-AAW merger goes into effect Jan. 1.

Rep appointments . . .

- WDTV(TV) Weston, W. Va.: Vernard, Torbet & McConnell, New York.
- WINN Louisville, and WVLK Lexing-

ton, both Kentucky: Avery-Knodel, New York.

■ WWHG Hornell, N. Y.: Regional Reps Inc., Rochester, N. Y., regional representative; Jack Masla and Co., New York, national representative.

Benton & Bowles enters MPO's volume plan

Benton & Bowles, New York, now has an agreement with major TV film commercial producer MPO Videotronics, New York, patterned after two other agreements MPO holds with advertising agencies. Basically the agreements establish a reduction in MPO's markup based on the annual volume of commercial production the agency places with MPO.

Existence of the agreement, signed Nov. 28, was disclosed by the companies last week. MPO's other agreements, which were effected over the past three years, are with J. Walter Thompson and Lennen & Newell.

The companies noted there was no exclusivity involved. The agency can continue to use other producers, although it will earn what amounts to a discount at MPO, and the commercial producer will continue to handle commercial production for other agencies whether or not they are regular users of MPO.

Rheingold renews N.Y.

Mets for five years

Rheingold Breweries Inc., Brooklyn, N. Y., has renewed its radio-TV rights to New York Mets baseball games for the next five years (1967-71), and has completed several broadcast arrangements through its agency, Doyle Dane Bernbach, New York, it was announced last week.

Rheingold signed five-year contracts for Mets coverage with WOR-TV New York and, in radio, with WJRZ Newark, N. J., and also made radio deals with WGLI Babylon, N. Y. and WNAB Bridgeport, Conn. Before the 1967 season starts, other radio and TV stations outside of New York City are expected to be added, according to DDB.

A DDB spokesman indicated Rheingold will cut its sponsorship to one-quarter beginning in 1967. Previously, Rheingold took over half the sponsorship, selling the remainder to other advertisers.

The WOR-TV contract calls for 120 TV games with 75 home contests in color. WJRZ plans to broadcast all 189 games played by the Mets.

N.Y. banks hear TVB presentation

The Television Bureau of Advertising last week made a presentation to 36 New York banks and their advertising agencies, emphasizing the successful use of local TV by banks across the nation.

Banks, it was noted, are the second biggest local-TV users, averaging 66 spots per week in 75 cities: In New York, they are the biggest, averaging 156 spots weekly. A main thrust of the presentation, "Trusts and Television," was toward developing new spot advertising by banks' trust departments.

The population base of even the highest income brackets is spreading, and most of the wealthy live beyond the reach of downtown newspapers, it was pointed out. And, in the style of the American Airlines "professional traveler" theme, trust departments can be made to symbolize "a feeling of confidence, security, money saved, of peace of mind" to the general public as well as trust prospects.

Also in advertising . . .

Acquisition ■ Ridgway Advertising Agency has purchased Hart and Johnson Advertising Agency Co., both St. Louis. Casper Yost, president of Ridg-

way, said that the acquisition will increase the agency's annual billings by approximately a million dollars. Ridgway's expanded offices are in the Ridgway Building, 889 South Brentwood, Clayton.

Video tape rentals ■ Promotional Services Inc., New York, said last week its subsidiary ATC, a reciprocal trade agency, is leasing Ampex video tape recorders to agencies for \$60 per day. By April 1967, PSI expects to furnish color equipment in this service.

Best in radio ■ D'Arcy Advertising's Chicago office won the 1966 regional radio award of the American College of Radio, Arts, Crafts and Sciences last week for its radio commercial for Standard Oil. Group's best local radio commercial award went to Z-Frank Chevrolet and Marvin Frank Advertising, both Chicago.

Rates up ■ WNJU Newark-Linden, N. J. (ch. 47), which appeals primarily to the Spanish market in the New York area, will raise its rates for its various 60-second package plans by approximately 25%, effective Dec. 12. The station cited as a reason for the rate rise the increase in UHF set penetration among Spanish-speaking New Yorkers to 54%, which is a 70% gain since January.

Mennen gives JWT \$4-million account

J. Walter Thompson Co. last week picked up \$4 million in Mennen business effective Feb. 1. The products, currently at Warwick & Legler, bill more than \$1 million in radio-TV.

Products include SofStroke shaving cream, Skin Bracer, spray deodorant, pushbutton deodorant, bath talc and new products. Other Mennen products are with Grey Advertising and Warren, Muller, Dolobowsky Inc., both New York.

W&L earlier had reported its 10-year association with the Mennen Co., Morristown, N. J., would end upon appointment of a new agency (BROADCASTING, Nov. 7). A Morristown announcement, released last week through JWT, indicated that Mennen had met with 12 agencies.

Rep opens in Pittsburgh

Gateway Reps has been formed to act as a Pittsburgh regional sales organization for radio and TV. Joseph Kiselica Jr., previously with WIFE-AM-FM Indianapolis, has been named general manager. The firm's main office is in the Gateway Towers in Pittsburgh.

PROGRAMMING

A sure bet: election probes

Gears start meshing on House side following earlier Senate move

Broadcasters are virtually assured of a double-barrelled investigation on Capitol Hill next year of the manner in which they cover elections and public affairs.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has already indicated he intends a sweeping inquiry into practices in the broadcast of news, editorials and public-affairs programs (BROADCASTING, Oct. 31).

And last week, Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, began laying the groundwork for what could be an extensive inquiry into broadcasters' coverage of elections.

He asked the FCC to request all stations about which it has received complaints concerning alleged fairness-doctrine and equal-time law violations to preserve the records and correspondence relating to those complaints. He wants the material kept available for inspection by members of the committee and its staff.

Representative Staggers, in a letter to FCC Chairman Rosel H. Hyde, said House colleagues and members of the public have informed him of "a number of cases" in which television stations have been charged with violating the fairness doctrine or the equal-time law.

Inquiry Coming ■ "In due course," he said, "our committee intends to inquire into these matters." The station material he wants preserved for that inquiry includes "scripts, editorials, comments, tapes, film clips, log entries, announcements and all correspondence, memos or writings pertaining to the questioned broadcasts."

Senator Pastore, in preparation for his hearings, has asked all stations to complete an exhaustive questionnaire on such subjects as station editorials, public-affairs programs and the use of

syndicated programs. It also asked for comments on the equal-time law.

Representative Staggers last week declined to discuss any plans he might have for a hearing. He said that it would be premature to discuss such matters in advance of the reconvening of Congress.

But he gave an indication of how he feels about the political-broadcasting subject in the conclusion of his letter to Chairman Hyde: "Will you kindly advise me as soon as possible of the action taken to preserve these records. At this time I do not wish to invoke the committee's subpoena power. But the serious nature of the complaints received by me may require exercise of such power forthwith."

Commission staffers last week were reported composing an answer to his letter and, at the same time, culling their files for all complaints concerning fairness and equal-time received in connection with the past year's primary and general elections. There was no immediate count as to the number of stations involved.

There was no indication, either, as to how much of the material of interest to Representative Staggers will be available to his committee. The commission



IN LOS ANGELES uncommon growth is a common occurrence. Nearly 5,000 people move into Greater Los Angeles each week. The area "is already the second-most populous metropolis in the U.S. [and is] almost sure to pass New York by 1975." (Time Magazine, September 2, 1966.) Only KMPC owns and uses all of the mobile facilities necessary to span this expanding market: two helicopters, two fixed-wing planes and four ground units. Advertisers are never charged for this news and traffic coverage. They simply profit from it.

KMPC
CWB

has no rule requiring stations to preserve such records. However, the commission will request the stations to cooperate in preserving the requested information.

Representative Staggers's letter to the commission indicates a broadening of his interest into stations' coverage of political campaigns. Two months ago—as the 1966 campaign hit its climax—he expressed concern about stations endorsing candidates, and said he would hold a hearing on that subject when Congress reconvened (BROADCASTING, Oct. 31).

Asks Senate hearing on vote-projections

The reaction to television networks' vote predictions on election night continued to swell last week as a member of the Senate Communications Subcommittee called for a congressional

study of the practice and a gathering of state legislators condemned the broadcasting technique.

Senator Vance Hartke (D-Ind.) who had been expected to make such a plea, last week asked subcommittee chairman Senator John O. Pastore (D-R.I.) to hold hearings on the possible influence the vote projections might have in areas where polling places have not closed.

"The hearings are not intended to cast doubt on the polls themselves nor the validity of projections. They would, instead, examine the full impact of projections, especially when these are presented as full and final totals on the basis of a very few returns," he wrote.

He added that he did not dispute what he called the inherent right of the people to know the facts and the right to stations and networks to tell the facts along with interpretations. But he also noted that "viewers and listeners are misled—often unintentionally. Sometimes they are annoyed by being told that one candidate or another has been 'elected' when, in fact, only a handful of returns have been count-

ed." While admitting that reporting and polling procedures have made great progress, he said that projections based on fragmentary results may prove incorrect.

He was particularly concerned, he said, about the influence that the projections, correct or incorrect, could have on persons who still have not voted. He cited the 1960 presidential election when the change of a few votes could have reversed the result.

"I feel that a complete airing would be helpful and enlightening. The least we might expect from all this is that Congress and the people would learn the validity of polls and what efforts are being made to keep reporting and interpretations honest and complete as well as communicated rapidly," he concluded.

Meanwhile, the General Assembly of the States, a conference of state legislators and officials from throughout the nation meeting in Chicago, adopted a resolution condemning the projection of election victories on the basis of scattered returns. The resolution also called for state and federal laws to prohibit declaration of election victories that might influence election results in areas where the polls have not closed.

KDAY remembers Pearl Harbor in big way

A Los Angeles-area radio station, which 25 years ago was part of the Blue Network, spent one entire broadcast day last week remembering Pearl Harbor. Last Wednesday (Dec. 7) 50-kw KDAY Santa Monica discarded its regular telephone request music programing, including all scheduled commercials, in commemoration of the 25th Anniversary of the Japanese attack on the Hawaiian naval base. The Rollins Inc.-owned station totally recreated the "day of infamy" the way it would have been covered by radio in 1941.

Music heard included all the 78 RPM records that were popular 25 years ago. Some of the commercial messages were for new Fords and Chevrolets selling at \$950 each and Safeway Stores was heard advertising porterhouse steaks for 29 cents a pound. Public service spots urged young men to join the Army Air Corps and the general public was asked to buy Defense Bonds to the tunes of "Any Bonds Today?" playing in the background.

KDAY's programing started out as a typical broadcast day of 1941: The news of the fighting in Europe was covered by actualities and reports from foreign correspondents. Stock market activity showed the Dow-Jones industrials at a high of

112 points. Hollywood gossip from Jimmy Fiddler and Hedda Hopper carried such items as the opening of Ronald Reagan's new movie "Kings Row," in Hollywood, with admission of 40 cents for adults.

This conventional programing was interrupted with a bulletin at what would have been 10:09 a.m. PST, advising that the War Department had confirmed that Japanese bombers were attacking Pearl Harbor. The war story was allowed to develop throughout the day at the same pace it would have in 1941. Later news included short-wave reports from KDAY Blue Network correspondents in Manila, Honolulu, Washington and London.

The research for last week's recreation was said to represent weeks of preparation by the KDAY news staff headed by Russell Porterfield, news director. KDAY newsman Stan Evans wrote the continuity and script for the entire broadcast day. Much of the information for the broadcast came from the Dec. 7 and 8, 1941 editions of the *Los Angeles Times*. In addition magazines from the 1941 era were secured from the UCLA library.

After the broadcast, station officials indicated that KDAY may go on to do similar historic recreations on a one-a-month basis.

Revamp voting laws says ABC's Lower

Elmer W. Lower, president of ABC News, last week became the second high network executive in recent weeks

to publicly endorse a revision in the nation's election laws to keep pace with advances in electronic technology.



Mr. Lower

Mr. Lower's stand was part of an address he made before the National Democratic Club in

Washington. It followed a similar proposal by William S. Paley, chairman of CBS Inc. a week earlier (BROADCASTING, Dec. 5.) At the Democratic Club session Mr. Lower also defended television's handling of the election-night returns including vote projections based on computer data. However, he did say ABC in the future will strive for accuracy rather than speed in its computations.

He came out strongly in favor of a uniform 24-hour voting day throughout the nation as an answer to critics who have claimed reporting of eastern returns might affect voters in areas where the polls have not closed. He



IN SAN FRANCISCO the success of KSFO is unequivocal. The station attracts the San Francisco-Oakland area's largest audience. And it is considered a major advertising medium in the Bay Area, not only by leading national accounts, but by those close enough to measure its immediate effectiveness, the local businessmen. More than 50% of KSFO's commercial time is bought by Bay Area advertisers. Fortunately for all advertisers, local or national, desirable schedules on KSFO are available with encouraging frequency. In fact, we suggest that you contact KSFO or its representative now.

KSFO
CWB

Nine-week network takes 52 weeks' work

When KTVH(TV) Wichita, Kan., began the Missouri Valley Conference basketball network several years ago it was quite proud of the nice little live hookup of 11 regional stations it had engineered.

But that was only the beginning of a sports program success story—and a lesson in how deeply stations can become involved in the big business of syndication in spite of themselves.

Four years later, thanks to faithful sponsors like Goodyear Tire and Rubber Co. (Young & Rubicam) and Phillips Petroleum (J. Walter Thompson Co.) plus the practical production assist of video tape for easy insertion of commercials and other standard format material while anywhere on the road, the basketball network this winter will include some two dozen stations in 10 states. The nine-week series starts after the holidays and this season will include two contests in color.

All commercials also are in color this season.

Goodyear and Phillips once again have each renewed one-quarter sponsorship on the network and another one-quarter is still open. The remaining quarter sponsorship is open to stations for local selling. The network package continues to be produced by KTVH but now it is sold and underwritten by Tom Vickers Productions, Wichita.

The Missouri Valley Conference TV network began in 1963 as the brainchild of Jack Munley, KTVH sports director, with the blessing of station management. Mr. Munley does the play-by-play while color is provided by Dick Boushka, former All-American from St. Louis University.

"Organizing and operating the nine-week network is a year-long job," according to KTVH production supervisor Julius P. Efflandt, since actual telecasting of the games is

only the final step. "Lining up the games, one each week, negotiating rights, signing up member stations, working with the schools and producing a uniform format are all part of the behind-scenes work," he explained.

Producing live openings and closes plus inserting network commercials for each game from different participating stations, each done with a different crew, could have amounted to monumental production headaches for one outlet to shoulder, Mr. Efflandt recalled. KTVH solved the problem by pre-recording a set format on video tape. This tape is taken with the KTVH announcer and network producer to the originating station for integration into the live pick-up of the game each week.

The video tapes have been further personalized for each game by inserting the names of the colleges, fieldhouse and local station call letters, he continued. A set opening and close were animated on film and the title cards were picked up on camera in the KTVH studios. Both film and live material then were integrated on video tape. An additional wrap-up format was recorded just in case a game ended ahead of schedule, Mr. Efflandt said.

"During the 1965-66 season we taped eight black-and-white game formats and one in color," Mr. Efflandt said. "Since color facilities are available at more of the stations carrying the 1967 telecasts, all our work will be done in color for format and two of the games themselves will be in color."

For the first few years the basketball network just about broke even and last year the profit margin began to show up on the black side of the ledger. KTVH hasn't thought of the package as a money-making venture but if this syndicate continues its present trend the sales department will be able to be just as proud as the boys in programing are.



Much time in the air is usually the prelude to time on the air for Robert D. Snyder (l), assistant general manager and executive producer of

the network, and Mr. Munley. Last season KTVH personnel traveled more than 14,000 miles from Texas to Illinois setting up the games.

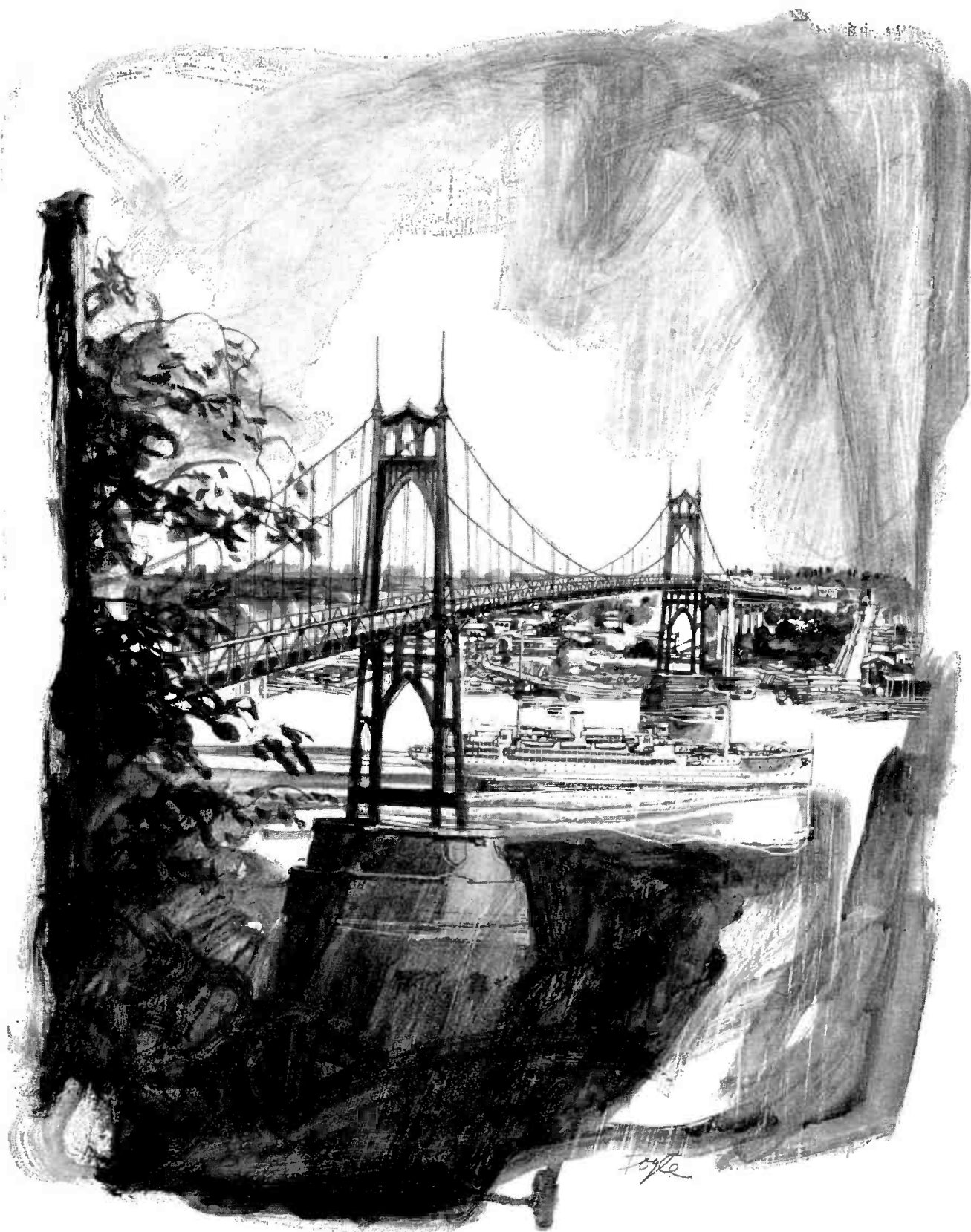
called other suggestions "impractical", such as a ban on broadcasting of national results until all polling places have closed. He said, however, that he did not expect legislation in time for the elections in 1968 but perhaps by the 1972 presidential race.

He and Arnold Snyder, manager of elections for ABC, and Ron Ogle, asso-

ciate producer of election coverage, besides fielding questions and criticism from the floor, also described the ABC election-night operation to the gathering. They told of the myriad details that are worked out in advance, including the data that is gathered for use in the computers to forecast outcomes. They discounted the effect that

early forecasts and results might have on voting intentions, citing surveys taken that showed such practices having little impact in the past.

However, they added, all the networks stubbed their toes on some aspects of coverage and that all are starting now to evaluate their past coverage and to plan for the 1968 elections.



IN PORTLAND the mighty 50,000-watt day-and-night coverage of KEX blankets more than 85% of homes in Oregon plus 100,500 homes within the state of Washington. In the Portland Metropolitan Area itself, KEX is the dominant "adult" station, saturating a listening population of 860,000 in this four-county market alone. With the state's largest radio news department and best-known and admired personalities, KEX couples power with popularity to give the advertiser the best buy in this 2½ billion dollar market!

KEX
CWB

Kintner beats drum for longer newscasts

BUT NETWORK NEWS OFFICIALS ARE LUKEWARM TO IDEA

A renewed plea by Robert E. Kintner for an expansion in network television evening newscasts from a half-hour to a full hour each day was depicted last week by news executives as a "desirable development" but one that most likely will not happen for some time.

One TV news authority privately suggested that Mr. Kintner was "ahead of the times," although the former NBC chairman and president had expressed similar sentiments 10 months earlier (BROADCASTING, Feb. 28).

Mr. Kintner made the plea last week in his first public address since his departure from NBC on March 31 and his appointment subsequently by President Johnson as a special assistant and as secretary to the cabinet. He spoke at an International Radio and Television Society luncheon in New York.

In his talk, less than 10 minutes long,

the field. His comments emphasized a need for additional interpretation of the news and the scheduling in prime hours of more news specials and of more documentaries treating controversial issues.

A belief, sometimes expressed, that "news does not make money," Mr. Kintner said, was not valid "if you add up" all the news programing (and its sponsorship) on network and station schedules.

He said the "news job" in broadcasting has "just started."

The points expressed last week by Mr. Kintner had been advanced in a more general way in a comprehensive review of NBC's financial, programing and audience successes gained during his seven-and-a-half years with the network. That review, along with suggestions for news and program improve-

pretation be exercised on the air by news departments, which he said must assume responsibility for better communicating to the public complex local, national and international events.

William R. McAndrew, president of NBC News, said last week that NBC has had discussions on the possibility of expanding newscasts but has not reached a decision. The network, he indicated, does not intend to schedule expansion soon but will continue to study the matter.

CBS and ABC news authorities were reluctant to speak publicly to the question.

It Takes Time ■ One executive noted, however, that it took some time before a "breakthrough" was achieved to a half-hour evening newscast. (ABC expands its 15-minute evening news to a half hour next month. CBS and NBC both telecast a half hour of news each evening).

Network news officials pointed up several difficulties they would encounter in planning for a news expansion. These were beyond the purely financial, though this alone would require study. Among the difficulties would be the displacement of time periods, station clearance, a required step-up in news coverage and the color-cost factor.

It was pointed out that in such major cities as New York, Chicago and Los Angeles, stations now schedule a full hour of station-originated newscasts before or after the half-hour network news shows. "Would we now suggest to these stations that they program two full solid hours of news daily?" they asked.

Mr. Kintner told his broadcast audience that since he had been at the White House he had declined 113 invitations to speak, 51 invitations to appear on "TV forums" and "five or six" requests to write articles. He also said his remarks reflected his own observations and that he could not speak for the President. Mr. Kintner said his job at the White House demanded anonymity.



Cabinet Secretary Kintner
Job demands anonymity

Mr. Kintner said that he believed today's complicated events, such as the Vietnam conflict and continual changes in Europe, could not be adequately discussed within the framework of the half hour of news currently programed nightly by the networks.

Less Personalities ■ Mr. Kintner suggested that the networks also reduce the air time of such news personalities as Walter Cronkite (CBS), Chet Huntley and David Brinkley (NBC) and Peter Jennings (ABC), and expose a greater number of other reporters in

ment, was submitted in a detailed letter to Robert W. Sarnoff, RCA president, in February, prior to Mr. Kintner's departure from NBC.

Not Enough Pre-emption ■ In his letter, Mr. Kintner had advocated "greater experimentation in regular programing" and more frequent pre-emption of regular nighttime schedules for special programs. He had suggested "immediate" experimentation in lengthening evening newscasts, that television "tackle many more" controversial subjects and that more "intelligent" inter-

TV series sales . . .

New Year's Eve with Guy Lombardo (ABC Films): WAKR-TV Akron, Ohio; WFBG-TV Altoona, Pa.; WAGA-TV Atlanta, WJBF-TV Augusta, WRBL-TV Columbus and WMAZ-TV Macon, all Georgia; KTVB-TV Boise, Idaho; KTSM-TV El Paso; KFRE-TV Fresno, and KNTV-TV San Jose, both California; KREX-TV Grand Junction, Colo.; WZZM-TV Grand Rapids, Mich.; KCBQ-TV Lubbock, Tex.; WLVA-TV Lynchburg and WTVR-TV Richmond, both Virginia; WTAE-TV Pittsburgh, and WNYS-TV Syracuse, N.Y.

Something Special (Four Star Inter-



IN SEATTLE-TACOMA, advertisers get the advantage of one of the most spectacular sales opportunities in the nation. It is the only major area where a boom in new jobs is outrunning a growing population by a margin of three to one. The thousands of new families moving to the Northwest mean a steadily prospering market for both local and national accounts. KVI is the one station that enjoys equal popularity in the Tacoma as well as in the Seattle Metropolitan Area. Besides, this growth and reach means that you get coverage in 30% more homes than you would have just 5 years ago!

KVI
CWB

Rights group pushes for interracial program

A civil rights organization in New York is proceeding with plans to persuade TV networks and stations in the area to present a 90-minute, Monday-through-Friday, racially integrated TV program on a sponsored basis.

Media Workshop has reported that it held meetings with WPIX-TV New York, NBC, CBS and WNEW-TV New York and later will confer with other stations and ABC. Its program, which it would package, produce and supervise, is tentatively titled *After Hours* and would be similar to the type presented by Johnny Carson on NBC-TV and Merv Griffin in syndication. Its host would be a Negro personality on a rotating weekly basis and the program would include entertainment and discussions on a wide range of subjects (examples cited: "the revolution"; "the underground" and "the new

music").

The meeting with WNEW-TV on Wednesday (Nov. 30) followed brief picketing by Media Workshop members of the Metromedia facility. Flo Kennedy, director of Media Workshop Downtown, claimed the WNEW-TV management had declined to discuss the project with the group on the grounds it had not made a formal appointment with the station. A WNEW-TV official said Media Workshop had sent a letter setting the date of the meeting, but added that the letter arrived on the morning the MW group assembled in the lobby of the station. He said station officials asked Miss Kennedy to make an appointment, but the delegation was annoyed and left. Following the picketing on Tuesday (Nov. 29), Metromedia and the workshop representatives arranged a conference for Wednesday.

Station and network executives reported they have listened to the workshop's proposal, but said they had no further comment at this time.

Miss Kennedy, who is a New York attorney, said Media Workshop intends to "press its demands" for the program to provide "meaningful opportunities in television for Negroes." She claimed that TV today has "deprived the white community from a unique opportunity to participate in a wide spectrum of Afro-American life and experience."

The Media Workshop is a racially integrated organization, which picketed Benton & Bowles last September as a symbol of its contention that low-income consumers have not received equitable benefits from advertising-campaign expenditures. Media Workshop noted that B&B has established a plan for a training program for minority groups.

national): KVAL-TV Eugene, Ore., and WMCT-TV Memphis.

The Fall of Berlin (Four Star International): KVTU-TV Salt Lake City; KCRA-TV Sacramento, Calif., and KGW-TV Portland, Ore.

Burke's Law (Four Star International): KSL-TV Salt Lake City; WVUE-TV New Orleans, and KWGN-TV Denver.

P.D.Q. (Four Star International): WLVA-TV Lynchburg, Va., and WPSD-TV Paducah, Ky.

Radio series sales . . .

Americana Library and *Thirteen Days* (Woroner Productions): WTPA Parkersburg, W. Va.; KOSI Aurora and KOLR Sterling, both Colorado; KEZU Rapid City and KGFX Pierre, both South Dakota; WNXT Portsmouth, WSLR Akron, WOMP Bellaire, WZIP Cincinnati and WHIZ Zanesville, all Ohio.

The First Christmas (Woroner Productions): WARM Avoca, Pa.; KWIC Salt Lake City; KEZU Rapid City and KGFX Pierre, both South Dakota.

July 4, 1776, *Easter the Beginning*, *Your Green Garden*, *Points on Pets*, *Tips on Tots*, *Thirteen Days* and *Americana Library* (Woroner Productions): KROC Rochester, Minn.

Audio Program Service (Triangle): WBBW Youngstown, Ohio and KGRT Las Cruces, N. M.

12 Hours of New Years (Triangle):

KGY Olympia, Wash., and WGIR Manchester, N. H.

Take a Minute (F-P Productions): KOSI Denver; WPOW Pontiac, Mich.; KXRK San Jose, Calif.; KTOP Topeka, Kan., and WYPR Danville, Va.

Take Five to Laugh (F-P Productions): WPDM Pottsdam, N. Y.; KCRC Enid, Okla., and WHFB Benton Harbor, Mich.

Wonderful World of Sports (F-P Productions): WDMS Lynchburg, Va.

Love & Marriage (F-P Productions): WRUN Utica, N. Y.

The Bud Wilkinson Sports Show (VIP Enterprises): KFNB Oklahoma City and KNOR Norman, both Oklahoma; KAKE Wichita and WIBW Topeka, both Kansas.

Muerte y Resurrection and *La Primera Navidad* (Woroner Productions): WMIE Miami.

Tips on Tots and *Points on Pets* (Woroner Productions): KVIP Redding, Calif., and KOLR Sterling, Colo.

July 4, 1776 (Woroner Productions): KOLR Sterling, Colo.; KEZU Rapid City, KGFX Pierre and KELO Sioux Falls, all South Dakota.

Easter the Beginning (Woroner Productions): KOLR Sterling, Colo.; KEZU Rapid City and KGFX Pierre, both South Dakota.

30 Hours of Christmas (Triangle): WEIM Fitchburg, and WNEB Worcester,

both Massachusetts; KLPW Union, Mo.; WTNE Trenton, Tenn.; WCSR Hillsdale and WDW Dowagiac, both Michigan; KFIZ Fond du Lac, Wis.; WLAP Lexington, Ky.; WTON Staunton, Va.; KDOV Medford and KSVR Ontario, both Oregon; KOLY Mobridge, S. D.; WXVA Charles Town, W. Va. and KRAI Craig, Colo.

Klavan plans FM shows for women

In an era of FM-AM separation, FM must inject excitement and program with special appeal to women. "Otherwise," Gene Klavan said last week, "FM will not be turned on during the day. It must reach the women's audience to build appeal."

Mr. Klavan, a morning personality teamed on WNEW New York for the past 14 years with Dee Finch, has formed Profile Productions Ltd., New York, to produce half-hour interview shows for sale to FM stations. Programs will be offered exclusively to a station in a market with rates based on size of market and on the station's rate card. The programs are tailored especially for women listeners. Mr. Klavan said last week that his firm has taped 20 to 25 shows, most in New York, Washington, Hollywood, London and Paris.

WNEW-FM New York, a Metromedia station, is the first station to buy Mr.



IN LOS ANGELES the independent television station that leads the way is KTLA. With more than a million dollars worth of **mobile** color equipment, KTLA can cover the news in **color** from any point in Southern California. This is one of the reasons why KTLA leads all other independents in news coverage, scoring the highest ratings in report after report (ARB, January through November, 1966). And KTLA has another news advantage: it is the only station with a Telecopter, an air-borne studio that is literally on top of the biggest news beats.

KTLA
TELEVISION
CWB

Klavan's programs. The station, according to George H. Duncan, general manager, plans at first to broadcast two programs a week while seeking audience reaction to the time of day and day of week. The broadcasts beginning Dec. 13 will run a minimum of 13 weeks on the station, which may increase the frequency of programs to 15 weekly.

WNEW has slotted the first show for 11:30 a.m. This features Phyllis Craig in New York interviewing Broadway actor Ray Walston the day before he appears in a new comedy, "Agatha Sue, I Love You." The second, on Dec. 15 at the same time period, features Thelma Olshaker in Washington interviewing Mrs. Esther Peterson, President Johnson's special assistant on consumer affairs. In the Klavan-produced series, interviews also will be conducted in New York by Arlene Post, Sue Taylor in Hollywood, and David Matthews and Tony Aspler in both London and Paris. The shows range in subject matter from politics to show business, space and medicine to sports.

Mr. Duncan said that WNEW-FM believes it can represent the point of view of "today's American woman" and will use the Profile Productions' shows toward that end. WNEW-FM employs women personalities to introduce musical selections during its broadcast day.

Profile Productions has offices and studio facilities at 300 East 46th Street, New York. Telephone: OXford 7-1079.

Program notes . . .

More Fisherman ■ Another 13 segments of *Gadabout Gaddis: The Flying Fisherman*, half-hour syndicated color series, will be filmed next spring, bringing the number of completed episodes to 65. Liberty Mutual Insurance Co. currently is sponsoring the series in 50 markets throughout the U. S. and Canada. An additional 25 markets are expected to carry the program after the first of the year.

Tapes offered ■ Operation Yorkville, an interfaith coalition active in the anti-obscenity field, is distributing 13 five-minute tapes on various facets of the problem and a suggested solution. The group, located at 1280 Lexington Avenue, New York 10028, is offering tapes to radio stations as public service material.

Co-produced special ■ An hour television special, aimed at the international syndication market, went into production on location in Mexico last week. The program, *Yanqui and Son*, starring Art and Jack Linkletter, is being produced jointly by Western Air Lines and Linkletter Productions.

Opinions from abroad ■ *This Week's World Opinion*, a radio program of

Spots, films convict

Betty Chadwick, WTHI-TV Terre Haute, Ind. chief news photographer, made news herself when she spotted an escaped convict driving a stolen car, followed him, and radioed the station with a description of the fleeing man and the ensuing capture.

Mrs. Chadwick's husband, a state trooper, met her within minutes to get the convict's direction and follow the car. From that point on, Mrs. Chadwick's movie camera began recording the chase and capture.

taped comments from the overseas press, is available from Broadcasting Foundation of America, New York. The program consists of 15-minute press reviews from London, Paris, Tokyo, Bonn and a fifth foreign capital chosen weekly.

More help for color ■ Filmex Inc., New York, introduced its new division, Filmexpress, last week. The Chicago-area subsidiary will expedite the production of Technicolor prints for television programs and commercials in cooperation with Technicolor Corp., Universal City, Calif.

Open book ■ The controversial study, "Human Sexual Response," was the topic Dec. 9 on a post-midnight conversation show on WMAQ-TV Chicago. Host Larry Atterbery interviewed the authors. Dr. William H. Masters and Virginia E. Johnson, with studio and home audiences telephoning questions for discussion on the show.

Kennedy review ■ Exclusive international theatrical and television distribution rights to "Kennedy's Ireland," a 90-minute color film review of the late president's 1963 visit to his ancestral home, has been acquired by Desilu Sales Inc., Hollywood. The film, produced by Dublin Productions, has not been previously distributed.

Radio City's Christmas Show ■ NBC-TV plans to film "Christmas at the Radio City Music Hall" to be presented for the first time as a color special during the holiday season in 1967. The one-hour version of the theater's traditional spectacle will include its celebrated pageant "The Nativity," the Rockettes, ballet company, choral ensemble and guest artists.

Back to TV ■ The Academy Award-winning motion picture, "High Noon," will be redistributed to television sta-

tions as a special by National Telefilm Associates, Hollywood. The movie, currently in theatrical re-release, scored strong ratings on television several seasons ago prior to its withdrawal by NTA. Sales of the feature to 32 stations already have been made.

New Service ■ Stallion Arts Inc., Valley Stream, N. Y., has announced a new format service for radio stations. The firm is contracting the production of local announcements and program formats for \$2,500 a year.

Accent on sports ■ Seven Arts Television reports it is offering for network sale a new series of 13 half-hour color TV special programs titled *The Professionals*. The series will focus on outstanding professional athletes, such as Frank and Brooks Robinson of the Baltimore Orioles; Wilt Chamberlain of the Philadelphia 76ers, and tennis stars Pancho Gonzales and Pancho Segura.

TV music ■ Emil Ascher Inc., New York distributor of recorded background music, has acquired the music catalogue of Harrose of Hollywood, which includes 25 hours of recorded music never before released, plus the themes from such TV series as *The Loretta Young Show*, *Outer Limits*, *Zane Grey Theater* and *One Step Beyond*.

What's in a name? ■ *The Barrump-Bump Show*, a variety special starring Dom De Luise, Vikki Carr and Barbara Eden, will be seen on NBC-TV Wednesday, Jan. 18, (10:30-11 p.m. NYT) immediately following the annual 90-minute *Bob Hope Christmas Special*. The half-hour show will be sponsored by Timex watches, through Warwick & Legler.

FM C&W ■ WRFL-FM Winchester, Va., has turned country and western from 6 p.m. to midnight. Programming originates from the studios of WSIG Mt. Jackson, Va. WRFL-FM and WSIG are owned by R. F. Lewis Jr. Inc.

Film for TV ■ Ivan Tors Films will produce *Dangerous Island*, a color adventure drama co-starring Richard Greene and Jose De Vega. The feature film, which is being made for ABC-TV and Paramount Pictures, will be seen initially on ABC stations.

On the 'Exchange' ■ A premiere of *Wall Street for Everyone*, a half-hour series under NBC-owned stations overall Education Exchange program concept, started Dec. 5 and will run through Dec. 16 (6:30 a.m.) on WNBC-TV New York. The series features Claire Benson of the New School for Social Research in New York and 19 professional market experts. After its debut in New York, the show will appear on NBC-owned KNBD(TV) Los Angeles (Jan. 2-13); WMAQ-TV Chicago (Jan.



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KMPC
CWB

IN SAN FRANCISCO the success of KSFO is unequivocal. The station attracts the San Francisco-Oakland area's largest audience. And it is considered a major advertising medium in the Bay Area, not only by leading national accounts, but by those close enough to measure its immediate effectiveness, the local businessmen. More than 50% of KSFO's commercial time is bought by Bay Area advertisers. Fortunately for all advertisers, local or national, desirable schedules on KSFO are available with encouraging frequency. In fact, we suggest that you contact KSFO or its representative now.

KSFO
CWB

IN PORTLAND the mighty 50,000 watt day-and-night coverage of KEX blankets more than 35% of homes in Oregon plus 100,500 homes within the state of Washington. In the Portland Metropolitan Area itself, KEX is the dominant "adult" station, saturating a listening population of 660,000 in this four-county market alone. With the state's largest radio news department and best-known and admired personalities, KEX couples power with popularity to give the advertiser the best buy in this \$1 billion dollar market!

KEX
CWB

IN SEATTLE-TACOMA, advertisers get the advantage of one of the most spectacular sales opportunities in the nation. It is the only major area where a boom in new jobs is outrunning a growing population by a margin of three to one. The thousands of new families moving to the Northwest mean a steadily prospering market for both local and national accounts. KVI is the one station that enjoys equal popularity in the Tacoma as well as in the Seattle Metropolitan Area. Besides, this growth and reach means that you get coverage in 30% more homes than you would have just 5 years ago!

KVI
CWB

IN LOS ANGELES the independent television station that leads the way is KTLA. With more than a million dollars worth of mobile color equipment, KTLA can cover the news in color from any point in Southern California. This is one of the reasons why KTLA leads all other independents in news coverage, scoring the highest ratings in report after report (ARB, January through November, 1966). And KTLA has another news advantage: it is the only station with a Telecoper, an airborne studio that is literally on top of the biggest news beats.

KTLA
TELEVISION
CWB

CWB

GOLDEN WEST BROADCASTERS
Four great radio stations covering 87% of the people on the rich Pacific Coast.

REPRESENTED BY MAJOR MARKET RADIO, INC.

And KTLA (Television 5) serving three million Southern Calif. households.

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

30-Feb. 10); WRC-TV Washington (Feb. 27-March 10), and WKYC-TV Cleveland (March 27-April 7).

New idea ■ WABC New York is introducing a concept in news and public affairs programming called "total station thrust," under which a single community issue will be explored for one week through in-depth reports, documentaries, news conferences, editorials and public service announcements. The first project, during the week of Dec. 11, is the air pollution problem.

Trio of specials ■ The *Project 20* series on NBC-TV will include three one-hour programs during the first quarter of 1967. They are "The Island of Ellis" on Jan. 13 (10-11 p.m.), "End of the Trail" on March 16 (7:30-8:30 p.m.) and "The Law and the Prophets" on April 23 (10-11 p.m.).

TV civil rights series ■ NBC Enterprises is releasing a series of four educational films from NBC News's Documentary series *American Revolution '63* to Encyclopaedia Britannica Films for its film library. EBF plans to distribute the three-hour study on civil rights to educational film libraries.

Format shift ■ WUST Bethesda, Md.-Washington, a Negro-oriented daytimer, has dropped a rhythm-and-blues top-40 format in favor of album music featuring Negro artists.

Service program ■ *They Serve that Other May See*, a 15-minute public-service feature, has been produced for International Guiding Eyes School,

North Hollywood, by Jonathon Kirby Enterprises, Anaheim, Calif. The radio program is designed to give encouragement to persons who have recently lost their sight. Kirby Enterprises, P. O. Box 14, Anaheim, will furnish program tape to interested stations without charge.

Ballet for LA ■ The Harkness Ballet, which was recorded for television during its recent West Coast debut, will be seen in a two-hour special broadcast on KTLA(TV) Los Angeles, on Dec. 12. The Golden West Broadcasters-owned station taped four separate ballet performances as they were presented on stage at the Greek Theater in Los Angeles. Each ballet will be shown in its entirety. Dancer-actress Juliet Prowse is the hostess for the television special.

ABC signs Orr ■ The Joey Bishop late-night show that begins in April on ABC-TV will be produced by Bill Orr. The veteran network producer had worked with Mr. Bishop when the comedian had appeared as host on NBC-TV's *Tonight* show. Mr. Orr's credits include the late-night program when Jack Paar was the star, and various weekly variety show telecasts.

'Playhouse' first ■ "The Final War of Olly Winter," the premiere production of *CBS Playhouse*, will be telecast as a 90-minute special on a Sunday night in January (9-10:30 p.m. NYT) starring Ivan Dixon of *Hogan's Heroes*. The drama was written by Ronald Ribman and will be produced by Fred Coe and directed by Paul Bogart.

Film about treasure ■ North American Television Sales Inc., Hollywood, has acquired exclusive world theatrical and television rights to *Treasure Trove of the Century*, an hour color documentary about a hidden fortune in Spanish gold located off the Florida coast. According to NATS President Richard Dinsmore, KABC-TV Los Angeles, will present the show before it goes into national syndication.

Theaters to TV ■ Producers Harold Goldman and Roger Corman have agreed to co-produce two feature films, both of which eventually will play on television. Both will be distributed to theaters by way of Mr. Goldman's Feature Film Corp. of America. Afterwards they will be released to television by another Goldman subsidiary, Television Enterprises Corp. The first feature will be filmed in Hollywood beginning next March and the second film will be shot immediately afterwards in San Francisco.

Las Vegas fights ■ *Las Vegas Fight of the Week*, is now being seen in 15 markets around the country, Medallion TV Enterprises Inc., Hollywood, announced last week. The hour tape series is produced out of the Silver Slipper Ballroom on the Las Vegas strip every Monday evening and is fed live to KCOP(TV) Los Angeles. Tapes are then bicycled to 14 other markets including Philadelphia; Minneapolis; Houston; Providence, R. I.; Dayton, Ohio, and Portland, Ore. Medallion TV, which has been syndicating the fight series since last October, also co-produces it with Bill Miller Sports Promotions.

UAL in Hawaii ■ United Air Lines, which makes 70 round trips to Hawaii every week, is buying time in the top-50 TV markets for the half-hour color travel series, *Hawaii Calls*. The syndicated program is produced by Field Communications Corp. and Paradise Productions Ltd. Currently there are 26 programs in the series ready for distribution.

Computer champ ■ Woroner Productions Inc., Miami, has announced plans to produce a 15 fight elimination tournament for the all-time heavyweight championship of the world—by computer. Using assorted data about each fighter, an NCR computer will read out blow-by-blow descriptions of individual matches which, in turn, will be recorded by a top sports announcer. Tapes of the fights will be delivered under seal to participating stations by Western Union or bank courier. Promotional devices include "pool" forms whereby listeners may win prizes by predicting the outcome of the tournament.

Torres—Tiger ■ Madison Square Gar-

TV film shown jury, still not seen by public

Repercussions from investigative reporting begun in the fall are still being felt in Tulsa, Okla. The reporting by KOTV(TV) Tulsa, was cited as a major factor in recent grand-jury indictments there. KOTV had films of a private-club operator, who claimed he had been told if he contributed to an election campaign the police would not bother his club, and from a lawyer whose statements, it was said, could possibly have been embarrassing to local officials.

Clayton Vaughn, KOTV news director, said his department had kept in touch with authorities while it investigated the alleged "pay-off" stories. On the night that the films were to have been put on the air, Mr. Vaughn said, he showed them to the county attorney and police officials about 5 p.m. The officials

requested the films not be aired and be given to the grand jury.

The station refused, intending to show the reports on its 10 p.m. newscast. The county attorney returned to KOTV at 9 p.m. with subpoenas for the films and they were later presented to the grand jury. They still have not been shown on KOTV.

Two of the men indicted by the grand jury were later acquitted by a trial jury.

Mr. Vaughn said the station "was very pleased that the films were worth being looked at by the grand jury." County attorney David Hall said KOTV's "work had proved invaluable to the grand jury."

Several of those indicted are attorneys and members of the Oklahoma Bar Association. The bar association is still investigating.

BULLETIN!

TOP RATED 1ST RUN SYNDICATED COLOR TV SHOW IN TOUGH LOS ANGELES MARKET-

(DENVER, TOO)



Rated No. 1 by both ARB and NIELSEN!

This magnificent color 30 minutes whipped the best in the nation's toughest market! The station (KCOP—Channel 13) and its sponsors are enthusiastic—170,000 homes and a "12" share against prime competition! And this same impact is coming from unpublished upcoming ratings in Denver, San Diego, Minneapolis, Chicago and other key markets. What's more, this series of 26 is just starting in these markets—*the momentum is yet to come!* "Hawaii Calls" captured and holds the international radio market—imagine what it's going to do now on TV...IN COLOR!

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Get on the rating bandwagon! You must see this show yourself to appreciate why it's going to be one of the great TV syndications of all time!



Call or Write ED SIMMEL, Gen. Mgr., Syndication Dept.

FIELD COMMUNICATIONS CORPORATION

* 9229 Sunset Boulevard, Los Angeles, California 90069.
Area Code 213/274-6027

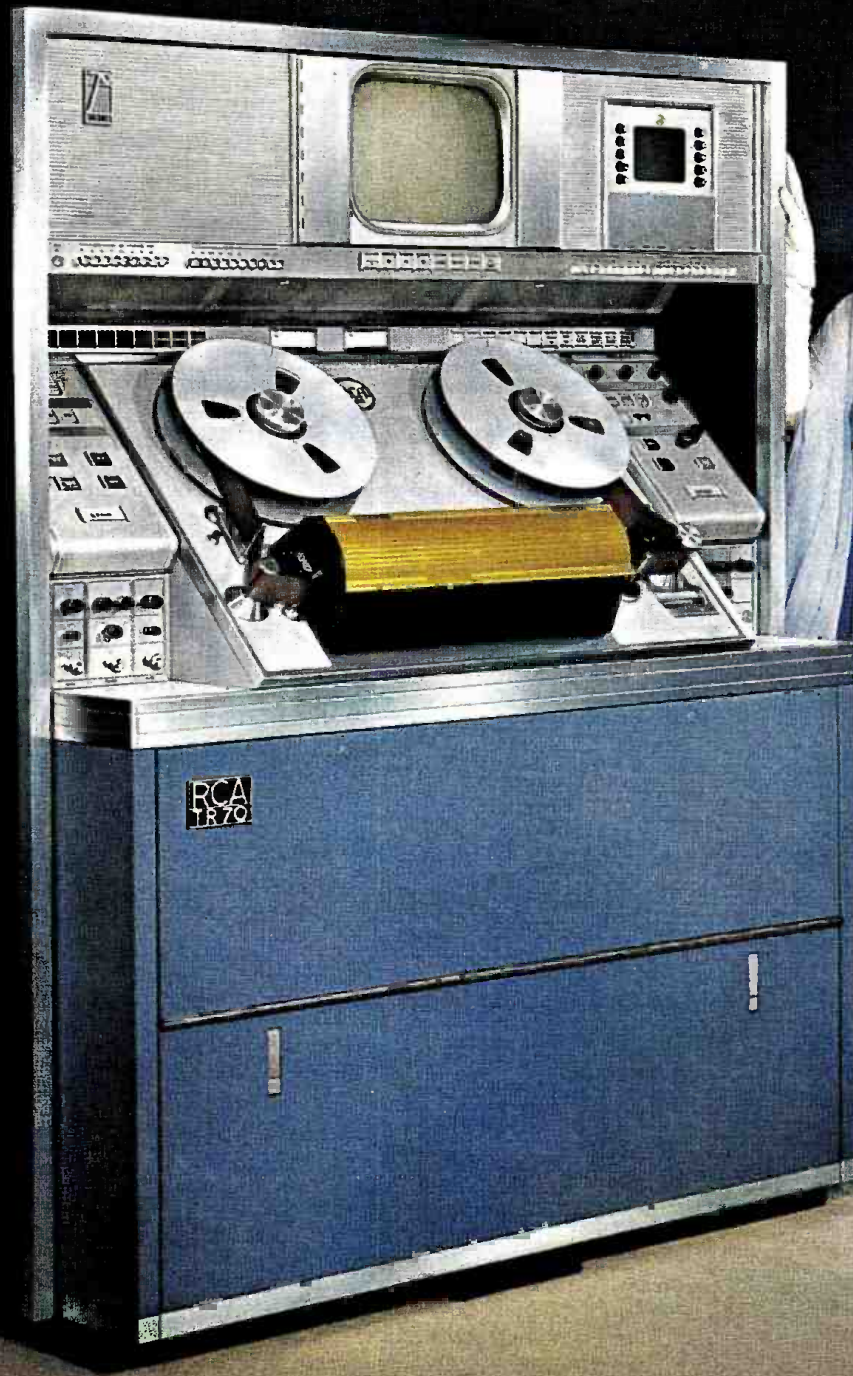
* Field Television Center, Marina City, Chicago,
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programming problems!"*



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The TR-70 Deluxe High Band Color Tape Recorder is the newest entry in a race where each new design "leapfrogs" the last. RCA engineers designing the TR-70 were not satisfied—dared not be satisfied—just to match the already available machines. They had to make the TR-70 better—much better. And they did. Thus, the TR-70 does everything, has everything (good) that the very best previously available recorder could boast of. But that's just the start. In addition it has a whole host of features and advantages not found in other recorders. Read on.

THE TR-70 DOES EVERYTHING

It produces the sharpest, most brilliant, truest color pictures you have seen. Makes superb color dupes through four generations. Offers all the wanted accessories—to electronically edit, compensate for dropouts, dimensional errors, variations in tapes. Operates at four switchable standards. And does it all more easily, more surely and more conveniently than ever before.

THE TR-70 HAS EVERYTHING

Everything you've ever heard of before. The basic machine is High Band color (not monochrome). It's designed, tested, and delivered that way. When you get it, it's ready to go! It's an integrated machine—there's no need to find space for a compressor—everything's built-in. Space is also provided for accessories, and all wiring's in place—no downtime

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THE TR-70 HAS MORE

Features not available in other machines, features that make for better, easier, more convenient operation and maintenance. Such as all-front access, eye-level (and ear-level) monitoring, less floor space. Standard modules, all the same type, same extenders—easily removed (you don't need a screwdriver). Test points on front of panels, D-C metering panel, built-in FM test facility. Grouped operating controls, automatic guide positioning, foot-operated brake release. And many more. *To learn the whole story—hear all of the facts—call your RCA Broadcast Representative.*



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ARB'S 1966-67 TELEVISION AUDIENCE REPORTS

tell you more of what you need to know
about today's television audience

SEPTEMBER 1966
AVERAGE QUARTER HOUR ESTIMATES

TIME AND PROGRAM	STATION	METRO AREA		TOTAL SURVEY AREA, IN THOUSANDS (ADD 000)																
				HOMES		Total Adults 21+	WOMEN				HOUSEWIVES			MEN				TEENS 12-17	CHILDREN	
		RATING	SHARE	Total	% HH Same Coll.		Total	18-34	35-49	50+	Total	Under 50	Fam. 5+ Pers.	Total	18-34	35-49	50+		Total 2-11	2-11
5.00 PM EARLY SHOW COMEDY CLUBHOUSE ADVENTURE ROAD TOTALS	WISN WISN WISN TOTALS	10 11 7 29	34 38 24 34	138.8 117.2 114.6 370.6	11 25 32 22	152.0* 33.9 167.2* 353.1	87.1 21.3 97.1 205.5	26.6 15.6 3.4 45.6	31.8 4.0 22.6 58.4	28.7 1.7 71.1 101.5	74.1 19.6 86.9 180.6	47.1 19.6 22.6 89.3	15.1 5.4 20.5	74.7 12.6 71.6 158.9	18.9 6.6 3.0 28.5	34.1 4.3 6.2 44.6	21.7 1.7 62.4 85.8	31.1 23.7 7.1 61.9	49.2 181.9 3.3 234.4	15. 100. 3.3 115.
5.15 PM EARLY SHOW COMEDY CLUBHOUSE ADVENTURE ROAD TOTALS	WISN WISN WISN TOTALS	11 11 8 30	37 37 27 34	143.1 116.5 121.2 380.8	11 28 32 23	158.3* 33.9 182.0* 374.2	90.6 21.3 107.0 218.9	27.6 15.6 6.4 49.6	34.3 4.0 26.1 65.4	28.7 1.7 74.3 106.7	76.7 19.6 93.5 189.8	49.7 19.6 26.1 95.4	16.2 5.4 21.6	77.5 12.6 76.3 166.4	20.0 6.6 3.0 30.0	35.8 4.3 6.2 46.3	21.7 1.7 67.3 90.7	31.1 23.7 7.1 61.9	49.2 177.4 3.3 229.9	15. 97. 3.3 112.

THREE geographic reporting areas—**Metro Area, Total Area and the new Area of Dominant Influence (ADI),** an unduplicated television market definition based on specific and exclusive county groups where more people watch more hours on home market stations.

SEPT/OCT 1966
MONDAY

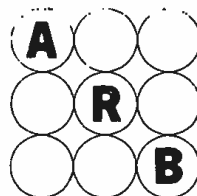
ADI RATINGS								TOTAL VIEWING HOMES				STATION	
HOMES	WOMEN	HOUSEWIVES			MEN	TEENS	CHILDREN	ADJ % of Total Homes	ADJACENT A.D.I.'S				
		Total	Under 50	Fam. 5+ Pers.					#1	#2	#3		#4
11	6	6	5	4	5	6	5	91		2	2	4	WCCZ
10	1	2	2	2	1	4	20	98				2	WISN
9	7	7	3	5	5	1		98				5	WISN
30	14	15	10	6	11	11	25	95				7	TOTAL
11	6	6	5	5	5	6	5	93		2	2	4	WCCZ
10	1	2	2	2	1	4	1	98				2	WISN
10	7	7	3	6	6	1		95				5	WISN
31	14	15	10	7	12	11	24	95				7	TOTAL

Whatever your goals in spot television planning—selective target audiences, specific geographic areas, or both—the new ARB Television Market Reports tell you more of what you need to know to do an effective job.

Metro Area ratings and share information, homes and extensive demographic breakdowns of total audience reached, people ratings for

the new exclusive market ADI and audience spill-over into adjacent market areas are provided for every time period.

Whether you need reports from one or from all of the 225 U.S. television markets, ARB can supply you with the information you need. Your ARB representative will be glad to help you—contact him today.



AMERICAN RESEARCH BUREAU
SUBSIDIARY OF C-E-I-R INC.

den-RKO General Sports Presentations, division of RKO Pictures Co., New York, said last week it will syndicate coverage of its Dec. 16 world light-heavyweight title fight between Jose Torres and Dick Tiger live and in color to about 60 TV stations in the U. S. MSG-RKO plans to use live radio to Puerto Rico, and film overseas to France, Italy, Argentina, Venezuela, Panama, Puerto Rico, Nigeria, Singapore, the Dominican Republic, Surinam, Curacao, and St. Thomas in the Virgin Islands.

On the house ■ Pepper Sound Studios, Memphis, has created a jingle package for the more than 300 stations of the Armed Forces Radio and Television Service. Pepper donated the package to AFRTS.

ABC 'Pickle' ■ Sullivan Productions Inc. said it will film an ABC-financed pilot for *The Pickle Brothers*, a projected half-hour comedy series written and produced by Gerald Gardner and Dee Caruso, currently script supervisors on *The Monkees* (NBC-TV).

MSG-RKO on ice ■ Madison Square Garden-RKO General Sports Presentations, division of RKO Pictures Co., New York, has announced an eight-week schedule of National Hockey League *Game of the Week* telecasts (Feb. 12 to April 2, 1967). MSG-RKO expects to syndicate the programs live in color to about 50 TV stations in the U. S. Tentative schedule will be Sundays at 4 p.m. EST. The MSG-RKO schedule of hockey games resulted from a sale by CBS-TV of part of its three-year contract with the NHL (BROADCASTING, Sept. 26).

Midnight mass ■ ABC-TV will resume its live coverage of the Christmas Eve mass from the National Shrine of the Immaculate Conception in Washington, this year's broadcast in color. The mass has been televised on ABC-TV each Christmas from 1959 to 1964 but was not broadcast last year.

Spanish-language outlets' dispute aired in court

A controversy between a Latin-oriented television station in Los Angeles and a would-be broadcaster in nearby Fontana who also plans a heavy schedule of Spanish-language programs, was argued in a federal court in Washington last week—but on narrow, procedural grounds.

At issue was the question of whether the FCC was right in denying the petition to deny a request to become a party filed by KMEX-TV Los Angeles in the proceedings involving International Panorama TV Inc.'s application for

'Pale Horse' postponed

CBS-TV has reported that at the request of Columbia Pictures it will not present a feature film, titled "Ride the Pale Horse" on Dec. 15. It has been rescheduled for a January 1967 date. There were reports that the Spanish government had protested the showing of the film, whose main characters are a Spanish loyalist and a nationalist, and had threatened to boycott Columbia features in Spain. A Columbia Pictures spokesman said the postponement was for "purely business reasons as often is done in television," and added that the movie showing has not been cancelled, only postponed. On Dec. 15, he said, CBS-TV will carry another Columbia feature, "Baby, the Rain Must Fall."

channel 40 in Fontana, Calif., and the commission's further refusal to permit KMEX-TV to intervene after the initial decision was issued.

International Panorama filed an application for channel 40 in Fontana in 1963. KMEX-TV, on channel 34 in Los Angeles, charged that Angel Lerma-Maler, owner of the Fontana applicant, had been involved in a campaign to discredit the Los Angeles station. A hearing examiner absolved Mr. Lerma of the charge, and the FCC last March confirmed the grant. International Panorama uses the call letters KLXA-TV.

The court argument last week was held before Circuit Judges Spottswood Robinson, Charles Fahy and W. Barrett Prettyman of the U. S. Court of Appeals for the District of Columbia.

Hearings coverage leads in NBC news specials

More NBC-TV hours were devoted to U. S. Senate hearings this year than any other category of special news programming including spaceflights, according to William R. McAndrew, president of NBC News.

He noted that NBC coverage of Senate hearings has totaled 72 hours 30 minutes to date this year, of a total of 240 hours of special news programming. The comparable figure for Gemini and other spaceflights is 70 hours.

Included in the 240-hour total were more than 48 hours of scheduled news specials, more than 10 hours devoted to primaries and the 1966 elections, and

more than 17 hours of presidential activities—speeches, news conferences, trips and the President's recent surgery.

Regular NBC News programming will total 923 hours by the end of this year, Mr. McAndrew said.

Exhibitor scores films' rush to TV

The specter of an all-consuming, ever-voracious television medium unthinkingly being fed movies almost before theater exhibitors have a chance to play them was raised last week by Sherrill C. Corwin, president of the National Association of Theater Owners. In a speech made in Milwaukee before the Wisconsin Theater Owners Association, Mr. Corwin chided feature-film distributors for rushing movies to television before their initial theatrical cycle has run its course. He charged that where formerly television was showing pre- or post-1948 features and then "films of the '50s," now home viewers are being offered pictures that played in theaters last month or even last week.

"We might wake up tomorrow to find that we are playing day and date" with television, Mr. Corwin told the assembled exhibitors.

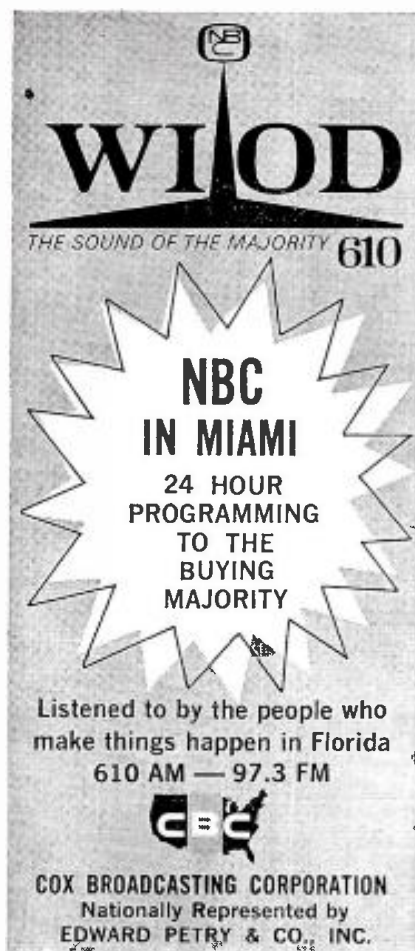
"Caution, wisdom and logic seem to have been thrown to the wind," he emphasized. The motion-picture exhibitors spokesman also contended that major movie productions are sometimes whisked to television before their initial theatrical potential is realized. He pointed out that such practices "cold-bloodedly" ignore the needs of neighborhood theaters, with some of these houses, as a result, being "endangered."

Mr. Corwin cited 20th Century Fox's production of "Cleopatra" as an example of a movie sold to television "long before" its "full theatrical potential has been explored." Continuing his cautionary remarks about movies and television, Mr. Corwin rhetorically asked: "Will we read tomorrow that 'The Sound of Music' is on its way, too?" He reminded film distributors that theaters still are the primary market that builds the word-of-mouth and eventual value of their film products.

Dope show principals sue for privacy invasion

The Xerox Corp., Rochester, N. Y., and Drew Associates Inc., New York, are being sued for \$1 million by two heroin addicts featured in their TV documentary *Storm Signal*.

In the suit, James and Helen Brandenberger charge invasion of privacy



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24 HOUR
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(Advertisement)

Color camera obsolete?

A major manufacturer of color television equipment warns broadcasters their costly color cameras could suddenly become obsolete as new, improved image pickup tubes are developed.

Only one color camera on the market has the flexibility of accommodating any present or contemplated pickup tube—the Polychrome camera manufactured by Sarnes Tarzian, Inc. of Bloomington, Indiana.

Exclusively in the Sarnes Tarzian, Inc. color camera will you find:

Complete image tube versatility;
Wide band colorimetry;
Large aperture optics from lens to pickup tube;

Choice of either IO/VID combination, or four Plumbicon tubes.

and defamation of character, on the grounds that they never knowingly agreed to participate in the telecast, being under the influence of drugs at the time.

The documentary was seen on an independent lineup of more than 100 stations during the week of Sept. 5, and took first prize at the 1966 Venice Film Festival. Xerox sponsored the show and Drew Associates produced the program.

The suit was filed in New York state supreme court.

All-channel unit wants to keep going

One of the remaining subcommittees of the government-industry Committee for All-Channel Broadcasting will ask the FCC for another two-year extension of its life.

The subcommittee on availability of non-network programs for independent stations reached that decision at a meeting in New York Dec. 1. At the same time the group reaffirmed its stand in favor of pay TV. The subcommittee is headed by Lawrence M. Turek, of Field Communications.

CACB, with FCC Commissioner Robert E. Lee as chairman, was organized four years ago primarily to aid in the development of UHF television. Two of the three original committees making up CACB went out of existence two years ago, but the third, including subcommittee on programming, was given a two-year extension.

It's still a close ratings race

NBC-TV and CBS-TV moved into November nip 'n' tuck in the national Nielsen ratings. CBS's average night-time rating (7:30-11 p.m.) for the two weeks ended Nov. 20 was 19.1, NBC had 19.0 and ABC 16.1.

Included in the report was election night (Nov. 8), the ratings showing a strengthening of CBS News against perennial leader NBC News. In the 7:30-11 p.m. election-night period, NBC had a 19.8 average audience rating and a 44 share of the three-network audience, while CBS's comparable record was 17.9 and 40% share of the network audience. ABC had a 6.8 rating and a 16 share.

None of this season's new shows appeared in the leading 20 programs, a situation that had marked the previous national reports.

CBS now has been on top in two

and NBC in three out of the five national ratings reports that have covered this season.

The close scoring by CBS and NBC was pointed up in the wins by half-hour periods—they tied at 21 while ABC had seven—and in nights of the week. NBC and CBS each won three nights—NBC Wednesday, Saturday and Sunday and CBS Tuesday, Thursday and Friday. ABC won Monday.

In the Arbitron overnights covering the 7:30-11 p.m. periods but for the week ended Dec. 4, NBC commanded the lead with an 18.4, CBS had 17.7 and ABC 14.7. In wins by half-hour periods and nights of the week: CBS scored with 21 half-hour periods, NBC had 18 and ABC 10; CBS and NBC each won three nights, ABC one (Monday). CBS won Wednesday, Friday and Saturday; NBC Tuesday, Thursday and Sunday.

Here are the top-20 Nielsens released last week.

Based on Nielsen estimates in second NTI report for November 1966 (two weeks ending Nov. 20).

NIELSEN AVERAGE AUDIENCE†

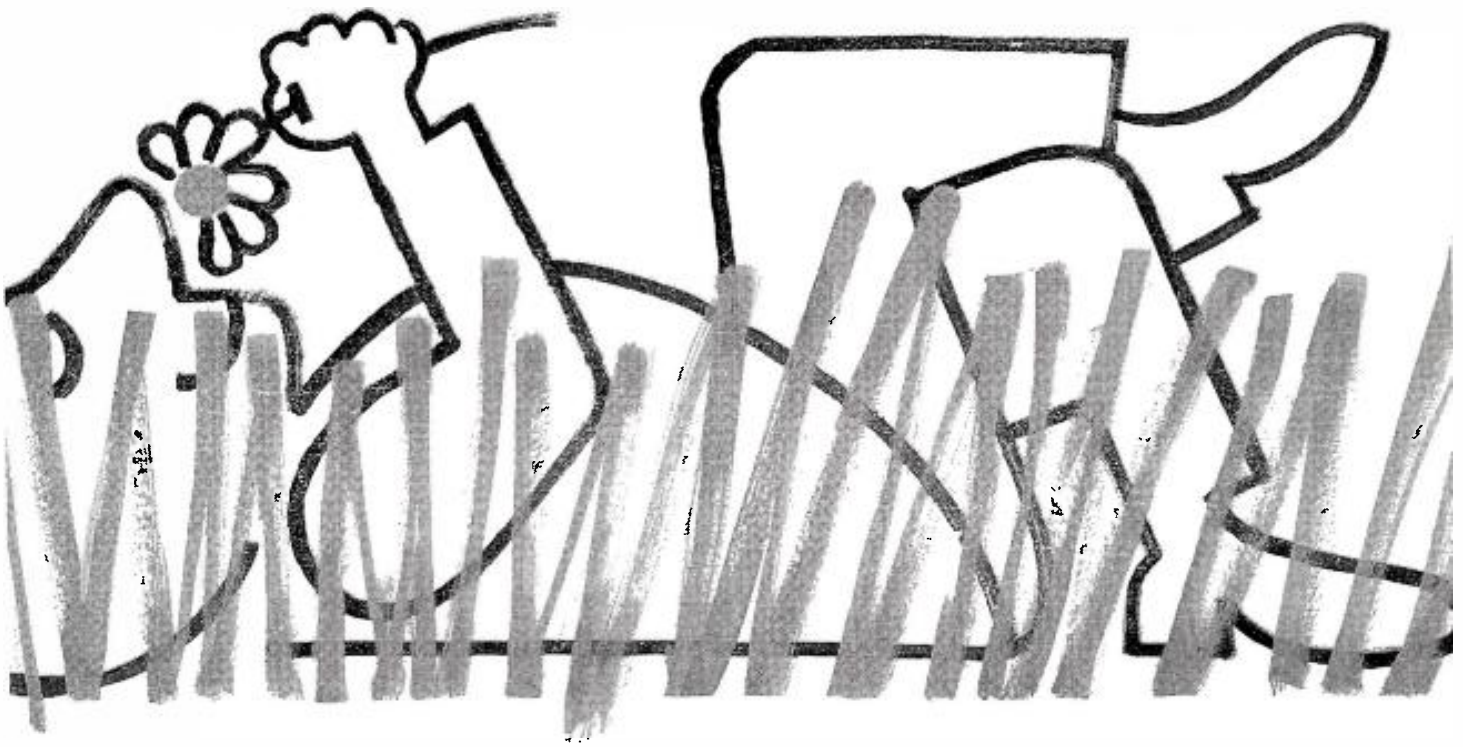
Rank		Percent U.S. TV households
1.	Bonanza (NBC)	29.7
2.	Lucy Show (CBS)	27.3
3.	Clown Alley (S) (CBS)	26.7
4.	Red Skelton* (CBS)	26.4
5.	Jackie Gleason (CBS)	25.7
6.	Andy Griffith Show (CBS)	25.4
7.	Green Acres (CBS)	25.0
8.	Bob Hope (S) (NBC)	24.5
9.	Beverly Hillbillies (CBS)	24.2
10.	Saturday Movie (NBC)	23.3
11.	Lawrence Welk (ABC)	22.8
12.	Bewitched (ABC)	22.6
	Get Smart (NBC)	22.6
14.	Ed Sullivan Show (CBS)	22.2
	Gomer Pyle (CBS)	22.2
16.	Chrysler Theater* (NBC)	22.1
17.	Friday Movie (CBS)	21.9
18.	Daktari* (CBS)	21.8
19.	My Three Sons (CBS)	21.7
20.	The Virginian (NBC)	21.6

* Telecast only one week of this report.

(S) Special or pre-empting program.

† Households reached during the average minute of the program.

NBC-TV was an easy first in the Nielsen multimarket ratings report covering 7:30-11 p.m. in the week ended Nov. 27. ABC, second, led CBS slightly. The ratings: NBC—19, ABC—16.9, CBS—16.6. Wins by half-hour periods and nights of the week: NBC 24 half-hours and Wednesday, Thursday and Saturday; ABC 11 half-hours and Monday and Sunday; CBS 14 half-hours and Tuesday and Friday.



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working all the time to make sure you'll have all the
reliable electric service you'll ever want, now and in the future.

*Names of sponsoring companies available through this magazine.

FCC has another 50-50 plan

This one calls for Comsat to own half
of satellite ground stations, with
common carriers owning the other half

The FCC last week adopted a new interim policy governing ownership of communications satellite earth stations, and thus removed what has been a roadblock to the establishment of a worldwide communications-satellite system.

The commission, in a unanimous decision, held that all existing and planned earth stations are to be owned jointly by the Communications Satellite Corp. and six international common carriers. The policy, to remain in effect until 1969, supersedes an arrangement in effect since May 12, 1965, under which Comsat is the sole owner and operator

of the three existing ground stations at Andover, Me., Brewster Flat, Wash. and Paumotu, Hawaii.

Under the new policy, Comsat will own 50% of each station, the carriers the rest, with ownership of their 50% distributed among them in proportion to each one's expected use of the system. Comsat will serve as manager of the stations subject to policies established by a committee representing the owners.

In a related development, the commission approved construction of an earth station in the Puerto Rico-Virgin Islands area, to serve the eastern Carib-

bean. The ownership policy will apply to that station, as well as to stations proposed for the southeastern and southwestern sections of the U.S.

Time Limits ■ The commission gave the parties 60 days to file applications for transfer of control of the existing earth stations, and 90 days to file an application for a station on "an appropriate site" in the Puerto Rico-Virgin Islands area.

Conflicts among the carriers as to who should own the stations have stalled development of the global system to the annoyance of the White House and the chagrin of the commission. A considerable financial stake is involved in the ownership question since construction costs can be figured into a carrier's rate base.

Comsat has argued that ownership of the U.S. portion of the satellite system will mean little if it doesn't own the ground stations. But the commission feels that if carriers are barred from ownership they will have no incentive to contribute to the growth of satellite communications.

The 50-50 plan grew out of an idea suggested by Comsat in meetings of the carriers that the commission initiated in September in hopes they could work out a mutually satisfactory compromise on the ownership question. The carriers agreed in principle on the 50-50 split, but efforts to reach final agreement foundered on the question of how the carriers' 50% would be divided.

Percentages ■ The FCC's decision on the percentage of ownership, which is subject to change at the conclusion of the interim period, follows: AT&T, 28.5% of the stations within the conterminous states; Hawaiian Telephone, 30% of the station in Hawaii; International Telephone & Telegraph Puerto Rico and Virgin Islands, 30% of the Caribbean station; International Telephone & Telegraph, 7% of the stations within the conterminous states, 6% of the Hawaiian station, and 11.5% of the one in the Caribbean; Radio Corp. of America Communications, 10.5% of the stations in the conterminous states, 11% of the Hawaiian station, and 4% of the Caribbean facility; and Western Union International, 4% of the stations in the conterminous states, 3% of the station in Hawaii, and 4.5% of the one in the Caribbean.

The commission's concern in moving ahead swiftly was reflected in its statement urging the parties to move "promptly to plan, construct, and make



Plaque marks site of Fessenden broadcast

The Broadcast Pioneers and Massachusetts Broadcasters Association have commemorated a site in Marshfield, Mass., as the location of the first radio broadcast in the U. S. The two organizations saluted the Christmas Eve 1906 voice-and-music broadcast by Reginald A. Fessenden.

The plaque was placed at the base

of what had been a 420-foot tower built by Mr. Fessenden in 1905.

Taking part in the dedication ceremonies were (l-r): Lamont L. Thompson, WBZ-TV Boston, president of MBA; Rosella Ames, chairman of the Marshfield Historical Commission, and William S. Hedges, past president of the Broadcast Pioneers.

available for service" the stations that have been proposed for the southeastern and southwestern parts of the country. The carriers were given 60 days to agree on applications for stations in those regions.

The commission said its action granting an earth station application for the Caribbean, for which a number of competing applications had been filed, "would be a further step in carrying out the congressional mandate to expedite the realization of a truly global satellite system."

In a related development, the commission approved an application by four carriers for a 720-circuit cable between Florida and the Virgin Islands. The commission said construction of both the cable and the Caribbean earth station would provide essential alternative forms of service and would "facilitate the provision of services requiring very large segments of capacity," including television.

Complications ■ The new ownership policy complicates the question of Comsat rates—just as Comsat and its customers appeared to be moving toward an agreement that would eliminate the need for a hearing on its tariffs that the commission had ordered (BROADCASTING, Dec. 5).

The commission said the new policy would require a re-examination of Comsat's current rate structure, since existing rates are based on the company's sole ownership of the earth stations. However, the commission expects any revision that may evolve "will not initially" result in prices for authorized users that would exceed Comsat's current composite charge for the services of the earth station and access to the satellite.

In another communications satellite matter last week, the commission dismissed Western Union Telegraph's application to become an authorized user of Comsat—that is, authorized to deal directly with the carrier's carrier—in domestic service. The commission held that the application was premature since action has yet to be taken on questions dealing with the establishment of a domestic satellite system and with who should operate such facilities.

FCC's Johnson to speak

FCC Commissioner Nicholas Johnson, named to the commission by President Johnson in July for a full seven-year term, makes his first public appearance before the Washington bar association this week. He's scheduled to address a luncheon meeting of the Federal Communications Bar Association in Washington on Thursday (Dec. 15). His subject has not been announced.

A loud fight simmers down

Acquisition of Columbia dissidents' holdings is explained to FCC

A dissident group of stockholders who once threatened to take over control of Columbia Pictures Corp. are now prepared to sell their stock in the company. The sale would mark a quiet close to a tempestuous few months during which the FCC expressed concern over the possibility that, in view of Columbia's control of six stations, commission rules might be violated in the conflict between the contending forces.

The proposed purchaser of the dissident group's 18% of Columbia Pictures — 340,000 shares — is a French bank, whose appearance on the Columbia Pictures scene in October was accompanied by speculation it would side with the dissidents in the fight for control.

Attorneys for Columbia, the bank (Banque de Paris et des Pays-Bas) and the dissident group headed by N. M. Clairmont of New York, discussed the history of the dispute and the plan for ending it, in a meeting last week with FCC Chairman Rosel H. Hyde.

The plan, which is subject to FCC approval—or to a commission statement that such approval is not necessary—calls for the bank to purchase the dissident group's stock for \$40 a share and place it in an irrevocable trust with the U.S. Trust Co.

Playing Safe ■ The bank and Columbia are moving cautiously in view of the notoriety that attended the struggle for control. The principals want to be sure their plan will encounter no obstacle at the commission before proceeding with it.

The bank, which now owns 20% of Columbia Pictures (394,082 shares), would put the shares to be purchased from the Clairmont group in trust in order to avoid conflict with a commission rule governing alien ownership of companies controlling broadcast licensees. The rule permits the commission to revoke or refuse to renew the license of a station under the control of a holding company, 25% of whose stock is owned by aliens. Columbia



Cox computer on line for research, billing

Cox Broadcasting Corp., a group broadcaster and community antenna television operator, reports rapid conversion of business operating procedures to computer processing on its new Honeywell Series 200 Model 120.

The data-processing equipment is being used for research analysis for the group's television stations, with data supplied on magnetic tape from American Research Bureau and

A. C. Nielsen. In addition the computer is being used to handle billing of 40,000 subscribers to Cox CATV systems, as well as for analysis of public opinion polls.

Above, Cox's data-processing manager Dan Clay (c) describes the computer's functions to James Rupp (l), director of sales development and research, and Clifford Kirtland Jr., vice president, secretary and treasurer.

controls its stations—KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico, and WVUE(TV) New Orleans—through a subsidiary, Screen Gems.

During the early jockeying that appeared to be heading for a proxy fight for control of Columbia the commission called the attention of both sides to the 25% rule and, in addition, warned that a transfer of control application would have to be filed before a new group could take over direction.

The fight ended, however, when the bank declared it would support the present management. The bank also said it intended only to remain a 20% minority stockholder, would take any action necessary to safeguard the broadcast licenses of Columbia's subsidiaries, (BROADCASTING, Nov. 21).

A. Schneider, president of Columbia, related these assurances in a letter filed with the commission last week. He also reported the management board of directors slate to be presented at the stockholders meeting next month would be expanded from 9 to 11 members, with the bank being "invited" to suggest two directors to fill the new places.

According to a draft of the proposed agreement under which the French bank would place its new holdings in trust, the trust company would vote the stock free from control but would sell the stock as directed by the bank. The trust would run for 10 years, but would be renewable at the close of every 10-year period.

Mitch gets nod for Washington ch. 50

An FCC hearing examiner has decided that Mitchell (Mitch) Miller, popular musician and radio-TV producer, deserves the grant of a UHF television station in Washington because of the professional attention and talent he could lend to the station's operation.

In an initial decision issued last week Examiner Basil P. Cooper said that Mr. Miller "stakes his personal and professional reputation, his time, his personal fortune as well as that of his family on the proposition that—given the chance—he can and will make the channel 50 television station a small oasis in the vast wasteland of television mediocrity." It would be "in the public interest to give him that chance," the examiner said.

Mr. Miller, who has no other broadcast interests, is president and majority stockholder of All American Television Features Inc., the hearing examiner's choice of the three competing applicants. Mr. Miller's wife, Frances, is vice president and Abraham Fishman is secretary-treasurer of the corporation.

The other applicants for the UHF are Theodore Granik, veteran syndicator-producer, and TCA Broadcasting Inc. of which O. Roy Chalk is president and majority stockholder. Mr.

Granik is the majority owner of CATV Enterprises Inc., which has a CATV franchise in New York City, and is also president of Granik Broadcasting Inc., applicant for a UHF in Patchogue, N. Y. Mr. Chalk is president of Trans-Caribbean Airways Inc. and D. C. Transit System Inc. and also has broadcast interests in Puerto Rico.

Mr. Cooper stated that the applicants' financial qualifications and programing proposals were not important factors in the formation of his decision. In this case, the examiner said, the "manner" in which the integration of ownership with management will be "reflected" in channel 50's programing is decisive.

Mr. Miller has said that he will move to Washington, personally be host of a Saturday night program titled *An Evening with Mitch* and assume responsibility for program development, program ideas and the day-to-day operation of the UHF.

"Mitchell W. Miller, first and foremost, is a showman possessed with the ability of being able to recognize and develop talent and originate and present radio and television shows," Mr. Cooper said. Mr. Miller's fulltime commitment to the station, coupled with the fact that he will be financing it, will give him "the opportunity to experiment, to try new techniques and new program concepts which will reflect his enthusiasm and imagination without having his program ideas, concepts or method of presentation vetoed by any other person," the examiner stated.

How would you promote Alan Lass?

We don't know but . . . WLCY-TV,

TAMPA/ST. PETERSBURG will find it easy to promote

ALAN LADD

in DUEL OF CHAMPIONS (color)

one of the post '60

CINEMAGREAT FEATURES

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NAB building project restarts

Basic design favored by 11 of 12 at New York meeting;
progress report goes to board meeting next month

The National Association of Broadcasters has taken a giant step on the road to getting a new headquarters building. Meeting in joint session in New York on Tuesday (Dec. 6), the building and executive committees voted to give the architects a green light in developing actual building plans, taking into consideration the recommendations made by a trio of architectural consultants.

Endorsed by all the consultants as a well-conceived design, the plans for the seven-story building have been hanging fire since first presented to the NAB board in June (BROADCASTING, June 27). At that time Kenneth Giddens, WKRG-TV Mobile, Ala., a building committee member, offered a minority report opposing the design as too commonplace. The board then instructed the two committees to seek outside architectural guidance, and if the consultants approved of basic concept, the construction project could move ahead.

Eleven of the 12 men at last week's meeting felt the consultants favored the design. One consultant noted that Mills, Petticord & Mills, the Washington firm that designed the building, had

done an excellent job—particularly in light of the space and budget limitations. The building has been originally budgeted at \$1.8 million.

The lone dissenter last week was Mr. Giddens, who offered a resolution that NAB hire a consulting architect to work with MP&M in the final design and construction. The motion was not acted upon.

Some Slight Changes • The trio of consultants—Pietro Belluschi, Frank Montana and G. Holmes Perkins—did suggest some “minor” changes for the planned semielliptical structure. The recommendations will be forwarded to MPM for consideration in the final design plans. It is not known when the architectural firm will be able to produce the final plans and a timetable for demolition of the present structure and erection of the new building.

At the winter board meeting of NAB in Mexico City, Jan. 22-27, 1967, the committees will deliver a progress report, and having complied with the board's June request, they expect the project to continue without delay.

Attending the New York meeting from the executive committee: John F. Dillie Jr., Communicana Group of

Indiana, joint board chairman; Vincent T. Wasilewski, NAB president; Grover C. Cobb, KVOB Great Bend, Kan., radio board chairman; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman; George W. Armstrong, WHB Kansas City, Mo., radio board vice chairman; John T. Murphy, Avco Broadcasting Corp., Cincinnati, TV board vice chairman, and Willard Schroeder, Wood Grand Rapids, Mich., past joint board chairman.

From the building committee: Clair McCollough, Steinman Stations, Lancaster, Pa., chairman; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Ben B. Sanders, KICD Spencer, Iowa; Ben Strouse, WWDC Washington, and Mr. Giddens.

\$2-million move planned by KNBR

KNBR San Francisco will move next April into new studios being built at the Fox Plaza in San Francisco's Civic Center. Dale Moudy, station general manager, said that the studio construction cost will be more than \$2 million.

The NBC-owned station will install the latest RCA solid-state amplifying and control equipment.

KNBR has been located in the NBC building at 420 Taylor for the past 25 years.

*How would you promote Max Hamburg or Peter Van Ache?
We don't know but . . .*

WPHL-TV, PHILADELPHIA will find it easy to promote

MACDONALD CAREY & PETER VAN EYCK
in **DEVIL'S AGENT**

one of the post '60

CINEMAGREAT FEATURES

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Golden West buys Paramount lot

WILL HOUSE GROUP'S RADIO AND TV STATIONS

Golden West Broadcasters, which earlier this year broke ground in North Hollywood on what was to be a \$4.5 million television complex, last week all but completed a deal for outright purchase of 10.2 acres of studio land on Sunset Boulevard owned by Paramount Pictures Inc. The entire Paramount Sunset studio, as the property is called, including land on which GWB-owned KTLA(TV) Los Angeles is now located and six sound stages now being used by Paramount Pictures and independent TV production companies and a large, white office building, will be part of the acquisition. The studio, the original home of Warner Bros. Pictures in Hollywood, was bought by Paramount in 1956. Paramount retains its major studio property on Marathon Street in Hollywood.

Contract for the purchase has been drawn, with the formal signing of final papers expected some time this week. GWB is hopeful of taking the property out of escrow and in hand by the end of next month. Financial conditions of the purchase were not revealed but it's known to have been a deal involving several millions of dollars.

GWB apparently was motivated by a need to get all of its Los Angeles-based facilities and executive staff under one roof. Initial thinking is to move the company's locally owned radio station, KMPC Los Angeles, to the office building on the studio lot. It's projected that the operational facilities of KMPC will be on the ground floor of the building, with the second floor reserved for executive office space. Tentative estimates call for the radio station to be in its new quarters by early summer.

Improvements Planned ■ A three- to five-year program to completely modernize the KTLA television facilities would then be put into effect. First improvements would probably cover

broadcasting and studio facilities. Top priority would be given to the installation of new taping equipment, color cameras and for a portable air conditioner on the only one of the seven Sunset lot sound stages now leased to the television station. GWB has earmarked some \$2 million for the overall renovation program over the five-year period.

With the acquisition of the Paramount studio all but accomplished, Golden West Broadcasters has decided not to erect a new TV complex in the North Hollywood area of Los Angeles as originally announced. Plans to build a three-level structure containing some 100,000 square feet of space and housing the GWB headquarters and KTLA studios and administrative offices were first revealed last January (BROADCASTING, Jan. 17).

Negotiations for the purchase of the Paramount studio began about six months ago. They were somewhat delayed during the merger of Paramount Pictures and Gulf & Western Industries Inc. that culminated last October (BROADCASTING, Oct. 24). This is the second major deal GWB has negotiated with Paramount Pictures in recent years. In May 1964, the station group organization bought KTLA from Paramount Pictures for \$12 million.

While the purchase price covered title to the station's license and broadcast facilities, it did not include real estate. At the time of the KTLA sale—by way of giving some hint as to how much GWB is paying for the Sunset lot—there were indications that Paramount was trying to sell both the studio property and television station for a package price of \$20 million. By process of subtraction then, it's conceivable that GWB is paying up to \$8 million for the studio property now.

For the most part the Sunset lot's

seven sound stages have been operating at capacity. In the recent past such TV series as *Branded*, *The Patty Duke Show*, *The Hero* and *Shane* have been filmed there. Only *Get Smart*, however, is in current shooting.

Separate Operation ■ Golden West's plan for the present is to keep these sound stages separated from the broadcast facilities and to lease them out to independent production companies.

When GWB takes over the Sunset lot it will mark the first time the company's high-powered executive team of Gene Autry, chairman of the board; Robert O. Reynolds, president, and Loyd C. Sigmon, executive vice president, have ever occupied regular offices under the same roof.

In addition to the Los Angeles radio and television stations, Golden West Broadcasters also owns and operates KSFO San Francisco, KEX Portland, Ore. and KVI Seattle.

Springfield asks rule on CATV antenna deals

The FCC has been asked to initiate a rulemaking proceeding aimed at barring CATV's from offering potential subscribers a financial inducement to part with their outdoor TV antennas.

The request was made by Springfield Television Broadcasting Co., which was turned down last month in a petition to the FCC that it prohibit Pioneer Valley Cablevision Inc., in Ware, Mass., from offering potential customers a \$10 allowance on the installation cost of the system in return for their antennas.

The practice is employed by many CATV systems. But the commission said its authority over CATV's doesn't cover it. It added, however, that it didn't approve of the sales technique and referred the matter to the Federal Trade Commission.

Springfield, licensee of WWLP(TV) Springfield, which puts a grade A signal over Ware, asked the commission to reconsider its decision and grant the requested cease-and-desist order. Springfield contends that the practice violates—or at least nullifies—a commission rule designed to preserve viewers' freedom of choice as between CATV and off-air reception. The rule requires a CATV system to inform customers of the availability of a switching device, which the system would install, that would enable them to revert to off-air service.

Rulemaking Asked ■ If the commission again determines it lacks authority to act, Springfield said, it should initiate on its own motion an inquiry and rulemaking proceeding looking to adoption of the necessary measure. Springfield said that the commission's action in



Office building on Paramount's Sunset lot will be new locale of Golden

West Broadcasting's executive offices and studios for KMPC Los Angeles.

Springfield said that since the commission has seen fit "in the public interest, to assume jurisdiction and regulatory authority over the operations of CATV systems," its statement that its authority doesn't extend to "a CATV business practice which it recognizes as being anti-competitive is an illogical restraint and limitation on its effective regulation of CATV systems."

The 18 Bell telephone systems involved in the FCC-ordered hearing on the legality of CATV tariffs have objected to the intervention petitions filed in November by seven CATV trade associations.

The telephone companies are specifically objecting to the petitions to intervene filed by Community TV Association of New England, Illinois-Indiana Cable Television Association, Michigan Cable Television Association, New York State CATV Association, Ohio Cable Television Association, Pacific Northwest Community TV Association Inc. and West Virginia Community Television Association.

The Bell parties stated that since the seven petitioners are "concerned about the same matters as the NCTA, their intervention is not required and should be denied."

New York CATV Association and Community TV Association of New England last week answered the objection to their participation, stating that their absence from the hearing "would not be in accord with the public-interest objective of compiling a full and complete record."

A closed-circuit TV service for Miami Beach's hotels and apartment houses begins Dec. 15, it was announced last week. The system is South Florida Television Network Inc., owned principally by the estate of William B. MacDonald Jr., and Walter Koessler, former general manager of WPST-TV Miami (then occupying channel 10 there but since deleted).

and apartment houses on two channels: 8 and 9. The channel 8 operation will consist of hourly programs, comprising news, weather, racing and sports, stock market quotations, fishing news, flight information, fashion, activities—updated and repeated each hour for 16 hours a day beginning at 7 a.m. Channel 9 will be used to cover conventions in the Miami Beach area. The SFTN system will carry advertising.

The Miami Beach installation will utilize 40 miles of telephone company coaxial cable. Estimated cost for the trunk lines, connections, studio and staff is \$750,000.



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A schedule on WKZO Radio does more for showroom traffic than a schedule on any other Michigan

radio station outside Detroit.

The map at left shows why. There are 156 Ford, Chevrolet, and Plymouth dealers in WKZO Radio's primary service—102 *more* than for the next station. And our stronger audience horsepower works for *all* kinds of retailers — not just car dealers.

Want to get your show on the road in Greater Western Michigan? Then let your Avery-Knodel man map out the route via WKZO Radio!

*The United Kingdom leads the world in vehicles per road-mile.



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TELEVISION
WNEZ-TV GRAND RAPIDS-KILAMAZO
WYTF CADILLAC-TRaverse CITY
WYAT-TV SALT STE. LAKE
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**CBS RADIO FOR KALAMAZOO
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Report may urge network curbs

Small Business panel set to blast FCC inaction on broad list of problems

A forthcoming report by a congressional group on broadcasting problems and the FCC is expected to contain strong language urging the commission to act to limit the amount of prime time programming controlled by the television networks.

The document currently being drafted by the House Subcommittee on Regulatory and Enforcement Agencies of the Small Business Committee, which earlier this year held an inquiry in

various phases of broadcasting and advertising, is expected to be released in a few weeks. In the hearing the subcommittee heard charges that advertising practices discriminate against small advertisers and that network program control stifles competition from small production firms.

The hard-hitting report will range over a broad field of issues facing the FCC such as group-owned station representation firms, network minute-participation sales and spectrum management. It is believed it will also take the FCC to task for allegedly not keeping up with the challenges of a rapidly changing communications industry.

In the area of network program limits, the report will probably urge the commission to take whatever action is necessary and is expected to document the argument with new data. It will point out that since the network option-time prohibition went into effect

in 1960, the ruling has not had the influence that was foreseen. Instead the report is expected to say the networks have continued to raise the number of hours of programming on affiliated stations and that the number of non-network program producers has also continued to decline along with the amount of prime time available to them.

To Propose Curbs ■ In view of this the subcommittee will advocate the adoption of some curbs on network prime-time program ownership and control. And while it will not specifically back the proposed 50-50 plan that would limit network control of nonnews prime-time programming to 50%, the subcommittee will suggest that there might be some merit in this plan or other alternate proposals. Among these would be the plan offered by Donald H. McGannon, president of Westinghouse Broadcasting Co., to the FCC (BROADCASTING, April 18), and before the subcommittee (BROADCASTING, June 20.)

Pioneers create fund for history project

Creation of the Broadcast Pioneers Educational Fund Inc. to provide financial backing for the Broadcast Pioneers' radio-TV history project was announced last week by Pioneers President John T. Murphy of Avco Broadcasting.

Initial contributions totaling \$3,250 also were announced.

The actions came Wednesday (Dec. 7) in New York at the annual membership meeting of Broadcast Pioneers, in which the organization's constitution and bylaws were revised to permit creation of a separate fund to underwrite and expand the broadcast history. In the past the project

has been financed out of membership dues. An application for tax exemption has been filed for the fund.

G. Richard Shafto of Cosmos Broadcasting was named president of the fund.

The history project is designed to build a reference library covering as completely as possible the history of broadcasting in the words and documents of the people who made the history. It continues to be directed by William S. Hedges, longtime NBC vice president.

Dues Raised ■ Another change voted in the constitution last week raises the fee for life membership in Broadcast Pioneers from \$100 to \$150 and increases annual dues from \$10 to \$20. The percentage of dues to be returned from the national organization to local chapters was increased from 25% to 37.5%.

Sydney M. Kaye, New York attorney and chairman of Broadcast Music Inc., was elected to the Pioneers board, succeeding the late Paul Raymer.

Initial contributions to the new educational fund consisted of \$500 each by the Shafto Foundation (created by G. Richard and Treva Shafto), Avco Broadcasting, Steinman stations, KTRK-TV Houston, WGN Continental Broadcasting and WTIC Hartford, Conn., and \$250 by Richards & Associates, public relations firm.



G. Richard Shafto of Cosmos Broadcasting, first president of Broadcast Pioneers Educational Fund Inc., is shown (third from right) with other Broadcast Pioneers leaders after the meeting at which the fund was established. Others (l to r): Ernest Lee Jahncke Jr., NBC, Pioneers board member and past president; John T.

Murphy, Avco Broadcasting current Pioneers president; William S. Hedges, former NBC vice president, now director of broadcast history project which will be the beneficiary of the fund; John F. Dille Jr., Communicana Group, Pioneers vice president, and Arthur Hull Hayes, CBS Radio, Pioneers first vice president.

The Westinghouse plan is aimed at making prime time available to independent producers by prohibiting stations in the 50 largest markets containing at least three stations from carrying more than three hours of network programs, other than news, between 7 p.m. and 11 p.m.

In other areas the report is expected to urge the commission to clamp down on group-station-owned representative firms representing outside stations, to charge that networks are tailoring affiliate programming to suit station representatives in sales of minute participations, to advocate more land-mobile space, to suggest that translators should be allowed to sell advertising to local clients and to criticize what it sees as a trend toward telephone-company influence on CATV rates.

NYC to file suit against CATV system

New York City, which is claiming the right to regulate and tax all wire communications services that cross its streets, was expected to file suit last week in state supreme court against an

unfranchised community antenna television operator.

That operator, Comtel Inc., is leasing lines from the New York Telephone Co. for CATV service in an area of Manhattan for which Sterling Information Services was awarded a CATV franchise last year.

The city is asking the court to enjoin Comtel from continuing the CATV service (BROADCASTING, Dec. 5).

The antenna operator, in promotion materials mailed to mid-Manhattan residents says: "Comtel, by special arrangement with the New York Telephone Co. to use its cables, can now bring you and others in your building almost perfect reception through cable TV."

While the city was preparing its action against Comtel two franchised CATV operators in New York, Teleprompter Corp. and Manhattan Cable TV Services, were petitioning the FCC to prevent the New York Telephone Co. from providing lines for "unauthorized CATV operations."

The telephone company has taken the position that its tariffs, on file with the state public service commission, give it the right to offer CATV lines and other services and that city jurisdiction does not extend to these uses.

WBC files against top-50 rule change

The programing "crisis" presently facing the television industry will be aggravated rather than solved by any further FCC limitations on the number of top-50 market TV stations a broadcaster may own, the Westinghouse Broadcasting Co. said last week.

In the only reply comments filed on the commission's proposal to limit multiple owner expansion, Westinghouse said that the problem of diminishing program sources is due to two primary factors: the concentration of those sources within the three television networks and network domination of the prime-time viewing hours.

"The number of television series which can be used in the early evening, produced and distributed independently, has declined precipitously in recent years with a corresponding decrease in the number of producing companies," Westinghouse said. Dependence on network sources will grow, the group broadcaster continued, as the number of TV stations under group ownership is reduced; but, on the other

Lassie, a Real Dog

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- Friend of millions!
- Loved by adults—and by children, too!*
- 156 episodes for stripping.
- And how it attracts sponsors!

*Nielsen shows 56.2% of audience are adults.
(Jan. 1966 Nielsen Audience Composition Book).

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hand, "group ownership, within the numerical limits of present rules and with properly conceived management policies, has vast potential for increasing programing sources and viewpoints.

The commission's proposed rule would prohibit broadcasters from acquiring more than three television stations in the top 50 markets—no more than two of them VHF's. The present over-all limit of seven stations (no more than five VHF's), in effect since 1954, would not be changed if the proposal were adopted.

Westinghouse also submitted an appendix to the FCC with a description of its recent and projected programing efforts and suggested that a large portion of its group efforts could not have been successfully undertaken by individually owned stations. "A modest concentration of men, materials, experience and ideas as permitted under present rules is necessary for the variety and quality of programs that Westinghouse has sought to achieve," WBC said.

Westinghouse owns and operates five VHF's: WBZ-TV Boston; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KYW-TV Philadelphia, and KPIX(TV) San Francisco.

Comments filed last month by multiple owners and the three TV networks

were overwhelmingly opposed to the FCC's proposal (BROADCASTING, Nov. 7). The Council for Television Development, an organization of 42 licensees formed last year to fight the proposed rule, has also commented unfavorably (BROADCASTING, Oct. 10).

Way clear for Redding CATV off-air pickups

Finer Living Inc., operator of a CATV system in Redding, Calif., last week received FCC approval to move its fixed point-to-point microwave station from Shasta Bally Mountain to Inskip Hill, Calif. The commission at the same time denied a petition opposing the relocation, filed by Microwave Communications Ltd.

Instead of receiving distant signals from the San Francisco-Oakland TV market via microwave, as originally contemplated, Finer Living now proposes to pick up those signals directly off-the-air at its new Inskip Hill location. Microwave had charged that the CATV was breaching its contract for common carrier microwave service.

In other CATV actions the FCC:

- Denied petitions for waiver of the

nonduplication rule filed by: Winona TV Signal Co. (division of Jack Kent Cooke Inc.), CATV operator in Winona, Minn.; Valtronics of Wisconsin Inc., operator of CATV system in Merrill, Wis., and Tele-Cable Inc., CATV operator in Huntsville, Tex. The commission also denied a request for temporary waiver of the same rule filed by Micom Cablevision Inc., operator of a CATV in Miami, Okla.

- Granted request for waiver of the local station carriage requirement filed by Television Cable Service Inc., CATV operator in Tyler, Tex.

Changing hands . . .

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

▪ WQAD-TV Moline, Ill.: Sold by Francis J. Coyle, Frank P. Schreiber, David O. Parson, Arthur M. Swift and others to Evening News Association, Detroit, for \$5.5 million plus \$1 million payable over five year period for covenant not to compete (CLOSED CIRCULAR, Dec. 5). The Evening News Association publishes the *Detroit Evening News* and owns WWJ-AM-FM-TV, that city. The contract for the sale was signed Dec. 6, and an application for FCC approval is due to be filed shortly. This is the *Detroit News'* first acquisition. WQAD-TV began operating in 1963 on channel 8 and is affiliated with ABC-TV. It covers the quad cities of Moline, East Moline, Rock Island, all Illinois, and Davenport, Iowa.

▪ WYLO Jackson, Wis.: Sold by Dr. Donald Heyrman and associates to Marvin B. Korofsky, Lawrence Brandon and Harold Warshaw for \$265,000. Buyers also owns KUXL Golden Valley, Minn. and KCIJ Shreveport, La. Jackson is about 25 miles northwest of Milwaukee. WYLO is 250 w daytimer on 540 kc. Broker: Hamilton-Landis & Associates.

▪ WHAG-AM-FM Halfway, Md.: Sold by Arthur A. Snowberger and group to Adler Communications Corp. for \$200,000. Adler Communications is principally owned by Warren Adler, Washington advertising and public relations executive; it is also owned by W. Ronald Smith, associated with Mr. Adler in his Washington activities, and Mr. Snowberger. Mr. Adler said that this is the first of a planned series of acquisitions in the radio field. WHAG operates daytime only on 1410 kc with 1 kw. WHAG-FM is on 96.7 mc with 3 kw.

▪ WZOK and WOBS Jacksonville, Fla.: Merger of ownership of both stations into one company, using facilities of

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Here is an opportunity for a good operator long on ability but short on cash. An excellent daytimer in a large market of over 400,000 . . . the only station serving a sizeable ethnic population. \$10,000 down and payments of only \$1,000 a month to a qualified buyer.

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wzok under call letters of wobs. Facilities of wobs will be sold. New wobs, fulltime on 1320 kc with 5 kw, will be owned jointly by Carmen Macri, who now owns wzok, and Lawrence R. Pickus, who now owns wobs. Present wobs operates daytime only on 1360 kc with 5 kw.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 91).*

■ **WZUM Carnegie, Pa.:** Sold by Hoyt C. Murphy and G. Russell Chambers to James D. Psihoulis, 50%; Samuel E., Howard T. and Jason H. Shapiro, 50% together, for \$200,000. Mr. Psihoulis, general manager of station, held 5% interest in selling group. Messrs. Shapiro are in record business in Pittsburgh. Commission renewed license and denied petitions to dismiss, deny or defer action on assignment, and to deny or defer action on application for renewal. Objections were entered by WKJF Pittsburgh, which claimed wzum owners contracted to sell Carnegie station to WKJF. The commission said the courts could decide the allegation of contract breach. Wzum is 1 kw dwtimer on 1590 kc.

■ **KATY-AM-FM San Luis Obispo, Calif.:** Sold by Maynard F. Marquardt and others to W. John and Jeanne W. Grandy and David W. Fleming for \$155,000 and noncompetitive agreement for eight years beginning in 1969. KATY is on 1340 kc with 1 kw days, 250 w nights. KATY-FM is on 96.1 mc with 3.8 kw.

WWHY Huntington joins CBS

CBS Radio reports wwhy Huntington, W. Va., became its affiliate on Dec. 1. Wwhy, an independent, is owned and operated by Ohio Broadcasting Corp., with George H. Clinton, president, and Richard H. Hustead, vice president and general manager. It operates on 1470 kc limited time with 5 kw day.

FCC lacks jurisdiction, Antwin told by Wometco

Wometco Enterprises Inc., multiple television station and theater owner, charged last week that a Miami drive-in theater operator has asked the FCC to regulate areas totally outside the commission's jurisdiction.

Antwin had previously asked the FCC to deny the three pending license-renewal applications of Wometco's stations and to call for and deny the re-

newal applications of five ABC stations and one other Wometco outlet (BROADCASTING, Nov. 7).

At issue is Antwin's complaint that Wometco, ABC and six motion-picture distributors have engaged in "illegal, fraudulent and monopolistic activities," which have caused it severe economic injury. ABC, which, like Wometco, owns and operates theaters in the greater Miami area, last month said the commission should leave the matter to the federal court where Antwin has filed a triple-damage antitrust suit (BROADCASTING, Nov. 28).

In reply to the complainant, Antwin Theaters Inc., Wometco asserted that Wometco's "ownership interests afford Antwin a forum in which it can attempt to harass Wometco for alleged grievances in fields totally unrelated to matters which were entrusted to the commission for regulation."

In a sworn affidavit Richard F. Wolfson, senior vice president of Wometco, categorically denied all of Antwin's allegations and said his company has not engaged in any improper antitrust activity, specifically in regard to the exhibition of motion pictures in the Miami area.

Antwin wants the commission to deny the pending license-renewal applications of Wometco's owned or con-

trolled WTVJ(TV) Miami and WFGA-TV Jacksonville, both Florida; and WLOS-TV Asheville, N. C.; and to call for and deny license-renewal applications for KVOB-TV Bellingham, Wash., owned by Wometco, and ABC's WXYZ-TV Detroit, WBKB(TV) Chicago, KGO-TV San Francisco, KABC-TV Los Angeles, and WABC-TV New York.

NAB committee urges new research position

Creation of a new job to concentrate on broadcast measurement research received unanimous endorsement of the National Association of Broadcasters research committee last week. The new position, which will be among research recommendations presented to the NAB board at its January meeting, would function within the present NAB research department and be budgeted at \$50,000.

The office had been urged by group of station representatives and broadcasters originally and had support of the Television Bureau of Advertising (CLOSED CIRCUIT, Dec. 5). As presented to a subcommittee of the research committee, it was to have been exclusively for TV research. The com-

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MIDWEST—Major market radio station operating at a nice profit, now absentee owned. Extremely valuable real estate included. Will gross approximately \$190,000 in 1966. Total price of \$325,000 cash.

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mittee, however, felt that radio must also be included.

TVB had originally advocated putting such an office within Broadcast Rating Council. But BRC, whose primary function is to audit rating services, felt NAB was the proper location for a job that would be, among other things, a liaison between raters and broadcasters.

The research committee also selected some new projects to be undertaken in 1967. The proposed research budget, which still must clear the NAB finance committee, would be about \$100,000, virtually the same as the current budget.

Staggers wants fill-in on ABC-ITT merger

The Department of Justice's silence on the proposed merger of ABC and International Telephone and Telegraph Corp. remained unbroken last week. But another member of Congress—Representative Harley Staggers (D-W. Va.)—indicated interest in the case.

The Justice Department's antitrust division, under pressure from members of Congress opposed to the merger, asked the FCC six weeks ago to defer action on applications for transfer of

ABC's stations to the merged company until the department completed its study of the case.

But last week a Justice spokesman said the antitrust division's views had not been prepared.

Representative Staggers, chairman of the House Commerce Committee, expressed his interest in the case for the first time by asking the commission to provide him with copies of relevant documents in the proceeding, including the transcript of the two-day oral hearing held in September (BROADCASTING, Sept. 26). He also asked to be informed of developments but expressed no views on the case.

FANFARE

ABC O&O's seek new promotion plays

ABC-owned TV stations plan to seek ways to break out of the "current mold" that, they feel, influences and at the same time limits the promotional activities of the owned stations of all three networks.

This was the overriding theme of a three-day meeting in New York last week of advertising and publicity directors of the five owned stations with ABC executives.

Sessions covered news promotion, particularly in view of ABC-TV's increased feed of the Peter Jennings news show from 15 minutes to a half-hour starting Jan. 9, exploitation and publicity for ABC-TV's "second season," which also begins next month, and use of local time periods for promotion and publicity. In the latter area, new techniques in promoting audience, sales and station image were discussed.

The group met during its sessions with Simon B. Siegel, executive vice president, ABC Inc.; Theodore F. Shaker, ABC Group vice president;

James Conley, president, ABC-owned television stations, and Elmer Lower, president of ABC News, special events and public affairs.

Symon B. Cowles, director of advertising and publicity, ABC-owned TV stations, outlined several recommendations. Among them: exploration and budgeting by each station of new commercial production techniques in TV that can be applied to local on-air promotion; group effort in direct-mail campaigns to community leaders in a search for more ways to serve the needs of the communities, and separation of promotion for news and public affairs from the stations' overall advertising-promotion budgets in order to stimulate community awareness of news and public affairs programming.

Use Own Air — In his presentation, Mr. Cowles also recommended the use of a station's own air time, along with other selected media, to promote that station's community role. He characterized this as an image campaign that would be conducted year 'round but with an emphasis on the use of television as the prime promotional medium.

He suggested also that stations explore the development of new and "per-

haps radical" techniques in print promotion, noting that the "availability of strong, centralized daily print media is waning." Mr. Cowles said new promotional techniques in the use of radio, especially in view of AM and FM program separation, ought to be considered to assure the TV stations of "the most efficient and effective" approach to the sound medium.

The ABC stations represented at the meeting were WABC-TV, New York, WXYZ-TV Detroit, WBKB-TV Chicago, KGO-TV San Francisco and KABC-TV Los Angeles.

Mass broadcast of carol seeks 100% participation

A plan for all broadcasting stations in the U. S. to give simultaneous air play of a Christmas carol at local noon on Christmas day as a tribute to American servicemen overseas has gained the endorsement of the National Association of Broadcasters and logistical support of the national office of the YMCA.

Last year, Charles Pettit, station manager of WRMN Elgin, Ill., began a campaign only two days before Christmas for all stations to join in a mass broadcast of "We Wish You a Merry Christmas." Despite the limited time available, the station, aided by the Elgin YMCA and the AP and UPI wire services, gained the participation of approximately 300 outlets.

This year, with national support and more time for preparation, more than 6,000 stations are being supplied with a recording of "Silent Night," sung by the Carver Branch YMCA Choir, Trenton, N. J., and a message by George E. Gullen Jr., president of the YMCA National Council. TV stations are being supplied with slides to accompany the recording.



We are pleased to announce that we acted as consultants in arranging the acquisition of a 50% interest by Boston Capital Corporation in Consolidated Cable Systems, Inc., a subsidiary of Spencer-Kennedy Laboratories, Inc., that owns and operates CATV Systems in California and Oklahoma communities with a potential in excess of 25,000 subscribers.

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WOR named to receive annual 'Mike Award'

RKO General's WOR New York has been designated to receive the seventh annual "Mike Award" of the Broadcast Pioneers and the Broadcasters Foundation, according to an announcement being made today (Dec. 12) by John T. Murphy of Avco Broadcasting, president of the Broadcast Pioneers, and Clair R. McCollough of the Steinman Stations, president of the foundation.

The award, given annually to a pioneer radio station for consistently outstanding service to the public and to the broadcasting industry throughout its history, will be presented to WOR at a dinner next Feb. 13 at the Hotel Pierre in New York. Proceeds of the dinner go to the Broadcasters Foundation.

The presentation will come in the 45th anniversary year of WOR, which went on the air from the Bamberger department store in Newark, N. J., on Feb. 22, 1922. Previous winners of the award were WLW Cincinnati; WGN Chicago; WSB Atlanta; WTIC Hartford, Conn.; KDKA Pittsburgh, and WHO Des Moines, Iowa.

AP news recording ready for public sale

The Associated Press has produced a long-playing record of the major news events of 1966. It is available to AP broadcasters at \$1.60, for public resale at \$2 each.

Robert Eunson, AP assistant general manager, described the record's main theme as "the issues springing from the War in Vietnam—the Senate Foreign Relations Committee debate of escalation, Saigon street demonstrations, the election of the Vietnamese constituent assembly."

It includes coverage of the President's trip to the Far East, surgery, and role in the 1966 elections; Luci Johnson's wedding, sports and fashion events; civil-rights action and racial strife; the Chicago and Austin, Texas, mass murders; the New York City transit strike, and the Gemini space flights.

CATV Week plans set

A special promotion campaign for CATV, scheduled as National Cable TV Week Jan. 30-Feb. 4, will include radio spot announcements and color slide commercials on TV, the National Community Television Association has announced.

CATV systems and equipment manu-

BROADCASTING, December 12, 1966

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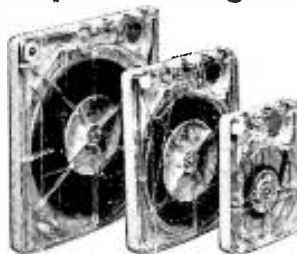
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COMPACT 400-A



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

Top Quality Tape Cartridges



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

Introducing the Super B, today's truly superior cartridge tape equipment.

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

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

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



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facturers will be encouraged to buy time on local radio and TV stations to launch the special week, NCTA said.

The program is part of a special \$175,000 public relations campaign authorized last June at the NCTA convention.

Sanford Randolph, Clarksburg, W. Va., was named general chairman of the week; he and Selma Kremer, Jerrold Corp. public relations and advertising director, plan meetings on the program in the next several weeks with CATV operators and state associations.

Drumbeats . . .

Soap d' jour ■ The Academy of Motion Picture Arts and Sciences has received the complete scripts and recordings of the popular 20-year radio show, *Lux Radio Theater*. Lever Brothers Co., New York, sponsor of the program, and J. Walter Thompson Co., Hollywood, agency for Lux, made the donation.

State occasion ■ Kyw Philadelphia, which has 65 high school news editors taking part in its student reporter training program, found one with a particular interest in foreign service work. So on Dec. 1-2, Alban Salaman, 16, accompanied Bob Whitney, Kyw general manager, to the State Department's foreign policy conference for

received an individually numbered GAR membership card, bumper sticker, and a GAR badge that read: "Who's GAR? I are." To qualify for club membership one must have had an annual after-taxes income of \$150,000, been a member of the Bombay Bicycle Club, owned a Lear jet airplane, played jai alai in the rec room or appeared on the *Tonight* show at least once a month. Twenty-two thousand WGAR listeners found themselves eligible for membership.

Christmas spirit ■ A community project has received a Christmas check in the name of the sponsors and customers of WBEU Beaufort, S. C. Instead of the usual policy of providing individual business gifts, the station contributed \$100 to the Beaufort county library to purchase books for children.

Wheelies ■ Pogo Pogo, a DJ with KGMB Honolulu claims a new unofficial world's record—17 days, 19 minutes and 40 seconds in a ferris-wheel chair. While ensconced on the wheel, the KGMB personality also managed to broadcast his radio show weekdays (10 a.m.-1 p.m.) and Sundays (10 a.m.-3 p.m.). Pogo, nicknamed after he made an 82-mile hop on a pogo stick, claims other fatiguing records: continuous broadcasting while perched on a flagpole, on a bed, from a snake pit, and continuous trampoline bouncing and (formerly) roller-coaster riding. KGMB paid \$1,000 to the person with the closest guess on how long Pogo would stay perched on the ferris wheel.

NRMA awards ■ The 22d annual Sales Promotion Gold Awards competition is open to all retail stores and covers the entire field of sales promotion, according to the National Retail Merchants Association, sponsors of the contest. Deadline for entries, which are to include such material as tear sheets, television story boards or direct mail pieces, is Jan. 31. Details can be obtained from NRMA at 100 West 31st Street, New York.

SDX contest ■ The 35th annual Sigma Delta Chi distinguished service awards contest was announced last week by the professional journalistic society. Categories for both radio and television in news reporting, editorializing and public service are included. Contest entry deadline is Feb. 1, 1967. Details may be obtained from SDX, 35 East Wacker Drive, Chicago 60601.

Spanish pennies ■ How many all-channel TV sets are in the homes of the New York area's 1.5 million Spanish-speaking population? WNU-TV Linden-Newark, N. J., (ch. 47) has challenged

more than 600 agency and client executives with this question. And to insure thoughtful replies to the poser, the station has offered a prize of a penny for each all-channel Spanish-speaking home plus a two-week vacation in San Juan, P. R., for the winning estimate. Guideline for the contestants: a May penetration study disclosed 146,475 homes in this category, and a follow-up survey will yield the winning, and preber.

Arthritis scripts ■ Jan. 31, 1967, is the deadline for entries in the 11 annual Russell L. Cecil Awards for outstanding articles of scripts, written or broadcast during 1966, that foster public knowledge and interest in the problems of arthritis and rheumatic diseases. Entry blanks may be obtained from The Arthritis Foundation, 1212 Avenue of the Americas, New York 10036, or from local foundation chapters.

WQXR plans campaign on AM-FM divorce

WQXR-AM and WQXR-FM New York will "air their differences in public," starting Dec. 26 in a \$150,000 print and car-card campaign put together by BBDO, New York.

In addition to the "differences" copy-theme, the campaign will feature "happy new WQXR," "we took our AM out of our FM," and "divorce WQXR-style" to an estimated total circulation of 4 million and a total number of impressions of some 62 million.

In accord with the AM and FM separation, required by the FCC, WQXR will differentiate its AM and FM broadcasts Jan. 1. FM will broadcast classical music with *New York Times* news on the hour; AM will feature light classics predominantly, with Broadway show music, some jazz and folk selections and additional news periods on the half-hour.

To upgrade children's prizes

Kids Prize Network, a newly formed division of Hollywood Prize Co., will begin operations shortly after the first of the year, Howard Ray, executive vice president of the company announced last week. The new organization is described as "an honest effort to upgrade audience participation prizes, gifts and awards" to all youngsters below the teen-age level. Programs subscribing to the network will accept only those products "that parents would not hesitate to give to their small children."

Kids Prize Network claims to have already signed children's shows being presented on more than 40 TV stations across the country. The company is based in Los Angeles.



broadcasters and editors. Above, Associate Justice Tom Clark of the U. S. Supreme Court chats with the Philadelphia youth.

GARrifice ■ WGAR Cleveland has promoted a "great GAR giveaway" with an audience invitation to join the GAR Inner-Than-In Club. A listener who joined the club not only became eligible for the giveaway prizes of 100 Polaroid SwinGAR cameras and a 1967 Mercury CouGAR automobile but also

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Colors appear brighter, clearer, life-like. Permits crisp picture definition. People, products have new realism. Foods look more appetizing. Perfect pictures from every station.

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With one sentence in your will, you can help tremendously in the fight to conquer cancer. Today, cancer victimizes one out of four Americans. Over the years, it strikes in two out of three American families. It kills two out of three of its victims.

But, year by year, medical science and research advance toward the day when this dread disease will no longer threaten the lives of millions.

You can help bring this day closer by including these

few words in your will:

"I give to the American Cancer Society, Inc. (or to its _____ Division) the sum of _____ dollars to be used for the general purposes of the Society."

Today, your legacy will be a gift of hope. Tomorrow, it could be a gift of life.

What legacy could be more precious?

For more information on how a legacy will help fight cancer, write to your nearest ACS Unit.

American Cancer Society



Commerce seeks spectrum-study accord

HYDE AND OTHERS TOUR BOULDER PLANT; AGENCIES 'TO BE CONSULTED'

The Department of Commerce began moving last week toward building support for the spectrum-shortage study that has been recommended by a blue-ribbon telecommunication science panel, but which has drawn criticism from affected government agencies.

Assistant Secretary of Commerce J. Herbert Hollomon, prime mover in the creation of the panel, said the agencies—the FCC and the Office of Defense Telecommunications Management—will be consulted on the manner in which plans for the study should be advanced.

This would conform with a recommendation of FCC Chairman Rosel H. Hyde, in a letter to Commerce Secretary John T. Connor last month (BROADCASTING, Dec. 5).

And Dr. Hollomon, in an interview with BROADCASTING, indicated the department would attempt to build on the agreement which has been expressed concerning the need for the study—agreement, he said, which outweighs the disagreements on procedures.

In another development, Dr. Hollomon helped conduct four members of the FCC and representatives of other government agencies on a tour of the department's impressive Institute of Telecommunication Sciences and Aeronomy, formerly the Central Radio Propagation Laboratory, at Boulder, Colo. Among other things, ITSA helps set technical radio standards.

Informative Only ■ Department officials said the trip was designed solely to acquaint the officials with the Denver facility following its merger last year into the Institutes for Environmental Research. And Chairman Hyde, who made the trip with Commissioners Lee Loevinger, Robert E. Lee and Nicholas Johnson, said the report was not discussed. But he said the elaborate plant available would be useful in a spectrum study. The other agencies represented on the tour were ODTM, the Federal Aviation Agency, National Aeronautics and Space Administration, and the State and Commerce Departments.

The Commerce Department's telecommunication science panel, composed of experts from industry, universities and foundations, recommended that a high-level research organization be created within the department to determine means of improving the over-all effectiveness of spectrum use. The report's main thrust was that improvement could be achieved principally by assess-

ing the value of the present and future telecommunication services.

The proposed location of the study group is one of the chief irritants to the FCC, which he said its statutory responsibilities and its experience in spectrum management require it to play a major role in any spectrum study (BROADCASTING, Dec. 5). James T. O'Connell, director of ODTM, which allocates the government portion of the spectrum, feels his office should also participate in any study.

But Dr. Hollomon said the question of "who does what in this is less important than the what that is to be done." And the interested agencies, he said, agree a



Commerce's Hollomon

study is needed. The science panel, he said, determined that basic information needed to reach decisions on spectrum allocations—both in policy and in research-development areas—is lacking. An effort must be made "to understand the future uses to which the spectrum will be put . . . to determine alternate ways of using the spectrum . . . to understand the economic consequences involved," he said. There is a need to put the problem in economic and technical perspective, he added. Analyses must be done.

How is Question ■ "I hear no dis-

agreement that that is the case," he said. "The question is how we are to get on with the study."

And in that connection he said: "It's appropriate now that the interested agencies—Commerce, FCC, ODTM—get together and decide what should be done."

He also said that "the secretary [Commerce Secretary John T. Connor] is anxious that we come to an agreement on the report."

Dr. Hollomon said he expects representatives of Commerce, the commission and ODTM "in the next few months" to work out the mechanism that should be employed in making the study. The recommendations would be submitted to the President.

The key recommendations would be on the substance of the study to be made and on the level of funding that would be needed to support it. Agreement would also be sought on the criteria that would be followed in determining who would make the study and, finally, on who should do the work. This indicated the degree to which Commerce is prepared to allow the FCC and ODTM to shape the study.

The proposal to establish the study group in the Commerce Department is not the only aspect of the science panel report which disturbed the commission. FCC members, painfully aware of the difficulties in obtaining administration approval for a budget request of more than \$18 million for the commission's entire operations for a year, feel the costs envisaged by the science panel for its proposed study are entirely too high. The panel proposed initial investment "supporting growth to the \$10 million level." Ultimately, it said a budget of "\$50 million would not be excessive."

In addition, commission members have expressed reservations about the panel's emphasis on the need to "optimize the use of the complex of telecommunications capabilities" on the basis of the overall value to the nation. The panel said a major problem in spectrum study is the lack of information on dollar-and-cents value of various spectrum uses—thus, its recommendation that an effort be made to determine the value of "individual units of frequency spectrum."

Can't See It ■ Commission members have indicated the view that such an effort would be useless and, if not, the results immaterial. "How do you de-

termine the value of the safety element involved in frequencies reserved for police?" asked one commissioner.

As for the costs of the proposed study, Dr. Hollomon feels they are not out of line. After all, he notes, communications is better than a \$20-billion-a-year business, and growing rapidly. As for the dollar values the panel would attempt to determine, he feels they should be considered—though not to the exclusion of all else. "Social values must also be considered," he said. "But we've got to make some decision on a relative analysis as to what's important."

Dr. Hollomon speaks from a background of experience in technical management as well as with government. He was with the General Electric Co. for 18 years, as metallurgical researcher, manager of metallurgy and ceramics research, and, finally, general manager of the general engineering laboratory before being tapped for his present job by President Kennedy in 1962.

As assistant secretary for science and technology, he supervises the Patent Office, the National Bureau of Standards, the Environmental Services Administration (of which ITSA is a part), and the office of state and technical services.

CATV by laser is plan in N.Y.

CATV started out more than 15 years ago as an all-wire system of bringing TV signals to viewers. Early this year, Teleprompter's Irving Kahn sought and received FCC approval to experiment with microwaves to reach individual subscribers in the crowded, high-rise apartment house areas of upper Manhattan in New York without having to use telephone cables.

And now, it was learned last week, a new system of bringing TV over the air to community antenna customers may be tested soon in Brooklyn, N. Y.

The new system uses laser beams.

The laser link is a development of Ira Kamen, New York electronics engineer, and Harold R. Walker, formerly chief engineer of the Blonder-Tongue Laboratories, Newark, N. J., and is being considered, it is understood, by Bartell Cable TV Systems Inc., an applicant for CATV in the borough of Brooklyn. Bartell Cable TV Systems is 80% owned by Bartell Media Group (publishers-broadcasters), and 20% by Mr. Kamen and Daniel J. Riesner, New York attorney.

The patent application for the laser link was submitted by the Laser Link Corp., which is owned by Messrs. Kamen, Walker and Riesner. It proposes to use a laser beam in the 1-micron region of the spectrum to relay TV programs to high-rise apartment houses. The plan calls for reception of the over-the-air TV signal at the tallest building in an area and retransmission over a laser beam to other buildings, using in some cases mirrors to route the beam.

In the 1-micron region, the laser transmission will be good for only two or three miles, it is understood, but it will penetrate clouds, smog and rain.

A significant element of the laser-link proposal lies in a special technique of modulating the light beam. The system uses a high frequency oscillator with a crystal, frequency modulated.

Part of the laser link equipment is to be manufactured by JFD Electronics Co., Brooklyn, N. Y., a major TV receiving-antenna manufacturer.

Both the laser link and the Teleprompter experiments with microwaves are aimed at connecting CATV subscribers in large, urban metropolitan areas without the use of telephone company lines. Telephone lines in major markets are customarily underground, and the usual CATV connection to customers by wire cannot be accomplished without an arrangement with the telephone company. Both the laser link and the microwave relay are for short-haul service.

Marconi unveils broadcast gear

The Marconi Co., Chelmsford, England, has demonstrated for the first time two operational units that are optional additions to its Mark VII, a fully transistorized four-channel Plumbicon color camera. The showing was held last week in England at its developmental laboratories.

The company reported that it has sold or has "reserved" 200 Mark VII's since the camera was introduced a year ago.

Marconi said the camera has been further improved and the sensitivity "increased to over twice the original specification" with a capability of producing "perfect color pictures in the light levels found in any black-and-white studios." One of the operational units now being sold optionally is designed to simplify color balance control and color reproduction despite changing light conditions. The other optional unit provides vertical aperture correction that's designed to increase depth and sparkle of the picture, passing it on to the average color home receiver in studio-picture quality.

The British company also said it demonstrated at the same time a new 10-kw broadcast transmitter, which it described as having increased reliability and ease of operation. The equipment uses solid-state techniques throughout, except in the final output stage where a single tetrode is used. The transmitter (a developmental prototype was used for the demonstration) was said to have features that include simplified front-panel controls, one for operational use and the others to check the system. The equipment, which also has a remote control, can operate in extremes of temperature and humidity, Marconi said.

A third development is a new photoconductive monochrome TV camera (Mark VI) that is designed for telecine operation. The Mark VI uses a vidicon tube. The company claimed higher picture quality and simplicity in engineering.

NLRB clears KONO-TV of antiunion charge

A complaint against KONO-TV San Antonio, Tex., has been dismissed by the National Labor Relations Board. Local 2206 of the International Brotherhood of Electrical Workers, AFL-CIO/CLC, had charged KONO-TV with interfering with the union activities of employees.

The union had charged that the station had promoted a decertification peti-

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tion among its employees in order to induce them to abandon their union affiliation. Trial examiner Sydney S. Asher Jr. said there had been no proof the station had engaged in such antiunion activities, or that the station had even known of the existence of the decertification petition before it was filed with the NLRB.

The decertification petition had been filed with the NLRB on June 6 and been dismissed by the board later than month because it had been filed within a year of the certification of the union. The NLRB had certified the union at KONO-TV on July 20, 1965.

AM-FM intercoms a growing market

There is a whole new multi-million dollar market rapidly developing that will assure AM-FM radio in every room of the home and it isn't the traditional set manufacturer, transistor importer or retail radio store. It is the new-home building market and manufacturers of home intercommunication systems.

This unique market today already amounts to nearly \$25 million worth of home intercom systems featuring AM-FM radio, according to Harold J. Lemmon, president of Music & Sound Inc., Dallas, one of several manufacturers exhibiting last week in Chicago at the National Association of Home Builders.

He predicts that within the decade at least 80% of all new homes built in the U.S. will feature full-house intercom systems having AM-FM radios. An even larger radio market, he believes, will be in systems that also will be installed by existing home owners during remodeling projects.

Mr. Lemmon says that his firm is the only survivor of three that first began custom manufacture of home intercom systems with radios about a dozen years ago. His firm's line now is all solid-state and includes a master clock that turns the radio on and off at designated times.

The line at first was AM only, he recalls, but since 1959 with the growth of FM all units are AM-FM systems.

Mr. Lemmon says his firm has a small share of the total market in its class. Another bigger firm with broad distribution of other electrical goods, Nutone, has about 55%, he estimates. Other manufacturers in the home intercom-radio field include General Electric, Broan Manufacturing, Miami-Carey Division of Philip Carey Manufacturing Co., Rangaire Corp., Swanston Manufacturing Corp. and Thomas Industries.

Not painting tower can cost plenty

FCC determination to crack down on broadcasters who fail to paint their antenna towers was indicated last week in a \$5,000 notice of apparent liability sent to WMID Atlantic City, N.J., for "repeated or willful failure" to paint its tower.

Commission records indicate that the agency's field-engineering bureau warned the station four times since Aug. 24, 1964, to paint its tower but that the licensee didn't notify the commission that the job was completed until last month.

Commission officials went out of their way to call attention to the size of the apparent liability as reflecting the importance that the commission attaches to tower painting as an aid to air-navigation safety.

Commissioner James J. Wadsworth, however, wasn't satisfied with the apparent liability of \$5,000. In view of the circumstances of the WMID case, he said, the maximum forfeiture—\$10,000—would be appropriate.

"This case represents an incredible waste in the time and resources of the United States in repeatedly attempting to bring this licensee into compliance with our rules designed not only to protect the public interest, but to promote public safety," he said.

Not only was the station in violation of commission rules for more than two years, Commissioner Wadsworth added, but the tower in question "is only one-and-a-quarter miles from a runway of the Atlantic City, N. J., airport." He also noted that the station had been cited for failure to paint its tower on Aug. 9, 1956.

WMID can either contest the notice of liability or pay the \$5,000 fine.

Law for master antennas with UHF pushed by JFD

JFD Electronics, Brooklyn, N. Y., last week introduced a new line of master-antenna equipment capable of both UHF and VHF reception and announced plans to force the acceptance of such equipment in the name of support for UHF-TV.

JFD argues there is inconsistency in government policy that forces all-channel TV receivers on the market and forces community antenna television to carry UHF channels but allows proliferation of "UHF-blind" master antenna systems of the type used in many new apartment developments.

The master-antenna manufacturing

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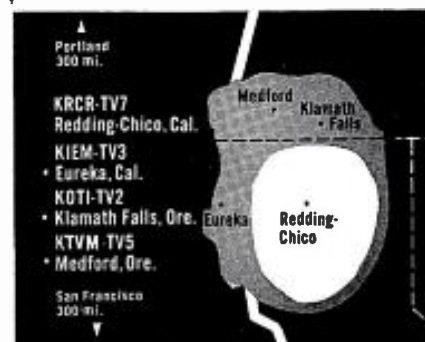
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School days again for management-engineers

For five days, 51 supervisory engineering personnel cracked the books at Purdue University, Lafayette, Ind. At the end of the period, they had improved their understanding of management as an "inter-related process of planning, organizing, motivating and controlling."

The engineers were students at the National Association of Broadcasters second Engineering/Management Seminar, which was designed to help develop management skills. Vincent Wasilewski, NAB president, told the engineers the course work was aimed at further refining "the philosophy

and skills required for good management . . . in making decisions, in the delegation of authority and in the communication of management policy."

New subjects in this year's seminar were an introduction to financing and labor relations.

Above, four of the engineers attending the seminar go over some notes. (L-r): Lester M. Nichols, KVOO Tulsa, Okla.; Raymond H. Hernday, WTMJ-TV Milwaukee; James H. Hoke, Southern Broadcasting Co., Winston-Salem, N. C., and Henry R. Kaiser, WNCN-TV Pittsburgh.

company displayed its new "Smooth Line" solid-state antenna system with amplification units that may be placed at any point along a distribution line to maintain even signal strength. It might be described as a vest-pocket CATV system, a JFD engineer suggested.

William Clancy, JFD vice president, said the company, with support from UHF station operators, would go to the FCC and Congress in hopes of establishing legislation that would require all master antenna systems serving 50 or more dwelling units to have all-channel capacity (BROADCASTING, Dec. 5). Such action is expected from JFD before the end of the year, a spokesman said.

JFD intends to present the same petition for MATV legislation to New York City and to the New York state legislature.

The company surprised the communications industry in September 1965 by moving into community antenna television operation. Previously it had been

a leader in the Television Accessory Manufacturers Institute (TAME), a lobby that fought against the development of CATV. At the same time JFD said it would begin manufacturing CATV components including amplifiers and distribution units. The new Smooth-Line system was described as a first step in that direction.

A JFD representative says the company is now developing eight CATV systems with a total subscriber potential of about 45,000.

RCA to start shipping high-band TR-70's

RCA Broadcast and Communications Products Division says it will begin shipping the first of its new TR-70 color tape recorders from its Camden, N. J., plant this month.

Priced at \$82,500, the TR-70 unit is said by RCA to provide a higher

quality in color program recording. RCA claims the TR-70 is "the first high-band color-TV recording system to be completely factory-assembled and ready for use upon installation at the broadcast studio."

In view of the present backlog of orders from U.S. and foreign broadcasters, RCA expects production of the recorders to continue through the middle of next year. The TR-70 was displayed last March at the National Association of Broadcasters convention in Chicago (BROADCASTING, April 11).

Race tracks see video-tape demonstration

The Thoroughbred Racing Association is considering the use of instant video-tape color replays for officiating purposes at American race tracks by the spring of 1968. A demonstration of the potentiality in the color replays was given last week at the Turf Paradise race track in Phoenix, where the track was holding its annual meeting.

The demonstration was conducted by the Thoroughbred Photo Service, which introduced closed-circuit television at Hollywood Park last summer. The color replay system shown was developed by the Victor Co. of Japan primarily for medical education. Thoroughbred Photo Service is the American distributor for the Japanese company.

TRA delegates were told at the demonstration that the video-tape equipment will allow "the color tape to be slowed, reversed, still-framed and rocked."

NABET initiation fees excessive, says examiner

Trial examiner William Seagle of the National Labor Relations Board has recommended that New York local 11 of the National Association of Broadcast Employees and Technicians, AFL-CIO, be ordered to drop its higher initiation fees adopted in December of last year.

Charges against the union were filed by NBC and ABC, whose temporary and vacation-relief employees were subject to initiation fees ranging up to \$1,000. The NLRB examiner recommended that the NLRB order the union to return to its flat \$150 initiation fee and refund any overcharges made since the higher fees have been in effect, plus interest.

Under the increased scale of initiation fees, a broadcast technician earning, for example, \$130 a week as a vacation-relief employee would be re-

quired to pay an initiation fee of \$500. The trial examiner noted that comparable fees of another union were \$100 to \$125.

The trial examiner said that the necessary consequence of the higher fees would be to confine vacation-relief employment to broadcast technicians already members of the union and who would not, therefore, be required to pay the increased initiation fees. The examiner termed the initiation fees "discriminatory and excessive."

Electronics exports up 24% in first 6 months

The Department of Commerce has reported that exports of electronic products from the U. S. reached \$567.3 million in the first six months of 1966, an increase of 24.2% over the \$456.7 million in the same period last year.

Shipments of radio and television broadcast transmitters and audio equipment, radio and microwave communications and equipment, and parts and accessories, accounting for 23.5% of the total, rose from \$123.0 million to \$133.5 million, up 8.5%.

Exports of television receivers and chassis were up 30.7%, from \$13.3 million to \$17.4 million. The principal markets were: Canada, \$6.1 million; Venezuela, \$2.0 million; Mexico, \$1.2 million; Ireland, \$1.1 million; and Spain; \$700,000.

Shipments to 10 countries accounted for 73.3% of the \$565.5 million in U. S. electronic exports in the January-June period. The \$567.3 total includes special-category items totaling \$1.8 million for which data on countries of destination are not available.

Canada was the principal market for electronic products with 18.7%. The European Economic Community accounted for 28.5% of the total.

FINANCIAL REPORTS

RCA and Hertz boards approve merger plan

The boards of directors of RCA and the Hertz Corp. last week approved an agreement on the proposed merger of the two corporations (BROADCASTING, Oct. 24).

On approval of RCA and Hertz shareholders at their respective annual meetings in May 1967, Hertz will become a wholly owned subsidiary of

RCA, though continuing to operate as a separate entity with its own directors and management.

The agreement calls for the exchange of each share of Hertz common stock currently outstanding for one-half share of RCA common stock and one-fourth share of a new RCA \$4 cumulative convertible first-preferred stock to be issued. Also involved is the exchange of each share of Hertz \$2 cumulative convertible preferred stock for 0.52 share of the new RCA preferred. Each share of the new RCA preferred will be convertible into two shares of RCA common.

7 Arts to buy stock

Seven Arts Productions said last week it would "make or cause to be made" an offer to purchase all shares of Warner Bros. Pictures.

This was disclosed as a provision of the agreement by which it had earlier purchased from Jack L. Warner and related interests 1,573,861 shares of Warner Bros. stock (BROADCASTING, Nov. 21).

That deal, closed on Nov. 25, provided that Seven Arts would pay \$20 a share for Mr. Warner's stock and last week Seven Arts said its offer to other holders would be made on "at least as favorable a basis as the purchase from Mr. Warner."

UA's 1966 pace well ahead of 1965

United Artists Corp., New York, net earnings in the first nine months of 1966 were reported last week to be 10% over last year's period. UA's board of directors last week also voted a special cash dividend of 25 cents per share on common stock, payable Dec. 29 to stockholders of record Dec. 16.

For the nine months ended Oct. 1:

	1966	1965
Earnings per share	\$2.55	\$2.23
Gross income	133,620,000*	143,905,000**
Net earnings	10,830,000	9,451,000
Shares Outstanding	4,239,818***	2,085,205****

*After a provision of \$10,381,000 for federal income taxes.

**After a provision of \$8,821,000 for federal income taxes.

***Result of a stock split.

****Divided into class A stock: 1,671,499, and class B stock: 413,706.



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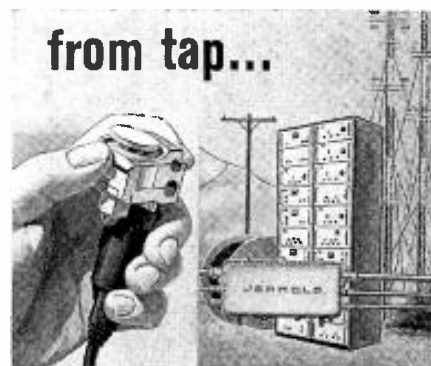
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Canada considers its own satellite

BBG schedules hearing on possibility of domestic system for distribution of television programs

A proposal that Canada put up its own domestic communications satellite for national TV relaying is going to get a full-scale hearing by that country's Board of Broadcast Governors.

The BBG has announced that it will hold a special meeting March 7, 1967, in Ottawa to hear presentations on a space-satellite television network system. The proposal was first made by Kenneth D. Soble, CHCH-TV Hamilton, Ont., at a BBG hearing in October (BROADCASTING, Oct. 31).

Mr. Soble proposed a \$75 million

domestic satellite system in conjunction with the Power Corp. of Canada Ltd. that would launch a satellite into synchronous orbit over Canada to relay TV signals from coast to coast.

In announcing that it would hold a special hearing on domestic satellites, the BBG said that it was bringing the project to public attention because of "the imminence of space-satellite distribution of television signals."

Comments Sought ■ BBG invited comment from the publicly owned Canadian Broadcasting Corp., the pri-

vately owned Canadian TV network, the Canadian Association of Broadcasters, individual broadcasters and other interested parties.

Mr. Soble last spring proposed the establishment, also with the Power Corp. of Canada, of a second commercial TV network. BBG told him he could make preliminary plans, and scheduled a formal hearing on the project for October 1967 (BROADCASTING, May 16, 9).

Earlier A. G. Lester, executive vice president of Bell Telephone Co. of Canada, told members of the Rotary Club in Montreal that the potential of a domestic satellite was far beyond that of relaying TV signals alone. A domestic satellite, he said, could be used for extending telephone service into the far reaches of the northern areas of Canada, now underserved because of the expense.

If a low-cost earth station could be devised able to withstand the rigors of the Arctic environment, Mr. Lester said, "it would be possible to situate these stations in the scattered settlements of the Far North so that residents would have not only telephone connections with the outside world but would, for the first time, be able to receive 'live' television programs."

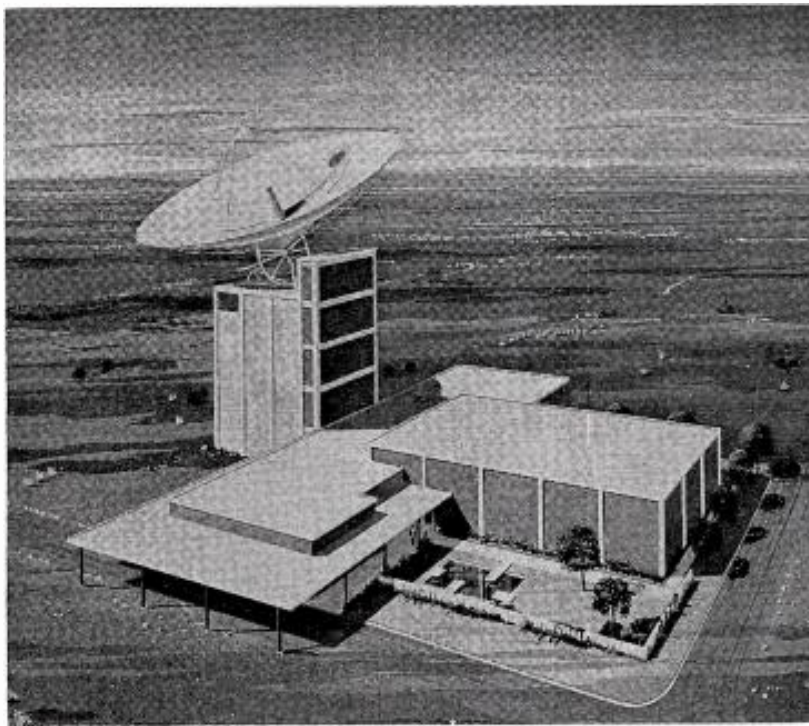
The Canadian Bell Co. is experimenting with such an earth station at Bouchette, 70 miles north of Ottawa, he reported. This station should be operating early in 1968, he said, and if successful could become the hub of a system serving the northeastern Arctic by 1970.

TV committee named for developing nations

A study of the potentials of educational television for the benefit of underdeveloped nations will be getting underway soon with a five-man U.S. task force doing the research.

The group was established two weeks ago by President Johnson and is headed by Leonard H. Marks, director of the U. S. Information Agency and former communications attorney in Washington (BROADCASTING, Dec. 5).

Named last week to round out the committee: Paul A. Miller, Assistant Secretary (for education) of Health, Education and Welfare Department; Charles Frankel, assistant secretary for cultural affairs, State Department; Dr. A. H. Moseman, Agency for International Development, and Tedson Myers, Peace Corps, former assistant to the former FCC Chairman Newton Minow. Douglass Cater, Presidential assistant, is White House liaison with the group.



Australia readies for TV via satellite

Collins Radio Co. has announced a letter contract to build an earth satellite station near Moree, NSW, Australia, which will be capable of handling 600 telephone calls and one TV channel simultaneously.

The installation, costing approximately \$4 million, will include a steerable, 90-foot diameter dish antenna as well as transmitting and

receiving systems, a five-level building and associated control and monitoring equipment.

The contract was made between Collins' Australian subsidiary, Collins Radio Co. (Australasia) Pty. Ltd., Melbourne, and the Australian Overseas Telecommunications Commission. Moree is about 300 miles north of Sydney.

The CBC talks back

Hits Fowler Report recommendations for czar and single board

The Canadian Broadcasting Corp. answered its critics last week with a white paper that emphasized the CBC should control its programing and policy without supervision from any other additional government-constituted body and the need for more realistic government views on CBC's participation in commercial media.

In reply to the Fowler Report and the Canadian government white paper (BROADCASTING, Sept. 13, 1965, July 11, 1966), the publicly owned corporation affirmed the need for two regulatory bodies because of Canada's growing ETV and station-licensing problems and the potential for communication satellites and CATV systems. Previously the Fowler Report had proposed abolition of the Board of Broadcast Governors and the CBC board of directors in favor of a 15-member group with one fulltime executive as "czar" to control both public and private stations; the government white paper endorsed a larger, more powerful BBG with regulatory powers over CBC affairs.

In its report the CBC recommended the BBG be given authority and responsibility for "the planning and administration of Canadian broadcasting's physical structure, general broadcasting regulations, and the broad performance of the private [broadcasting] sector." However, the CBC emphasized the government proposal of a three-way division of authority among the cabinet, BBG and CBC board regarding CBC affairs would result in "extensive duplication of effort" and would "drastically reduce" the effectiveness of the corporation. Therefore the CBC recommended that its board "be given full authority and responsibility for the policies, programs and operations of the national broadcasting service." Further, both the BBG and the CBC "should each answer directly to Parliament through a designated minister for their respective responsibilities."

The CBC made a partial concession to the Fowler Report with a recommendation that a single board, should it become necessary, be given authority over all public and private broadcasting; however, the CBC also recom-

mended that the board should be the BBG and not a new entity. The report stated, in any event, "despite its shortcomings, the one-board system would be preferable to major divisions of authority and responsibility for the policies and operations of the CBC between two boards."

Bad Formula - The corporation rejected the government commercial formula that would concurrently require the CBC not to increase its present volume of commercial programing and to retain a 25% share of all TV advertising expenditures and a 4% share of all radio advertising expenditures for the next five years. "These two requirements are incompatible since the corporation has no control over the total dollar volume of advertising sales in Canada," the report stated. "In other words, the corporation's sales quota is being fixed, not in relation to total CBC expenditures, but in relation to total expenditures outside the CBC." Simultaneously news and opinion programs plus other program categories traditionally withheld from sale would have to go on the block to match the revenue required by the government.

CBC revenue projections indicated net TV income would increase from a current \$23 million to an estimated \$43 million by 1972-73, if the corporation obtained 25% of the TV advertising market; net radio income would increase from a current \$2.9 million to an estimated \$4 million by 1972-73, if the corporation obtained 4% of the radio advertising market. "Unless the CBC is to become fully commercial," warned the report, "a practical net sales target for CBC-TV by 1971-72 is \$31 million vis-a-vis a requirement of \$40 million; for radio it is \$2 million vis-a-vis a requirement of \$3.8 million."

The CBC found conflicting objectives of program quality and increased revenues in the government's demands and recommended a reduction in the volume of sponsored programs and a "corre-

sponding increase" in public funds. "If program quality, variety and Canadian content are to be maintained and improved," the report stated, "not more than \$25 million net per year should be realized on commercial sales over the next five years." Stabilization of dollar volume plus an eventual increase in rates would produce a gradual decrease in the volume of CBC commercial programs and thus, in the CBC view, lead to free air time and necessary schedule improvements.

Lani Bird pictures bad, networks say

Lani Bird, the new commercial satellite positioned over the Pacific, last Wednesday (Dec. 7) linked the three major TV networks in this country with Hawaii for what some network sources described as 12 minutes of video delay followed by 32 minutes of "bad" pictures. It happened during live pool coverage of Honolulu ceremonies observing the 25th anniversary of the Japanese attack on Pearl Harbor.

ABC-TV, as pool coordinator (its affiliate KHVH-TV Honolulu originated the feed), said last Thursday that ABC, CBS and NBC were protesting to AT&T (the common carrier) and the Communications Satellite Corp. (the supplier) that they won't pay the \$4,430 rate charged for the 44-minute relay.

ABC said that after it failed to receive signals for the first 12 minutes, the network decided to scrap its plans to carry the program at 12:53-1:37 p.m., EST. Later in the day, part of a video tape of the feed was inserted on 5:45 p.m. newscast.

CBS indicated that once video signals were available, the network carried the ceremonies until 1:30 p.m., and later used tape portions for its *Walter*

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Cronkite Report.

NBC reported using the entire time for its telecast *Pearl Harbor: Dec. 7, 1966* (12:50-1:37 p.m.). To fill in the period in which there was no reception, NBC showed stock film footage of the Japanese attack with a recorded voice-over of the late H. V. Kaltenborn announcing the attack. Correspondent Merrill Mueller talked from New York and John Dancy reported from Punch Bowl Cemetery (national shrine of the Pacific) when audio signals by under-seas cable finally were established after the video correction.

The Other Bird ■ Early Bird satellite over the Atlantic was also put into TV use last Thursday (Dec. 8) for two United Nations relays to England: one to Rediffusion (4:12-4:41 p.m. EST), and the other to the BBC (5:30-6 p.m., EST).

Each relay was sent to Comsat's ground station in Andover, Me., and there beamed by satellite to an earth station in Goonhilly Downs in England. Rediffusion used its live feed for a program, *This Week*. On this segment, British Foreign Secretary George Brown discussed the Rhodesia crisis

before the UN Security Council. The program also included a studio panel presentation with ambassadors of Nigeria, Uganda and Canada. Parts of the program also were presented live from Rhodesia, and taped interviews from London were inserted.

BBC's relay was put on *Twenty Four Hours*, a news program, which featured a round-robin exchange with Charles Wheeler, BBC correspondent in New York, and Keith Kyle and Cliff Michelmore, both of the BBC in London. The program included a 12-minute live pickup from the Security Council.

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Mr. Goodman



Mr. Cheek

Richard E. Goodman, VP-associate creative director, D'Arcy Advertising, New York, and **Jay W. Cheek**, creative director, *Life* magazine, same city, named VP's-creative group heads, Dancer-Fitzgerald-Sample, also New York.

David Dutton, managing director of The London Press Exchange, London, also named president of its U. S. subsidiary, LPE-Robert Otto Inc., New York. He succeeds **Arthur Burton**, who becomes LPE regional director for Asia and Africa.

Soren H. Munkhof, general manager of WPNB-TV Traverse City, Mich., named executive VP of Noyes, Moran & Co., Downers Grove, Ill., advertising agency and broadcast services firm.



Mr. Ogren

Raymond G. Ogren, account supervisor with Ted Bates & Co., New York, elected VP. **Frederick Belden**, personnel manager, Compton Advertising, New York, joins Bates there as director of employee

R. Gerald Grey and **Marianne M. Fultz**, with Reach, McClinton & Co., Boston, named VP's.

William Peinble, creative associate at Knox Reeves Advertising, Minneapolis, elected VP.

Bernard L. Koff, manager of promotional research, Roche Laboratories, Nutley, N. J., named VP-director of

marketing services for drugs, Sudler & Hennessey, New York. **William Siegel**, assistant director, drug marketing, appointed account executive.

Maxine C. Cohen, media director of Redmond, Marcus & Shure, New York, elected VP.

Alfred F. Califano, production manager of Wylde Films, named VP in charge of production of Focus Presentations Inc., New York commercial production company.



Mr. Gilbert

Glenn Gilbert, head of Detroit office, Metro Radio Sales, elected VP and manager.

Ian McKechnie, formerly head of his own company, McKay Productions, New York, named VP.

commercial production division, Television Sound Inc., same city, division of LaBrie Associates Ltd.

John A. Ball, director of product marketing, U. S. Plywood Corp., New York, named VP-marketing services. **Allen Mac Kenzie**, director of public relations, named VP-public affairs.

Thomas H. Belviso Jr., account executive, ABC-TV Spot Sales, New York, named eastern sales manager.



Mr. Walsh

James Walsh, VP and director of TV at Papert, Koenig, Lois, New York, joins Colodzin Productions Inc. there as executive VP and creative director.

Thomas P. Shull, with Doyle Dane Bernbach, New York,

joins Scope Advertising there as executive VP.

Walter L. Jones, with WAMO-AM-FM Pittsburgh, named sales manager.

Garry C. McKelvey, executive media director of W. B. Doner & Co., Detroit,

appointed media director of Howard Swink Advertising Inc., Marion, Ohio.



Mrs. Moseley



Mr. Lenz

Alice L. Moseley, associate creative director, and **Robert H. Lenz**, creative supervisor, with Grey Advertising, New York, elected VP's.

Rudy C. Wahlig, with McCann/ITSM division of McCann-Erickson Inc., New York, joins Doremus & Co. there as media director.

James J. Mikolitis named associate director of research at Post-Keyes-Gardner, Chicago.



Mr. Casey

William J. Casey, VP and copy group head at Papert, Koenig & Lois, New York, joins The Marschalk Co., that city, as associate creative director.

Kent Bosworth, assistant account manager of Hoefer, Dietrich & Brown, San Francisco, named account manager.

Dale K. Stevenson, with Campbell-Ewald Co., Detroit, named media director for C-E, San Francisco.

Lewis I. Haber, **John Hughes** and **Paul L. Richey**, media supervisors at LaRoche, McCaffrey and McCall, New York, named associate media directors.

George D. Hastings, from Henderson Advertising Agency Inc., Greenville, S. C., appointed research director of JFB Marketing Consultants, division of Bonsib Inc., Fort Wayne, Ind.

Carl Buffington, VP and director of TV at Morse International Inc., New

York, named director of communications at Richardson-Merrell Inc., that city.

Gayton M. Masters, design artist at WBZ-TV Boston, appointed assistant advertising and sales promotion manager.

John M. Cole named manager of media buying, Chicago division, Needham, Harper & Steers. **Robert Olson**, with BBDO, Chicago, joins NH&S as associate media supervisor.

Wilma M. Geller, senior media buyer with West, Weir & Bartel Inc., New York, appointed supervisor of media operations at Firestone & Associates Inc., that city.

Francis King appointed account supervisor at Clinton E. Frank Inc., Chicago.

Guilford Ross Dye, from Adam Young Inc., appointed television account executive at Peters, Griffin, Woodward, Chicago. **Dennis Israel**, with Broadcast Communications Group, Chicago, joins PGW there as radio account executive.

Robert W. Browning, formerly with Radcliffe Advertising and WZOK, both Jacksonville, Fla., joins WJXT(TV), that city, as account executive.

Paul F. Theriault, account executive WABC-FM New York, named account executive, WNEW-FM, same city.

Robert E. Bromley, with KHER Santa Maria, Calif., appointed account executive.

William Chororos, TV-radio producer for Ogilvy & Mather, New York, joins Warwick & Legler there as senior TV producer.

Paul Rannellucci joins WFIL-FM Philadelphia, as account executive.

David M. Brennan, national sales manager and assistant to general manager of WIL St. Louis, joins KWK, that city, as account executive.

Norman J. Bartel, sales representative for SCM Corp., San Diego, joins KDEO San Diego as account executive.

J. Warner Rush, with WHN New York, named to new position of general sales manager.

Donald A. Getz named western division sales manager and **Charles A. Wilson** named radio sales special projects manager at WGN Chicago. Mr. Wilson continues as director of national sales for Chicago office of KDAL Duluth, Minn., and as director of farm sales for WGN Continental Broadcasting Co.

Robert Stettner Jr., with WJJD Chicago, joins sales staff of WIND there.

James H. Ogilvie, manager of *South Jersey Star*, weekly newspaper in Bridge-

ton, N. J., joins Bernard Popick Associates, Vineland, N. J., as copy writer.

MEDIA

Bob McRaney Jr., with WJDX-AM-FM and WLBT(TV) Jackson, Miss., named general manager.



Mr. Ruth

Ron L. Ruth, sales manager of WNUS Chicago, named general manager.

Jim Nine, with WKAZ Charleston, W. Va., named general manager of WVAR Richwood, W. Va.

Russell G. Gast, sales manager of wow Omaha, appointed station manager.



Mr. Hickerson

Earl W. Hickerson, general manager of WCEE-TV Freeport, Ill., named VP of parent Rock River Television Corp.

Allen H. Neuharth, general manager and operating head of *Rochester* (N. Y.) *Democrat & Chronicle* and *Times-Union*, also named executive VP of The Gannett Co. (group owner), that city.

John E. Heselden named VP for operations, succeeding **Lynn N. Bitner**, Gannett's general manager and senior VP, who retires Dec. 31.



Mr. Christensen

A. H. (Chris) Christensen, formerly with KPIX(TV) San Francisco, WJZ-TV Baltimore, and KEX Portland, Ore., named director of corporate communications for Mullins Broadcasting Co., with responsibility for promotion and advertising for KBTR and KBTB(TV) Denver; Mullins Neon and Mullins Outdoor Advertising, Denver, and KARK-AM-FM-TV Little Rock, Ark.



Mr. Dickman



Mr. Lowstuter

Marshall Dickman, manager of market research for Erwin Wasey Inc., New York, named manager, circulation and radio ratings, for NBC, that city.

Donald E. Lowstuter, timebuyer for

What Makes ROHN CATV Towers Different?

Here Are Just A Few Reasons Why So Many CATV Owners Are Specifying ROHN Towers:

EXPERIENCE — ROHN engineers have more experience and are among the pioneers in tower construction and design.

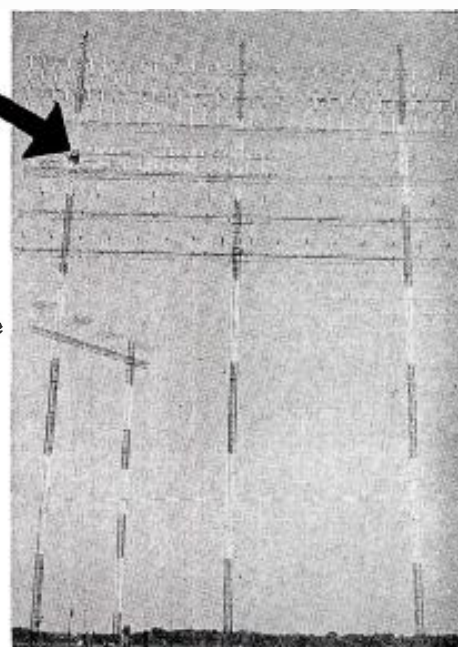
DESIGN — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

COMPLETENESS — The line is complete for every need. All accessories, lighting, and microwave reflectors are available from ONE reliable source. Entire job can be "turn-key" production if desired.

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BBDO, New York, appointed supervisor, radio ratings, for NBC, that city.

PROGRAMMING

Baldo M. Kristovich, public administrator of county of Los Angeles, elected president of Garrison Productions Inc., which owns and produces *The Wild Wild West* television series. **Bertram Fields**, attorney in motion picture and television fields, elected VP.

Alice M. Koch, assistant to general manager of KMOX St. Louis, named program director.

Terry Parker, news director of WRTA Altoona, Pa., named operations manager. **Dave Parr**, named program director of WRTA.

Dick Cignarelli, senior film buyer for TV Stations Inc., New York, joins Teleworld Inc., that city, as account executive.

Louis Reese, production manager of KFMB-TV San Diego, appointed operations manager, replacing **Bob Hower**, who joins WBKB-TV Chicago.

Jean Lenauer, producer and director, joins Official Films, New York, as director of technical services.

John V. Tranchitella, president of American Federation of Musicians local

47, Hollywood, since 1958, reelected for another two-year term.



Mr. Tomlinson

Will Tomlinson, West Coast sales representative, Screen Gems, San Francisco, named West Coast sales manager, WBC Program Sales, same city.

Robert Lewis, sales executive for both WINS New York, and KYW Philadelphia, joins RKO General Productions, New York, as sports sales executive.

NEWS

James Harper, night news manager with NBC News, New York, named day news manager for NBC's central news desk operation. **Herman Martin Haag**, with NBC News, New York, named overnight news manager. **Raymond R. Lockhart**, director of *Huntley-Brinkley* unit in Los Angeles, replaces Mr. Harper as night news manager in New York.

Murphy Martin, correspondent with ABC News, New York, joins news staff of WABC, that city.

Ed Planer, with special projects unit of WDSU-TV New Orleans, appointed news director of WDSU-AM-FM-TV.

George A. Rasmussen, previously with WEBR and WGR-TV, both Buffalo, N. Y., named director of news at WNAC-TV Boston, succeeding **Robert Walker**, who resigned.

David Sliger and **Lon Landis**, newsmen with WHEN-AM-TV Syracuse, N. Y., appointed news director and assistant news director, respectively, of WOLF, that city.

Patrick J. Sheehan, acting news director, WILI Willimantic, Conn., appointed news director.

John P. Criswell Jr., news director of WEAM Arlington, Va., joins WMAL-AM-FM-TV Washington as reporter-photographer and newscaster.

Mike O'Neill, with WWJ Detroit, joins WKNR Dearborn, Mich., as writer and reporter.

Glenn Rinker, with WKYC-TV Cleveland, joins news staff of WRC-TV Washington.

Robert A. Kopler, newsman with WARD Johnstown, Pa., joins news staff of KQV Pittsburgh.

Marshall J. Ewig, news assistant with NBC, joins AP broadcast bureau at Troy, N. Y. He replaces **Ralph Howard**, who transfers to AP broadcast news desk in New York.

Don Wright, with WKPT Kingsport, Tenn., joins news staff of WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn.

Dimbleby joins CBS News

CBS News has hired **David Dimbleby**, who has been a producer and reporter for the BBC, on a one-year assignment as correspondent/associate producer. His first assignment is a CBS News special, *England vs. Texas*, scheduled for telecast next spring. He is the son of the late **Richard Dimbleby**, well known war correspondent and BBC commentator.

FANFARE



Mr. Silver

Michael G. Silver, director, publicity and promotion, CBS News election unit, appointed manager, news information, for CBS-TV network press information in New York.

Lawrence L. Hilliard, manager of news services for PR department of Trans World Airlines, New York, named to newly created post of manager of public relations-international. He will report to **Thomas A. Bell**, director of public relations-international, with headquarters in Paris. **William J. Liss**, manager-audio/visual media for TWA, New York, becomes manager-news services. **Robert D. Hall**, PR representative on TWA's eastern region staff, succeeds Mr. Liss.

Ron Pulera, assistant promotion manager of WITI-TV Milwaukee, named promotion manager.

EQUIPMENT & ENGINEERING

W. Russell David, VP in charge of engineering at WPTR Albany, N. Y., since 1948, retires. Mr. David will do some consulting engineering work in radio and television. Prior to joining WPTR, he was national sales manager of broadcast equipment for GE. Toward end of World War II, Mr. David served as vice chairman of FM panel of Radio Technical Planning Board, national industry group sponsored by FCC for postwar planning of radio and TV.

Richard S. Duncan, consulting engineer with firm of James C. McNary, Washington, appointed director of engineering for Maryland Educational-Cultural Television Commission, Baltimore, Maryland state educational television network.

R. A. Devine, chief engineer, KICU-TV Visalia, Calif., appointed chief engineer of KEMO-TV San Francisco, now under construction.

Billy L. Patton, chief engineer of WJAR-AM-TV Providence, R. I., named

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BROADCASTING

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to newly created position of director of engineering, Outlet Co. Broadcasting Stations, parent of WJAR-AM-TV and WDBO-AM-FM-TV Orlando, Fla.

George Brookhyser, with WAJR Morgantown, W. Va., named chief engineer of WVAR Richwood, W. Va.

Judd C. Nicholas, with Ameco Inc., Phoenix, named manager of production engineering.

W. Walter Watts, group executive VP for RCA, New York, assumes responsibility for defense electronic products, broadcast and communications products division, and graphic systems division. **Charles M. Odorizzi**, group executive VP, who is responsible for RCA Communications Inc.; RCA service company, and RCA Victor record division, assumes responsibility for RCA magnetic products division. **Delbert L. Mills**, executive VP, will continue to be responsible for consumer products (RCA Sales Corp., RCA Victor home instruments division, RCA Victor Distributing Corp., and RCA parts and accessories), and will assume responsibility for distributor and commercial relations.

Gary Langseth, formerly with Kaiser-Cox Corp. and Ameco Inc., joins Anacosta Astrodata Co., Denver, as regional manager.

William E. Beathard Jr., director of distributor and commercial financing of sales and distribution division of Philco-

Ford Corp., Philadelphia, and VP of Philco Finance Corp., named director of new sales financing office in sales and distribution division and president of Philco Finance Corp.

Jorgen G. Hansen named consulting designer for DuMont Television Sales Corp., subsidiary of National Union Electric Corp., Stamford, Conn.

ALLIED FIELDS

Howard B. Goldner, controller for Audits & Surveys Inc., New York, elected treasurer.

Harvey Barad, after year's leave of absence in Europe and Africa, resumes duties as account executive for American Research Bureau's NAFA (network, advertising agencies, film companies, advertisers) services staff in New York.

DEATHS

Claude Barrere, 60, died of heart attack at his office in New York on Dec. 2 (BROADCASTING, Dec. 5). For past 10 years, he was executive director of International Radio & Television Society, professional broadcast organization in New York. Before that he had served with NBC and RCA Thesaurus Transcription Service, was independent radio and TV program and PR consultant, and from 1953-56 was eastern director for TV of Broadcast Music Inc. Tom McDermott, IRTS president, marked Mr. Barrere's passing in brief

eulogy and asked for period of silence in his memory at IRTS "newsmaker" luncheon last week. Surviving is his wife, Ruth.

Lew Abrams Greene, 72, VP of J. Walter Thompson Co. until his retirement in 1953, died Dec. 6 in Stamford (Conn.) hospital. Mr. Greene began his advertising career with N. W. Ayer & Son, Philadelphia, in 1922. Later he worked at Young & Rubicam and Erwin Wasey. He joined JWT in New York in 1930 and was elected VP of agency in 1942. Surviving are his wife, Helen, son and daughter.

Michael C. Sullivan, 59, attorney-advisor with complaints and compliance division of FCC, died Dec. 2 at Cafritz Memorial hospital, Washington.

Robin Flynn, 71, former editor of broadcast desk at *The New York Daily News*, died Dec. 4 at his home in New York. Mr. Flynn had been news analyst for radio stations in Philadelphia, Miami, Los Angeles and Spokane, Wash., before joining *Daily News* in 1944. Surviving are his wife, Elspeth, two daughters and son.

May Scovern, 57, wife of Jones Scovern, treasurer and VP, Peters, Griffin, Woodward, New York, died at New Rochelle (N.Y.) hospital on Dec. 1 following illness. Prior to her marriage, Mrs. Scovern was with the *St. Louis Post-Dispatch*.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 1 through Dec. 7 and based on filings, authorizations and other FCC actions.

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.

AM-TV Casper, Wyo. and KLFM(FM) Long Beach, Calif. (recently assigned to McGray Broadcasting Co.) HarriScope Broadcasting Corp. owns all stock of HarriScope Telecasting Corp., licensee of KDAK-TV Bakersfield, Calif. and 82.66% of Interstate Broadcasters Inc., licensee of KKAR, Pomona, Calif. Messrs. Bergreen have interest in Westminster Broadcasting Corp., licensee of KCMJ Palm Springs. Morris Bergreen also has interest in Cumberland Valley Broadcasting Corp., licensee of WTBO-AM-FM Cumberland, Md. and Lion Broadcasting Co., licensee of WRAN Dover, N. J. Ann. Dec. 5. Des Moines, Iowa—Iowa Broadcasting Co.

Seeks UHF ch. 63 (764-770 mc); ERP 295 kw vis., 59 kw aur. Ant. height above average terrain 112 ft.; ant. height above ground 219 ft. P. O. address: 1906 Hoyt Drive, Chillicothe, Mo. 64601. Estimated construction cost \$328,000; first-year operating cost \$275,000; revenue \$300,000. Geographic coordinates 41° 35' 08" north lat.; 93° 37' 28" west long. Type trans. RCA TTU-10A. Type ant. RCA TFO-30J. Legal counsel Welch & Morgan; consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: Kenneth F. Churchill, Austin G. Felton, Marion W. Crabtree, William E. Welch and William Charles Young (each

New TV stations

APPLICATIONS

Palm Springs, Calif.—Palm Springs Communications Corp. Seeks UHF ch. 42 (638-644 mc); ERP 243 kw vis., 48.6 kw aur. Ant. height above average terrain 654 ft.; ant. height above ground 150 ft. P. O. address: 1050 North Palm Canyon Drive 92262. Estimated construction cost \$490,032.65; first-year operating cost \$180,000; revenue \$120,000. Geographic coordinates 33° 51' 58" north lat.; 116° 26' 02" west long. Type trans. GE TT-56. Type ant. GE TV-95-C. Legal counsel Cohn and Marks, Washington; consulting engineer Fred W. Volken, Sierra Madre, Calif. Principals: Burt I. Harris, president Morris H. and Bernard D. Bergreen (20% and 5%, respectively) and HarriScope Cable Corporation (75%), licensee of KFBB-AM-TV Great Falls, Mont., KTWO-

	EDWIN TORNBERG & 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

20%). Marion Crabtree is president, director and 50% stockholder of WKTO-TV Nashville. Mr. Welch is vice president, secretary-treasurer, director and 50% stockholder of WKTO-TV. Mr. Churchill is president of Iowa Broadcasting. Mr. Felton is vice president. Marion Crabtree is secretary. Mr. Welch is treasurer. Mr. Young's interest not available. Ann. Dec. 2.

Toledo, Ohio.—Toledo Telecasting Corp. Seeks UHF ch. 54 (710-716 mc); ERP 873 kw vis., 130.95 kw aur. Ant. height above average terrain 460 ft.; ant. height above ground 489 ft. P. O. address: c/o Mrs. Jean Ferry Davis, 901 Lexington Avenue, N. Y. 10021. Estimated construction cost \$390,800; first-year operating cost \$250,000; revenue \$250,000. Geographic coordinates 41° 39' 01" north lat.; 83° 32' 06" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: Jean Ferry Davis (80%), C. May Killian and Jerry Skousen (each 10%). Mrs. Davis is president. Mr. Killian vice president of Toledo Telecasting and is lawyer and has interest in farm. Mr. Skousen has interest in land holding company, gasoline sales, cattle, hospital director, medical facility development company, investment company, mortgage company and brokers, real estate, and rubber plantation. Ann. Dec. 5.

Durham, N. C.—WTVY Inc. Seeks UHF ch. 28 (554-560 mc); ERP 212 kw vis., 21.2 kw aur. Ant. height above average terrain 1057 ft.; ant. height above ground 899 ft. P. O. address: Box 1089 Dothan, Ala. 36302. Estimated construction cost \$474,000; first-year operating cost \$240,000; revenue \$300,000. Geographic coordinates 35° 52' 23" north lat.; 79° 09' 58" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Arthur M. Schroeder; consulting engineer John Creutz, both Washington. Principals: Charles Woods (52.66%), chairman of board, F. E. Busby (6.28%), president, Dr. Paul Flowers (14.98%), secretary-treasurer and others. Mr. Woods is owner of oil company, land company and is president and owner of Charles Woods Homes Inc.; president of Woodsand Corp., owner of ranch, chairman of executive committee and has interest in Harries Electronics Ltd., chairman and has interest in Busby, Finch and Woods Inc. and West Inc.,

is president and has interest in investment corporation and Gem. Irradiated Wood Inc. Mr. Busby is secretary, treasurer and director and has interest in B and G Land Corp., and is president, director, and has interest in Busby, Finch and Woods Inc. and West Inc., is owner of construction company and nursery. Dr. Flowers has interest in bank, is president, director and has interest in B and G Land Corp., is director and has interest in Cattle Investors, Federated Investors, insurance company. Flowers Hospital Inc. and is physician. Ann. Dec. 5.

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of All American Television Features Inc., (Doc. 16089, File BPCT-3459) for new UHF to operate on ch. 50 in Washington, conditions; and denying applications of Theodore Granik (Doc. 16088, File BPCT-3453) and T. C. A. Broadcasting Inc., (Doc. 16091, File BPCT-3498) for same facilities. Action Dec. 7.

OTHER ACTIONS

■ Review board granted petition by Marbro Broadcasting Inc. for extension of time to Dec. 19 to file responsive pleadings to exceptions and briefs to initial decision in proceeding on its application and that of Supat Broadcasting Corp. for new TV's in San Bernardino, Calif. (Docs. 16394-5). Action Dec. 5.

■ Review board dismissed as moot petitions by West Michigan Telecasters Inc. to enlarge issues and for extension of time in proceeding on application of BCU-TV for new TV in Battle Creek, Mich. (Doc. 16895). Action Dec. 5.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on Dec. 2 in proceeding on TV applications of Symphony Network Association Inc. and Steel City Broadcasting Co., both Birmingham, Ala., continued hearing from Dec. 22 to Jan. 5, 1967 (Docs. 15460, 16923).

■ Hearing Examiner David I. Kraushaar on Dec. 2 in proceeding on TV application of Dr. Marvin H. Osborne, Jackson, Miss., granted applicant's two petitions for leave to amend concerning finances and engineering and also granted waiver of publications

requirements of commission's rules (Doc. 16894).

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 6 in proceeding on TV applications of Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co., all Yakima, Wash., granted petition of Cascade Broadcasting Co., to intervene and made party to proceeding with respect to application of Apple Valley Broadcasting Inc. (Docs. 16924-26).

CALL LETTER APPLICATIONS

■ Associated TV Corp., St. Paul, Minnesota. Requests WGTC-TV.

■ University of New Hampshire, Littleton, N. H. Requests *WLED-TV.

Existing TV stations

FINAL ACTION

WAAV-TV Huntsville, Ala.—Broadcast Bureau granted mod. of CP to change ERP to 741 kw vis. and 74.1 kw aur., and increase ant. height to 1,290 ft.; conditions. Action Dec. 1.

OTHER ACTIONS

■ Broadcast Bureau granted renewal of license for following TV stations on Nov. 30: WNBE-TV New Bern, WWAY (TV) Wilmington and *WUNC-TV Chapel Hill, all North Carolina.

ACTION ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Dec. 1 in proceeding on application of Hawaiian Paradise Park Corp. (assignor) and Friendly Broadcasting Co. (assignee) for assignment of license of KTRG-TV Honolulu, continued hearing from Dec. 7 to Dec. 8 (Doc. 16889).

■ Hearing Examiner Charles J. Frederick on Nov. 30 in proceeding on TV application of Central Coast Television (KCOY-TV) Santa Maria, Calif., rescheduled hearing from Dec. 1 to Dec. 2 (Doc. 16430).

■ Hearing Examiner Jay A. Kyle on Dec. 6 in proceeding on TV renewal applications of Lamar Life Insurance Co., Jackson, Miss., rescheduled hearing from Dec. 16 to Dec. 13 (Doc. 16663).

CALL LETTER APPLICATION

■ WICC-TV, Conn.-N.Y. Broadcasters Inc., Bridgeport, Conn. Requests WFTT (TV).

New AM stations

FINAL ACTIONS

Rifle, Colo.—Oil Shale Broadcasting Co.. Broadcast Bureau granted 810 kc, 1 kw. D. P. O. address 2785 Speer Blvd., Suite 210, Denver 80211. Estimated construction cost 27,287; first-year operating cost \$28,750; revenue \$23,000. Principals: J. Productions Inc. (23.5%), John W. and Joan L. Savage (18.41%), Jerome P. Vondergeest (11.53%), D. Eugene Cowen (9.13%), James H. Thompson (8.4%), Robert R. Tipton (8.4%), and others. J. Productions is engaged in motion picture, radio and TV productions. Mr. Vondergeest is vice president and 32% owner of J. Productions. Action Dec. 5.

WIBW-AM-FM-TV Topeka, Kan.—Broadcast Bureau granted assignment of license from Topeka Broadcasting Association Inc., a wholly owned subsidiary to Stauffer Publication Inc. Stauffer, before proposed assignment, owns 100% of outstanding capital stock of Topeka, 1,500 shares. After proposal (liquidation of Topeka), individual stockholders of Stauffer will have same ownership of licenses directly as they now have indirectly through the wholly owned subsidiary. Topeka Broadcasting Association Inc. Thad M. Sandstrom is vice president and general manager. Action Dec. 5.

Thurmont, Md.—Victor A. Leisner. Broadcast Bureau granted 1450 kc, 100 w. P. O. address: 3 Victor Drive, Thurmont. Estimated construction cost \$16,800; first-year operating cost \$36,000; revenue \$40,000. Mr. Leisner has no other broadcast interests. Action Dec. 2.

OTHER ACTIONS

■ Review board in Lorain, Ohio, standard broadcast proceeding, Docs. 16876-8, by memorandum opinion and order. (a) denied petition, filed on Oct. 26 by Allied Broadcasting Inc. seeking to enlarge issues as to sufficiency of funds available to Lorain Community Broadcasting Co., and Midwest Broadcasting Co., board member Slone concurring, (b) denied petition, filed Oct. 26 by Lorain Community Broadcasting Co., requesting addition of issues as relationship between major stockholders of Allied Broadcasting Inc. and Lorain Journal Co., board member Nelson dissenting with statement

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George M. Sklom
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 8

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,076	18	85	399
FM	1,524	40	255	194
TV-VHF	475	19	24	185 ¹
TV-UHF	93	30	111	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 8

	VHF	UHF	Total
Commercial	519 ²	235	754
Noncommercial	70	97	167

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1966

	AM	FM	TV
Licensed (all on air)	4,071 ³	1,514	567 ⁴
CP's on air (new stations)	22	49	46 ⁵
CP's not on air (new stations)	75	245	127
Total authorized stations	4,170	1,808	746
Applications for new stations (not in hearing)	299	146	109
Applications for new stations (in hearing)	81	42	66
Total applications for new stations	380	188	175
Applications for major changes (not in hearing)	175	41	26
Applications for major changes (in hearing)	33	0	9
Total applications for major changes	208	41	35
Licenses deleted	0	0	0
CP's deleted	1	1	0

- ¹ Breakdown on UHF and VHF applications not available.
² Includes three noncommercial stations operating on commercial channels.
³ In addition, two AM's operate on Special Temporary Authority.
⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.
⁵ In addition, two VHF's operate with Special Temporary Authority.

Rock Hill, S. C.; WRKB Kannapolis, N. C.; WRPL Charlotte, N. C.; WRXO Roxboro, N. C.; WSHB Raeford, N. C.; WSRC Durham, N. C.; WSSB Durham, N. C.; WTAB Tabor City, N. C.; WTYN Tryon, N. C.; WUSM Havelock, N. C.; WVOT Wilson, N. C.; WYCL York, S. C., and WYMB Manning, S. C.

OTHER ACTIONS

■ Office of opinions and review on Nov. 28 granted motion by Allen C. Bigham Jr. and further extended time to Dec. 5 to file reply to opposition by Broadcast Bureau for reconsideration in proceeding on its application for renewal of license of KCTY Salinas, Calif. (Doc. 18769).
 ■ Office of opinions and review on Dec. 2 granted motion by Plains Broadcasting Inc. (KGYN) Guymon, Okla. for extension of time to Dec. 16 to respond to oppositions to its pending petition for reconsideration of order of designation in proceeding on its AM application, et al (Docs. 16588-90, 16848).
 ■ FCC by order denied application for review of Arthur Powell Williams (KLAV) in Las Vegas standard broadcast proceeding (Doc. 16864). Williams sought review of memorandum opinion and order issued by review board which denied his request to postpone local notice requirements of Sec. 1.594 of rules until commission acts upon his pending petition for reconsideration and grant without hearing. Action Dec. 5.
 ■ Broadcast Bureau granted licenses for following AM's: WBYB St. Pauls, N. C. and WHYZ Greenville, S. C. Action Dec. 2.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Dec. 1 in proceeding on application of Star Stations of Indiana Inc. for renewal of licenses of WIFE AM-FM Indianapolis, continued hearing from Dec. 8 to Dec. 19 (Doc. 16612).
 ■ Hearing Examiner Forest L. McClenning on Dec. 1 in proceeding on AM application of City of Camden (assignor) and L & P Broadcasting Corp. (assignee) for assignment of license of WCAM Camden, N. J. continued without date hearing presently scheduled for Dec. 13 and other procedural dates (Doc. 16792). and in proceeding on AM applications of Charles W. Jobbins, Costa Mesa-Newport Beach, Calif., et al. ordered that response to interrogatories served on Robert Burdette shall be made on or before Dec. 16 (Docs. 15752, 15754-56, 15758-60, 15762-66).

FINES

■ Broadcast Bureau notified Neil W. Shirley & Charles F. Johnson d/b as Mid-Tex Broadcasting Co., licensee of KABH Midland, Tex. that they have incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture. Action Dec. 5.

CALL LETTER APPLICATION

■ KBUY, John B. Walton Jr., Amarillo, Tex. Requests KVII.

New FM stations

APPLICATIONS

Honolulu—Pacific Broadcasting Inc. Seeks 93.1 mc, ch. 226, 51.98 kw. Ant. height above average terrain minus 126 ft. P. O. address: 1543 Kapiolani Blvd., Honolulu 96814. Estimated construction cost \$46,440; first-year operating cost \$32,000; revenue \$34,000. Principals: Cecil L. Heftel, president. Mr. Heftel has interest in KGMB-AM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii. Ann. Dec. 5.

Rockford, Ill.—Greater Rockford Sound Inc. Seeks 104.9 mc, ch. 285A, 3.0 kw. Ant. height above average terrain 149 ft. P. O. address: 288 South Main Street, Rockford 61101. Estimated construction cost \$17,107; first-year operating cost \$7,730; revenue \$12,000. Principals: William H. Barrick (11.5%), Arthur J. Leonhardt (40%), Jay Lewis (15.4%), Clint Maslen (11.5%) and Robert J. McKee II (21.6%). Mr. Barrick is attorney, bank director, secretary-treasurer of manufacturing company and president of Winnebago County Bar Association. Mr. Leonhardt is owner and manager of a sound equipment manufacturing company. Mr. Lewis is owner and manager of automotive service concern. Mr. Maslen is president and manager of baking company and director of bank. Mr. McKee is owner and manager of Broadcast Auto Consultants Ann. Dec. 6.

Ann Arbor, Mich.—Washtenaw Broadcasting Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Hutzle Building, Ann Arbor 48108. Estimated construction cost \$23,964; first-year operating cost \$12,000 above present

and (c) granted motion to modify issues filed Oct. 26 by Lorain and deleted issues 2(b) and 2(c), board member Berkemeyer abstaining. Action Dec. 6.

■ Review board in Elmhurst III., standard broadcast proceeding, Docs. 16965-6, granted petition filed Dec. 2 by Du Page County Broadcasting Inc. and extended to Dec. 20 time within which to file oppositions to petition to enlarge issues filed Nov. 25 by Central Du Page County Broadcasting Co. Action Dec. 6.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Nov. 29 in proceeding on AM application of Southington Broadcasters, Southington, Conn., scheduled conference for Dec. 1 (Doc. 15871), and on Dec. 2 in proceeding on AM application of Southington Broadcasters, Southington, Conn. continued hearing without date (Doc. 15871).

■ Hearing Examiner Isadore A. Honig on Nov. 30 in proceeding on AM applications of Du Page County Broadcasting Inc., Elmhurst and Central Du Page County Broadcasting Co., Wheaton, both Illinois, scheduled certain procedural dates including hearing continued from Dec. 28, to Feb. 21, 1967 (Docs. 16965-66).

■ Acting Chief Hearing Examiner Jay A. Kyle on Dec. 6 designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on AM applications of J. T. Parker Jr. and William R. Livesay, both Kingsport, Tenn.; scheduled prehearing conference for Jan. 6, 1967 and hearing for Jan. 17, 1967 (Docs. 17024-25), and designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer in proceeding on AM applications of D And T Broadcasting Co., Dumas, and Service Communications, Inc. Augusta, both Arkansas; scheduled prehearing conference for Jan. 4 and hearing for Jan. 18, 1967 (Docs. 17026-27).

CALL LETTER ACTIONS

■ Marion U. Moore, Joshua Tree, Calif. Granted KJST.
 ■ Heart of Georgia Broadcasting Co., Gordon, Ga. Granted WCIX.
 ■ Harrington Broadcasting Co., Petoskey,

Mich. Granted WJML.

■ B&K Broadcasting Co., Selingsgrove, Pa. Granted WBKC.
 ■ Pick Radio Co., Pickens, S. C. Granted WKKR.

Existing AM stations

APPLICATION

KNCB Vivian, La.—Seeks CP to increase power from 500 w to 5 kw. Ann. Dec. 2.

FINAL ACTIONS

WPTR Albany, N. Y.—Broadcast Bureau granted license covering installation of new trans. to be operated on 1540 kc, with 5 kw power, DA-1 from Middle Road near Colonie, N. Y. for auxiliary purposes only. Action Nov. 30.

Hemingway Broadcasting Inc. Hemingway, S. C.—Broadcast Bureau granted CP for new daytime AM to operate on 1000 kc with 5 kw power; condition. Action Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following AM stations on Nov. 30: WAAK Dallas, N. C.; WAYN Rockingham, N. C.; WAYS Charlotte, N. C.; WBBB Burlington-Graham, N. C.; WBCU Union, S. C.; WBMS Black Mountain, N. C.; WBSC Bennettsville, S. C.; WBUG Ridgeland, S. C.; WCBT Roanoke Rapids, N. C.; WCHL Chapel Hill, N. C.; WCKM Winnsboro, S. C.; WCOS Columbia, S. C.; WCRE Cheraw, S. C.; WCRS Greenwood, S. C.; WCVF Murphy, N. C.; WDSC Dillon, S. C.; WEEB Southern Pines, N. C.; WEED Rocky Mount, N. C.; WESC Greenville, S. C.; WFIS Fountain Inn, S. C.; WFCM Goldsboro, N. C.; WGBG Greensboro, N. C.; WGCD Chester, S. C.; WGVF Charlotte, N. C.; WHPB Belton, S. C.; WHPE High Point, N. C.; WHVL Hendersonville, N. C.; WIDU Fayetteville, N. C.; WISE Asheville, N. C.; WIST Charlotte, N. C.; WJAY Mullins, S. C.; WLLY Wilson, N. C.; WLOW Aiken, S. C.; WLSC Loris, S. C.; WMBL Morehead City, N. C.; WMPM Smithfield, N. C.; WMYB Myrtle Beach, S. C.; WNGC North Charleston, S. C.; WNCT Greenville, N. C.; WOIC Columbia, S. C.; WOLS Florence, S. C.; WOOW Greenville, N. C.; WORC Orangeburg, S. C.; WPAL Charleston, S. C.; WPCC Clinton, S. C.; WRCS Ahoskie, N. C.; WRHI

cost; revenue \$12,000 also above. Principal: Edward F. Baughn, president, treasurer and 100% owner. Mr. Baughn is general manager and 100% owner of WPAQ Ann Arbor licensed to Washtenaw Broadcasting. Ann. Dec. 5.

*St. Louis—St. Louis Educational Assistance Fund. Seeks 88.1 mc, ch. 201, 78.6 kw. Ant. height above average terrain 462 ft. P. O. address: c/o Donald V. Beimdick, Esq., St. Louis 63101. Estimated construction cost \$27,837. Principals: Virginia M. Gilbert, president, Gloria C. Pritchard and Regina A. Edwards, vice presidents and Martin O'R. Browne, director. Mr. Browne is also general manager and vice president of KATZ St. Louis. Ann. Dec. 2.

Springfield, Mo.—K.C.O.D. Broadcasting Corp. Seeks 97.3 mc, ch. 247, 49.4 kw. Ant. height above average terrain 190 ft. P. O. address: 420 East Chestnut Street, Box 801, Springfield 65801. Estimated construction cost \$52,990; first-year operating cost \$32,000; revenue \$50,000. Principals: Billy and Lula Ann Wolfe (40% and 30%, respectively) and Charles Miller (30%). Mr. Wolfe is minister. Mr. Miller is in auto repair. Mrs. Wolfe is secretary-treasurer for Mr. Wolfe's revival crusade. Ann. Dec. 2.

*Exeter, N. H.—The Trustees of the Phillips Exeter Academy. Seeks 89.9 mc, ch. 210, 0.008 kw. Ant. height above average terrain 74 ft. P. O. address: Exeter 03833. Estimated construction cost \$980.00; first-year operating cost \$500.00. Principals: Mark F. Hutchins, station manager. F. William Andres, president of trustees. Ann. Dec. 2.

*Allendale, N. J.—Northern Highlands Regional High School District. Seeks 90.5 mc, ch. 213, 0.010 kw. Ant. height above ground 100 ft. P. O. address: Hillside Avenue, Allendale 07401. Estimated construction cost \$3,084; first-year operating cost \$800. Principals: Harry R. Lapham, director of Instructional Communications, Dean A. Moore, president and trustee and George H. Wolfson, vice president and trustee and others. Ann. Dec. 6.

FINAL ACTIONS

Boulder, Colo. Russel Shaffer International Electronic Development Corp.—Broadcast Bureau designated for consolidated hearing applications for new FM. Russel Shaffer requests power of 30 kw with ant. height of 89 ft.; International request a power of 60 kw with ant. height of 961 ft., both to be operated on ch. 234 (94.7 mc). Action Dec. 5.

Middletown, Conn. Connecticut Radio Fellowship, Inc.—Broadcast Bureau granted CP for a new class A FM to operate on ch. 285 (104.9 mc). ERP 2.90 kw, ant. height 300 ft. Action Dec. 2.

Somerset, Ky. Somerset Community College—Broadcast Bureau granted CP for new class D noncommercial educational FM to operate on ch. 214, 90.7 mc. Action Dec. 5.

McComb, Miss. Albert Mack Smith, Phillip Dean Brady and Louis Alford, a partnership d/b as Southwestern Broadcasting Co., of Mississippi.—Broadcast Bureau granted CP for new class C FM to operate on ch. 231 (94.1 mc) with ERP 57 kw, ant. height 160 ft., condition. Action Dec. 5.

INITIAL DECISION

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Samuel G. Costas, tr/as Fond du Lac County Broadcasting Co. for CP for new FM to operate on ch. 296 (107.1 mc) at Fond du Lac, Wis. (Doc. 16757). Action Dec. 1.

OTHER ACTIONS

Review board scheduled oral argument for Jan. 5, 1987 in proceeding on applications of Campbell and Sheffall and Fort Campbell Broadcasting Co. for new FM's in Clarksville, Tenn. and Fort Campbell, Ky., respectively (Docs. 16037-8). Action Dec. 2.

ACTIONS ON MOTIONS

Hearing Examiner H. Gifford Irion on Dec. 1 in proceeding on FM applications of Lynn Mountain Broadcasting and WBEJ Inc. both Elizabethton, Tenn. continued hearing from Dec. 7 to Dec. 14 (Docs. 16794-5).

Acting Chief Hearing Examiner Jay A. Kyle on Dec. 6 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on FM applications of Russel Shaffer and International Electronic Development Corp., both Boulder, Colo.; scheduled prehearing conference for Jan. 6 and hearing for Jan. 19, 1987 (Docs. 17029-30).

RULEMAKING APPLICATIONS

La Mesa Broadcasters, La Mesa, Calif.—Request institution of a rulemaking proceeding so as to allocate FM ch. 297 to La

Mesa, Calif. Ann. Dec. 2.

City & Farm Broadcasting Inc., Columbus, Neb.—Requests amendment of commission's rules so as to assign FM ch. 228A (93.5 mcs) to Columbus, Neb. Ann. Dec. 2.

James A. Case, Angola, Ind.—Requests allocation of a class A FM ch. to Angola by making following proposed change in FM table of assignments: Angola, Ind. proposed 240A and Defance, Ohio existing 240A, ch. 240A. Ann. Dec. 2.

Waterman Broadcasting Corp. of Texas, San Antonio, Tex.—Requests institution of a rulemaking proceeding looking toward assignment of FM ch. 298 to San Antonio, Tex. as follows: San Antonio: add 298; San Marcos add 279; delete 296A; Kenedy-Karnes add 232A; delete 296A; Georgetown add 244A; delete 280A, and Burnet add 296A; delete 276A. Ann. Dec. 2.

Salt Lake City and Granite District Radio Broadcasting Co., Salt Lake City.—Requests institution of a rulemaking proceeding looking toward assignment of FM ch. 274 to Salt Lake City. Ann. Dec. 2.

CALL LETTER APPLICATIONS

Meyer Broadcasting Co., Billings, Mont. Requests KOYN-FM.

WRIO Broadcasters Inc., Cape May, N.J. Requests WRIO-FM.

Nelson Broadcasting Co., Kingston, N.Y. Requests WNDN(FM).

Meyer Broadcasting Co., Minot, N. D. Requests KMOT-FM.

Northern Neck & Tidewater Broadcasting Co., Warsaw, Va. Requests WNNT-FM.

CALL LETTER ACTION

Contemporary FM Inc., Portland, Ore. Granted KRZI(FM).

Existing FM stations

FINAL ACTIONS

WOKZ-FM Alton, Ill.—Broadcast Bureau granted license covering change ERP to 10 kw, ant. height 500 ft. Action Dec. 5.

WLRS(FM) Louisville, Ky.—Broadcast Bureau granted CP to increase ant. height to 285 ft. Action Dec. 5.

WLDM(FM) Detroit, Mich.—Broadcast Bureau granted licenses covering ant. height 320 ft. Action Dec. 5.

WRXO-FM Roxboro, N. C.—Broadcast Bureau granted CP to increase ERP to 3 kw and decrease ant. height to 265 ft.; condition. Action Nov. 30.

WFDD-FM Winston-Salem, N. C.—Broadcast Bureau granted CP to change ant. trans. location, change frequency from ch. 201 (88.1 mc) to ch. 203 (88.5 mc), ERP 36 kw, ant. height 410 ft. Action Dec. 1.

KJEM-FM Oklahoma City—Broadcast Bureau granted CP to increase ERP to 29.5 kw and increase ant. height to 300 ft.; condition. Action Nov. 30.

KXLS(FM) Oklahoma City—Broadcast Bureau granted license covering change ERP to 43 kw, ant. height 170 ft. Action Dec. 5.

KTLQ-FM Tahlequah, Okla.—Broadcast Bureau granted license for FM. Action Nov. 29.

WKJB-FM Mayaguez, P. R.—Broadcast Bureau granted CP to increase ERP to 13.5 kw, increase ant. height to minus 10 ft. Action Dec. 5.

KIXI-FM Seattle, Wash.—Broadcast Bureau granted CP to increase ERP to 100 kw, ant. height to 1,240 ft.; condition. Action Dec. 1.

WMKC(FM) Oshkosh, Wis.—Broadcast Bureau granted mod. of CP to decrease ant. height to 295 ft. Action Nov. 30.

OTHER ACTIONS

Broadcast Bureau granted renewal of licenses for following FM stations on Nov. 30: WESC-FM Greenville, WMYB-FM Myrtle Beach, WCOS-FM Columbia, WDSC-FM Dillon and WLAT-FM-SCA Conway, all South Carolina; WVOT-FM-SCA Wilson, WBBB-FM-SCA Burlington-Graham, WED-FM Rocky Mount, WMPE-FM High Point, WIST-FM Charlotte, WRKB-FM Kannapolis, WRXO-FM Roxboro, WSRF-FM Durham and WTAB-FM Tabor City, all North Carolina.

Broadcast Bureau granted licenses for following FM's and specify type trans. and ant.: WDKD-FM Kingstree, WAKN-FM Aiken, and WDAR-FM Darlington, all South Carolina. Action Dec. 2.

Broadcast Bureau granted licenses covering FM's to following: WMCB-FM Howard W. Dennewitz, Michigan City, Ind.; KXIT-FM Robert J. Beller and Leonard J. Beller d/b as Dalhart Broadcasters, Dalhart, Tex.; WPOS-FM Maumee Valley Broadcasting Association, Holland, Ohio, and WOVE(FM) WOVE Inc., Welch, W. Va. Action Dec. 5.

CALL LETTER ACTIONS

WDTM(FM), Sunshine Broadcasting

Co., Detroit. Granted WWWW(FM).

WJML(FM), John Harrington, Petroskey, Mich. Granted WJML-FM.

Translators

ACTIONS

K02CN The Key Club of Dunsmuir Dunsmuir, southern part of Dunsmuir and Mt. Shasta, Calif.—Broadcast Bureau granted CP for VHF TV translator to change primary TV station to KMED-TV, ch. 10 Medford, Ore. Action Nov. 30.

W80AG Bunnell, Flagler Beach and Crescent City, all Florida—Broadcast Bureau granted CP to replace expired CP for new UHF TV translator. Action Nov. 30.

K72CL, K74CQ, K76CA, K78BX and K80BZ Marceline, Mo.—Broadcast Bureau granted mod. of CPs and extended completion date for new UHF TV translator's to March 31, 1987. Action Nov. 30.

The commission gives notice that Oct. 7 initial decision which looked toward denying for default in prosecution applications of McCulloch County Translator Co-op for CP for new UHF broadcast translators in Brady, Tex., became effective Nov. 28 pursuant to Sec. 1.276 of rules (Docs. 16745-8; BPTT-1349-52). Action Dec. 2.

Broadcast Bureau granted renewal of licenses for following VHF TV translators: K13CQ, K11CS, K09CL Apple Valley T. V. Assoc., Inc., Rural Rock Island and Malaga area; K06BD, K07CD Nile Valley T. V. Assoc., Nile Valley; K08AY, K12BA, K10BD Upper Methow Valley Television Association Inc. Winthrop-Twisp; K09BH, K11BQ, K13BM, Upper Methow Valley Television Association Inc. Mazama; K09BI, K11BM, K13BN Upper Methow Valley Television Association Inc., Methow, all Washington, (BRTTV-457-8, 461). Action Dec. 5.

CATV

APPLICATIONS

Central Arizona Television Inc.—Requests distant signals from KTLA, KHU-TV, KTTV and KCOE, all Los Angeles, Calif. to Tempe, Arizona (Phoenix, Arizona) Ann. Dec. 2. See-More TV Corporation—Requests distant signals from WLWI(TV), WFBM-TV, WTTV(TV), and WISH-TV Indianapolis, WGN-TV, Chicago. *WILL-TV Urbana, Ill. KS2XGD and KS2XGA (MPAT) Montpelier Ind. to Georgetown Illinois (Champaign-Decatur-Springfield-Danville, all Illinois.) Ann. Dec. 2.

West Shore TV Cable Co.—Requests distant signals from WBAL-TV and WJZ-TV, both Baltimore. WKBS-TV Burlington, N.J. WTTG(TV) Washington, and KYW-TV and WCAU-TV, both Philadelphia to Silver Spring township, Monroe township, Mechanicsburg borough, Upper Allen township; Shiremanstown borough; Lower Allen township and Fairview township (Harrisburg-Lancaster-Lebanon-York, all Pennsylvania.) Ann. Dec. 2.

General Electric Cablevision Corp.—Requests distant signals from CKWS Kingston, Ontario; WNEW-TV, WOR-TV and WPIX (TV) all New York to Solway, N. Y. Buckeye Cablevision, Inc.—Requests distant signals from WJMT-TV Lansing, Mich. to Toledo, Ohio.

OTHER ACTIONS

Review board in Atlanta, Ga., CATV proceeding, Doc. 16865, granted petition filed on Nov. 28 by Danville Community Antenna System and Video Service Co. and extended to Jan. 25, 1987 time within which to file responses to motion to enlarge issues filed on Oct. 17 by Midwest Television Inc. Action Dec. 2.

ACTIONS ON MOTIONS

By Hearing Examiner Chester F. Naumowicz Jr. on Dec. 5 in proceeding in matter of petition of Midwest Television Inc., San Diego, Calif. for immediate temporary and permanent relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area. Doc. 16786.

Hearing Examiner Herbert Sharfman on Dec. 6 in proceeding in matter of petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc. granted petition to intervene and made Beta Television Corp. a party to this proceeding.

Ownership changes

APPLICATIONS

KAMU Anchorage—Seeks assignment of license from Radio Anchorage Inc. to Stereo-

(Continued on page 102)

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.
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- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

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RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer. Top salary. Box H-247, BROADCASTING.

Vice President and General manager for midwest AM-TV. Good base, excellent incentive. Fine community, good schools, college. An ideal community in which to live. Box M-98, BROADCASTING.

Midwest AM, FM-Stereo wants aggressive, experienced man in sales and programing to take complete charge of Stereo-FM operation. Would be able to call on all accounts in this medium market for FM-stereo sales and direct programing. Send resume to Box M-123, BROADCASTING.

A Dream Job for a general manager, fully awake to the opportunities in this daytime radio medium size market, east coast; must have creative sales ideas, build sales staff and enjoy being in the "street" himself, while knitting a compact, effective staff. Good money in five figures, cash incentives, strong sense of responsibility. A short resume will lead to an immediate interview. Box M-131, BROADCASTING.

I need a manager who is interested in broadcasting and wants to make it his life-long profession. We are a growing organization with an application now pending for our second station. You will be in charge of internal operation including handling of employees, and seeing that our music and news policy is carried out. You will also work a board shift, handle production and work in community relations. We are a good station but there is much room for improvement. Located in beautiful city of 9,000 on US Highway 66. We like local news, heavy sports program and middle of road music. Hard work and good pay. Not as interested in what you have done as what you want to do in the future. Send info, tape and photo to Bob Whitehill, Owner, KBK Radio, Box 889, Elk City, Oklahoma.

Sales minded manager . . . for small station in St. Lawrence County . . . Good music days-rock nights. Wire collect . . . George Bingham . . . Poughkeepsie, N. Y.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, 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.

Salesman for high volume station Houston, Texas, management capability, 5 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

\$650 beginning guarantee as local sales manager or as salesman-newsman. Iowa. Box M-66, BROADCASTING.

National station representative expanding sales force in eastern, midwestern, and west coast offices. Seeking salesmen at all levels. Salaries open. Broadcast sales background with rep or station required. Reply in confidence with detailed resume. Box M-88, BROADCASTING.

Sales—(cont'd)

Experienced salesman with record commensurate with past circumstances. Station in strong growth area, suburban Atlanta, Ga., market, \$10,000-\$12,000 plus incentives. Advancement opportunities in both sales and management. Write to V. E. Eslinger, President, WOMN, 119 E. Court Sq., Decatur, Georgia.

Minneapolis-St. Paul market area; very good salesmen can earn very good money at WPBC AM-FM. Stereo simulcast adult radio through guarantee against excellent commission, plus bonuses. Clean, reliable, honest, high calibre applicants only. Send picture and resume to Bill Stewart, 6425 Nicollet, Minneapolis 55423.

Sales manager for unlimited station who can direct salesmen, good opportunity for ambitious man who can learn our methods and become manager of one of our group. Woody Wooden, WSEB, Sebring, Fla. or Mr. Erway 305-564-6548.

Wanted . . . Combination announcer-salesman for country-western station. Must have proven sales record. Call person-to-person . . . Marion Jenkins . . . TU 7-5521. or TU 5-2179 or after 6 p.m. TU 7-3409, Carlsbad, New Mexico.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man, Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Zany morning man wanted, Modern format—top rated station—midwest. Send tape, resume to Box L-145, BROADCASTING.

Southeast Arkansas daytimer going FM needs young, ambitious married announcer. Great opportunity play-by-play experience. Box L-204, BROADCASTING.

Experienced announcer-news caster needed for Ohio daytimer. We will send you to school to get a first phone. 110/wk start. (If you already have 1st. we will start at 135/wk.) Box M-6, BROADCASTING.

Top 40 dj. Mid-day. East coast major market. Must have good documentable record. Send recent photo and resume. Box M-9, BROADCASTING.

Immediate opening for good Country-Western jock. One of top fifty markets fastest growing stations. Salary commensurate with experience. Minimum \$125.00. Send resume, tape, and photo. Box M-37, BROADCASTING.

Immediate opening for announcer with 3rd, with at least one year of commercial experience. \$130 per week for good, stable personality. Growing mid-west market. MOR station. Send tape, resume and references to Box M-91, BROADCASTING.

Experienced 1st phone announcer for N. Ohio medium market good music, wages and staff. Box M-94, BROADCASTING.

Top 40 country coming soon to station located in close proximity to Baltimore & Washington. Need 1st and 3rd phone announcers, program director, news and public service directors. Send tape, resume, salary requirements to Box M-103, BROADCASTING.

Career opportunity. Michigan MOR expanding. Large market group ownership. \$110 - \$135. Tape, resume to Box M-119, BROADCASTING.

Announcers—(cont'd)

New Jersey, good music station needs experienced announcer capable of gathering and writing local news. Good salary for the right man. Send tape and resume. Interview will follow. Box M-113, BROADCASTING.

Straight staff board announcer. 3rd endorsed required. Beginner considered but some experience preferred. Must be immediately available. Network station. Northeast. Resume and tape. Box M-136, BROADCASTING.

Good pay? Do you also enjoy good music? Are you an announcer with a first? We're building a staff for our expanding organization. Stations in California, Arizona, and Texas. Send us a tape: KCEE, Box 5803 Tucson, Arizona 85705. Grow with the great southwest where the sun shines all winter.

Alexandria, Louisiana. Several dj's needed on top-40, strong on production and news. Excellent climate and working conditions. Send complete information, picture and tape first mailing, independent, daytimer. KDBS, Box 591.

Two announcers needed at once for radio-TV station. One for radio shift plus some TV. One for work in news department doing on-the-air TV & Radio news. TV experience not necessary, you will get that here. Send tape audition, resume & picture to: Will Shaner, KFBC AM-TV, Cheyenne, Wyoming.

\$150.00 Weekly—as chief announcer for new Hannibal Missouri 100-kw FM station. Must be competent engineer with first-phone. Good announcer with minimum 3 years experience. Able to handle C & W, MOR, and top 100. Send detailed resume of employment background for past 3 years. This is a permanent position with room to grow. Prefer family man from Iowa, Illinois or Missouri. James F. Jae, General Manager, KHMO, Hannibal, Missouri.

Opportunity for permanent, qualified announcer for 50,000-watt, good-music station. Airmail complete details including salary, with returnable tape to manager, KSWs, P.O. Box 670, Roswell, New Mexico.

KTBB in Tyler, Texas, is expanding its operations in 1967 and can use top dj and production man, play by play sportsman and salesman. Preferably combination of the above. Write telling all or call M. E. Danbom, General Manager, area code 214-LYric 4-7278.

Immediate opening—staff announcer. New 5000 watt AM station. Gospel and light western music selected by program director. 3rd phone with broadcasting endorsement. Pleasant authoritative delivery. A Christian man preferred. Send tape and resume to KXOW, P.O. Box 579, Hot Springs, Arkansas. No phone calls please.

Announcer with first phone for 1 kw southern Michigan full-timer. Good fringe benefits. Send tape and resume to WALM, Albion, Michigan.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, Station WBSC, Bennettsville, S. C.

Announcer experienced—position now open—format MOR, news, sports—salary open to qualified man—tape and qualifications to WCBY—Cheboygan, Michigan.

Announcers—(cont'd)

Room to grow! There's a place for a young and mature sounding news and commercial announcing at WDBO, Orlando, Florida. He must have talent and ability. If you think you're that man and have proof on tape, send same and resume to: Program Director, WDBO Radio, P.O. Box 1833, Orlando, Florida.

No. 1 station in Hudson River Valley—5000-watt daytimer with separate full-time FM Programming facility looking for young announcer. Each has good music format. 6 day week but on 40-hour basis. 3-week vacation. Fully paid medical and hospital plan after 3 months employment. We would like to employ someone who wants to go places. Must have good voice and delivery for news and commercials. Starting salary \$100 to \$125 a week depending on experience. Contact Harry M. Thayer, President, WGHQ, Kingston, N. Y.

1st phone announcer—good salary, call or write Art Showberger, WHAG, Hagerstown, Md. 301-739-8016.

Earn more money as sports announcer—D.J. number one top 40 station in one of the fastest growing markets in U.S.A. Our sports announcer leaves in draft Dec. 15th. Need Basketball announcer immediately. Great opportunity to advance with big chain. Call and rush tape: Bruce Underwood, WKUL, Cullman, Alabama, an Airmide station.

Down-state Illinois—Announcer capable collecting and writing local news. WLDS-AM-FM, Jacksonville, Illinois.

Immediate all 'round man—long hours—small staff—expanding N.E. chain. ABC fulltimer. State salary. WLKN, Lincoln, Maine.

Disc Jockey—3rd class ticket with broadcast endorsement, at least 6 months experience. Excellent opportunity with all new stereo middle-of-road FM station. Send tape, photo, resume and references to WMP1-FM, Box 270, Scottsburg, Indiana 47170.

Good opportunity for an announcer who can also do production. Contact Blair Eubanks at Radio Station WPAQ, Mount Airy, N. C. immediately.

Opening for morning man. Must have first class license. Emphasis on announcing. No maintenance. Good starting pay with employee benefits. No ad libbing. Strict good music format. Rush tape and resume to Irv Laing, WQTE, Whittier Hotel, Detroit, Michigan. 48214.

Experienced announcer wanted. C & W or morning man. If a pro, salary \$100 to \$125 for 48 hour week. Needed at once. Send information to: James H. Lee, General Manager, WRIC, Richlands, Va.

No. 1 Saginaw contemporary needs one more playboy. Contact Dave Hollis, WSAM.

Wanted: 1st phone for announcing & production. Small market with middle of road format. Call station manager. WSER, Elkton, Md. 301-398-3883.

MOR, Ohio daytimer needs announcer. Some experience and 3rd ticket with endorsement desired. Contact WTNS, Coshocton, Ohio.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

Immediate opening—experienced announcer, good salary. Contact S. Lubin, WVOS, Liberty, N.Y.

Immediate opening for first phone—announcer who has something on the ball; who can show he is sincerely interested in the progress of, and will work for the best interest of the station. This man must be able to take orders and see that they are carried out. Potential PD for mish mosh of C & W, Rock, MOR and Farm block programming. Reasonable salary with opportunity for advancement. Slackers and check collectors need not apply. No collect calls. Write J. Marver, WWCN Radio, P.O. Box 227, Brazil, Indiana. Resume, Photo and tape.

Excellent opportunity for dj with first ticket (no maintenance) who can swing on night rock show on Kansas' most powerful radio station. Good salary and opportunity for advancement. Call area code 316 AD-1-7200.

Announcers—(cont'd)

Wanted—two announcers. One for AM and one for FM with some AM. Mature, authoritative, preferably family man. Ideal location with cultural, recreational, and economic advantages. Write Box 62, Bloomington, Indiana.

Country-western station needs announcer . . . excellent production man . . . must have permanent background. Call person-to-person Marion Jenkins . . . TU 7-5521 or TU 5-2179 or after 6 p.m. TU-7-3409 . . . Carlsbad, New Mexico.

Possible PD. Strong on production. Aggressive MOR station, only full-timer in area. Permanent position. Call collect 201-366-1510.

Technical

Chief engineer—lite announcing. Southern Virginia AM-FM. Job security, good pay, medium market, fringe benefits. Open now. Box L-58, BROADCASTING.

1st phone—beginners accepted. Must have car. Salary open. 5 kw AM, 50 kw FM stereo. Can attend local University if desired. Box L-214, BROADCASTING.

Two engineers, first phone—immediate opening—transmitter or studio—Boston, Mass. Resume, details to Box M-63, BROADCASTING.

Broadcasting School in top ten market now accepting applications for qualified instructors in F.C.C. first class license preparation course. We are looking for people experienced in six week training programs—opportunity of advancement in expanding organization—send resume to: Box M-99, BROADCASTING.

Chief engineer—DA plus studio maintenance. Suburban N.Y.C. Immediate opening. Box M-121, BROADCASTING.

First class maintenance engineer. Some announcing but maintenance comes first. 5000 AM and 1000 FM transmitters. WCEF 304-485-7048.

Chief engineer, radio. First class man with practical experience to take charge of technical operations. Brand new AM and FM transmitters installed and trouble-free. No announcing. Permanent job with respected station. Write experience, references, salary requirements to: Ed K. Smith, WCMR Radio, Box 3433, Harrisburg, Pa. 17105.

Engineer with first phone. No announcing; strictly competent maintenance. Any age or experience level. Attractive salary, benefits, work environment, and growth potential. 40 miles west of Philadelphia. Contact Ch. Engr., WCOJ, Coatesville, Pa. 215-384-2100.

Opening for technician with 3rd class, broadcast endorsed license. Emphasis on control room operation. No announcing duties. Draft exempt. Chance to get into TV operation later. Send resume to: Pat Finnegan, C. E. WLBC AM/TV, Muncie, Indiana 47302.

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Technician with first class license wanted. Particular experience with FM receivers. Good working conditions. Fringe benefits. Write: Box 288, Waltham, Massachusetts 02154.

NEWS

Authoritative newsman. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

News director for heavy news, sports, talk, MOR station in Great Plains. Write Box M-68 BROADCASTING or call 402-462-5101.

Afternoon newsman with 1st phone. Experienced, authoritative voice, imagination, ambition, not content to read handouts verbatim. Top Hudson Valley station. Some boardwork. Write Louis Pells, WEOK AM-FM, Box 416, Poughkeepsie, N.Y.

Production—Programing, Others

Los Angeles area station needs program-production director capable of supervising air staff, traffic, and copy departments, and taking care of all production. Require background and tape. Box M-3, BROADCASTING.

Wanted—program director. Handle program department, including hiring personnel, etc. Some air work. Diversified and challenging. Eastern Pennsylvania college town. Excellent living area to rear children. This will be a permanent position—staff changes rare. Send complete resume; background; experience and references. Confidential. Box M-23, BROADCASTING.

Wanted: Program director for AM-FM Stereo combination. Must have first phone. Will consider man without programming experience who feels he's ready to step up. Many fringe benefits. Up to \$150. Some airwork. Upper midwest. Send tape, resume to Box M-122, BROADCASTING.

Aggressive small market station needs experienced commercial copywriter, with imagination and genuine writing ability, capable of turning out 10 to 12 pieces of selling copy per hour. Life insurance, paid vacations, fringe benefits. Salary commensurate with ability and past performance. Contact Mason Dixon, Fort Morgan, Colorado, KFTM Radio.

Join No. 1 station in No. 1 city in central Wisconsin. Swinging format. Send tape, photo, resume, to Program Director, WRIG Radio, Wausau, Wisconsin.

RADIO

Situations Wanted—Management

Manager—Outstanding gross small market station. Want management with investment opportunity. Midwest or west. Box L-133, BROADCASTING.

Multiple station and poster panel operator liquidating holdings. Desires challenging assignment. BS in Journalism. 35, former state association president, active in community affairs. Knowledgeable in all phases of Broadcasting. Box M-8 BROADCASTING.

Radio sales executive—hard-driving, dynamic, with 18 years experience in top management capacity desires management or sales management opportunity, medium or major market. Age 44. Box M-15, BROADCASTING.

Gen. mgr.—west. Successful pro heavy emphasis sales, cost control, programing, desires opportunity medium to large market in west. Box M-45, BROADCASTING.

Sales Manager. Southeast only. Mature, long experienced, capable, responsible, top references, no problems. Box M-87, BROADCASTING.

"Successful" young manager ready for move. Prefer medium-small market. Familiar with entire station operation. Box M-95, BROADCASTING.

9 years General Manager—currently employed—outstanding profit production in one of top 25 markets—excellent sales background. Best references—desires change lower midwest, southwest, south. Box M-111, BROADCASTING.

Film director-editor 14 yrs. experience. Family. Best references. Will relocate with help. Box M-115, BROADCASTING.

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed, earning high five figure income. Box M-124, BROADCASTING.

Situations Wanted—Announcers

DJ, tight board, solid news, commercials, third phone. Box L-213, BROADCASTING.

Proven personality with authoritative news wants to move to top 20 metro market. Currently morning man on 10 kw in northeast. Mature voice, experienced all phases broadcasting and production. College grad, third endorsed, will relocate. Box M-11 BROADCASTING.

Announcers—(cont'd)

Controversial, telephone talk man available, currently top 10 market. Tapes on request. Box M-47, BROADCASTING.

Station losing money? Switch to big country & western. Experienced country music PD-announcer available. Box M-49, BROADCASTING.

Married medium market announcer, wanting small midwest college market. Want college degree with all ready promising career. Box M-60, BROADCASTING.

N.Y.C.-L.I. . . . Creative professional newscaster-announcer. Available immediately. Box M-83, BROADCASTING.

Combo, first phone, top-forty, some college, prefer south or west coast, draft exempt. Box M-88, BROADCASTING.

Top-40 personality in medium market desires move to major market. Box M-90, BROADCASTING.

Midwest Announcer, 3rd, 27 service completed, married, children, 10 months experience wants job in southwest or midwest, will consider other areas, Presently making 450 month but will debate. Box M-92, BROADCASTING.

D.J. First phone experienced top forty will relocate. Box M-93, BROADCASTING.

Some college, third, one year's background, speech trained. Box M-105, BROADCASTING.

Twenty-four year old announcer, tight board, bright approach, good news, production. Training some experience. Prefer top forty. Box M-107, BROADCASTING.

Morning man! Salesman! Nine years experience! First phone! Florida only! Box M-108, BROADCASTING.

Have solid background—want secure future. Six years midwest metro markets. Box M-112, BROADCASTING.

Top 40 screamer—strong personality—18 months experience—college—3rd endorsed—college—Box M-116, BROADCASTING.

Mild winters! Pro announcer, mature, stable, family. College. Proud salary! Box M-118, BROADCASTING.

Woman—Eleven years experience continuous production and performance own "talk" programme—Newscasting, interviews. Well versed, creative, versatile. Canadian coast to coast network experience. Fabulous voice, perfect diction plus liting loveliness. English-Irish combination. Box M-125, BROADCASTING.

Announcer-dj. Top 40. Experienced newscaster, control board operator. Third class endorsed. Draft exempt. Not a floater. Box M-128, BROADCASTING.

Top 40 swinger, looking for show to call my own. Good commercial and news delivery. Willing to learn sales. 3rd phone. Box M-135, BROADCASTING.

The "MOJO-MAN" is looking. No formula button pusher deals. A real showman for real money. All others don't bug me. 172 Morningside Ct. Weirton. W. Va. 1-304-723-2410.

Experienced top 40 announcer-copywriter, 3rd phone, young voice, young satirical approach, excellent reference, Chuck Sonitz, 271 Del Mar, Chula Vista, California.

Negro dj/announcer—beginner, but well trained, 3rd phone, willing to work hard. Will relocate. William McRae, 522 West 136 street, New York City, 10031.

Top forty, jazz, middle of road, classics—anything and everything with polish. Third phone endorsed. Tightest board possible. Your ratings bound to increase. Not time and weather man. Will relocate. White. 414-781-9281.

Now Florida. Metropolitan delay, sales, production. Twenty years, MOR. Third ticket. 904-721-2699.

Technical

Self-study got first phone. Experienced, active ham. 22. Draft exempt. Box L-200, BROADCASTING.

Combo-chief, maintenance, directionals, proofs, Georgia, Florida. Immediately available. 704-851-5580.

NEWS

Experienced newsmen. College graduate. Gathering, writing, editing ability. Box M-17, BROADCASTING.

Ex-bureau chief, experienced local news man. A.B. degree. Available two weeks notice. Write Box M-65, BROADCASTING.

Grad. 24, draft deferred, smooth delivery, four years background, wants good job, not floater salary negotiable, Paul Carson, 803 Vine St., Syracuse 13203. 315-475-9354.

Production—Programming, Others

Young man wishes position with established news department. Prefer Washington, D. C. or major New England market. Will talk to stations paying decent salary for sensible conditions and hours. Two years experience in programming and news directing. Box M-14, BROADCASTING.

PD tired of having imaginative and promotional ideas shot down by short sighted management, available—employed top ten. Box M-48, BROADCASTING.

Strong production man, first phone. Nine years same station. Midwest or west. Is the grass really greener? Box M-85, BROADCASTING.

TELEVISION

Help Wanted

Sales

We are selecting two, experienced salesmen in a crew of four. Solid opportunity in new station. Excellent salary, commission, account list. Send resume to: W. B. Waters, Gen. Sales Mgr., WKTR-TV, 3864 S. Kettering, Dayton, Ohio.

Announcers

Booth announcer wanted by midwest TV station. Some on-camera work, some copy-writing. Will consider man with solid radio background ready to move into TV. Send audio or video tape, resume, picture, full details. Box M-104, BROADCASTING.

Wanted: Top announcer. Some live camera, some directing, but emphasis on good solid commercial delivery. TV experience helpful but not essential. Rush audio tape and photo or VTR along with resume to F. Jank, KVO5-TV, Box 1157, Bellingham, Washington.

Staff TV announcer needed by ABC affiliate in midwest medium market. Prefer TV experience but will consider radio background. Mail photo, tape, resume, and salary requirements to Al Hervey, WPTA-TV Fort Wayne, Indiana.

Technical

Chief engineer to plan, construct, and operate new UHF ETV facility. Immediate start in desirable location. State experience and requirements in reply. Box L-218, BROADCASTING.

Experienced CATV engineer. Permanent position with no travel. System located 30 miles outside Pittsburgh. Send resume. Box L-240, BROADCASTING.

Technical director—for radio-TV group in north east. Engineering degree desirable but not essential. Please give experience and salary requirements with first letter. Color and VTR knowledge important. All replies confidential. Box M-89, BROADCASTING.

Chief engineer, AM, FM, TV in top 30 market, requires man with strong technical background, who is now top supervisor or assistant chief. Large company with many employee benefits. Box M-117, BROADCASTING.

Technical—(Cont'd)

Immediate opening. Studio technician for upstate N. Y. College. ITV system. Experience in VTR: operations & maintenance. 2nd class license preferred. Salary above area scale. Box M-134, BROADCASTING.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembina, N.D. Telephone: 701-825-6292.

KCOY-TV, Channel 12, Santa Maria, California is accepting applications for transmitter and studio engineers.

Opportunity for permanent transmitter engineer. Modern home provided at transmitter site. Some basic radio or television experience desirable. Send complete details to: Manager, KSW5-TV, P.O. Box 670, Roswell, New Mexico.

If you are a "displaced midwesterner," here is your opportunity to return to "God's country!" KWVL-TV in Waterloo, Iowa, has just finished remodeling its television studio from the ground up and installing all new solid state RCA color equipment. We have permanent positions open for both an operating and a maintenance engineer at TV master control. First class license required, but previous experience is not necessary for operational position. Contact: E. M. Tink, Engineering Vice President.

Wanted: Man with 1st class FCC license for studio/transmitter operation. Permanent position with unlimited opportunities for advancement. Contact Chief Engineer, WBJA-TV, Box 813, Binghamton, N.Y. or call collect: 607-772-1122.

Eastern metropolitan VHF/UHF/FM station has immediate openings for experienced studio and transmitter technicians. These are permanent positions with an expanding station in one of the country's largest cities. Modern equipment, excellent working conditions, wages based on experience. Contact R. H. Hall, Director of Engineering, WHYI, 46th & Market, Philadelphia, Pa. 215-EV 2-9300.

Are you the No. 2 or 3 man on the engineering team of a top TV station? If you've got what it takes to be No. 1 . . . We're looking for a: Director of Engineering. Call or write American's most dynamic new indie: WPHL-TV, Channel 17, 230 South 15th Street, Philadelphia, Penna. 19102, 215-735-2320. Direct inquiry to Mr. L. B. Stevens.

U. S. Virgin Islands: WSVI-TV, Channel 8; the newest station of a group operation, will hire an operator-switcher with a first class license. Opportunity for on-camera work if desired. \$115.00 per week to start with this small station on a beautiful American island in the Caribbean, complete with wonderful climate, great beaches. Send complete information to Manager, WSVI-TV, Christiansted, St. Croix, U. S. Virgin Islands.

Need stable beginner for operating engineer. Good opportunity for capable person with first-class ticket. Send complete details to: Manager P.O. Box 670, Roswell, New Mexico.

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 studios 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.

NEWS

Need experienced newsmen to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Openings for two experienced newsmen for news and documentary filming with WTVJ, Miami, a news minded station in a news-making market. Must be skilled with camera, and some journalistic experience. Write, sending resume and salary requirements to: Box M-120, BROADCASTING.

NEWS—(Cont'd)

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

Anchorman for half-hour 11pm news-sports-weather block. Write and supervise gathering of news portion. Opening January 9 due to staff alignment. Send VTR or SOR or audio tape and picture . . . plus samples of newswriting and complete resume. Durham Caldwell, News Director, WHYN-TV, Springfield, Mass.

Progressive VHF needs experienced alert news man, who can handle all phases of news operation to join growing 4 man news team. Possibility of air work. Salary based on ability. Contact operation director, WTVM Columbus, Ga.

Production—Programing, Others

Immediate opening for experienced director at VHF network affiliate, mid-Atlantic market. Send picture & salary requirements to Box L-127, BROADCASTING.

Wanted: Sports director. We dominate the sports area in this prosperous eastern market. If you are qualified to do play-by-play for all types of sporting events send complete details to Box M-133, BROADCASTING.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mangus. Mail resume of experience and salary requirements or phone 219-483-0584.

Program director to set up & direct service originations for new CATV system. Operate camera, VTR. Handle CATV promotion. State College town, wonderful year-round climate, two hours drive from Albuquerque. Phone 505-425-7107 or send resume. Earl Hickam, Box 1088, Las Vegas, N. M. 87701.

TELEVISION

Situations Wanted—Management

Experienced T. V. news editor & documentary writer. More than 6 yrs. experience with award-winning major market newspaper & TV stations. Now in top ten major eastern market. Available for news management position. Married. Draft exempt. Box M-73, BROADCASTING.

General Sales manager. Extensive top 10 market experience in management all aspects of sales and promotion, outstanding documented sales performance reinforced by unlimited top references. Ideal for station needing strong in-depth sales and sales management help with station management qualifications. Every inquiry will be answered and each will be held totally confidential. Box M-129, BROADCASTING.

NEWS

Radio-TV sportscaster and newsmen seeks relocation. Reliable. Box M-128, BROADCASTING.

Experienced TV newsmen seeks far west TV or radio position, Box M-132, BROADCASTING.

Production—Programing, Others

Program director . . . 15 years experience all phases TV and radio top 30 market . . . available to move. Resume on request. Box M-5, BROADCASTING.

Director with 9 years experience in all phases of television wants relocation with prestige organization. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box M-100, BROADCASTING.

Radio veteran seeks start in TV: experienced in all phases of radio; management, programing, sales, sports, and top 40 dj. Married, college graduate, veteran, 27. Presently employed available after first of the year. Best references. Box M-109, 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.

Wanted: One self-supporting tower for FM antenna between two and three hundred feet high. WDIA, Memphis.

Need 5 kw FM late model transmitter, FM RF amplifier and monitors, write Box M-22 BROADCASTING.

Wanted diplexer and/or harmonic filter for channel 19. Also need UHF frequency monitor and about 500 feet extra heavy or self supported tower. Box 77, Bishop, Texas.

Mobile-to-studio FM link, program quality. Send replies. Box M-101, BROADCASTING.

Magnecord PT6 amplifier and PT6 tape mechanism. Must be in excellent condition. LaVern Garton, WMNE, Menomonie, Wisconsin.

Remote control system for new AM station. Contact Dave Keister, 120 Maumee Street, Jonesville, Michigan, Phone 517-849-9654.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave., N.Y.C.

Co-axial cable—HeliMax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Andrews 4 Bay FM antenna cut to 93.1 Mc. Can be returned. \$1800. Box M-20, BROADCASTING.

Spotmaster cartridge tape equipment, QRK turntables, all models available. Will take in trade as partial payment any type of audio or transmitting gear, regardless age or condition. AUDIOVOX, 4310 SW. 75th Ave., Miami, Florida.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Available immediately. Call or write John A. Carroll, Chief Engineer, WNYC-TV, Channel 9. Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

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.

RCA TK30, TK31 field cameras. Mobile unit, complete with three RCA TK31's, switcher, sync equipment, monitors. Excellent condition. Sony PV100 tape recorder and other items of excellent value. Box L-144, BROADCASTING.

238 ft. insulated, self supporting tower. Republic Steel Corporation Truscon model H-30. with beacon and lights. Dismantled \$7,500.00. WFLA, La Crosse, Wisconsin.

Check our listings for your used equipment needs . . . Broadcast equipment & supply Co., Box 3141, Bristol, Tennessee.

Gates dual limiter and Top level combination. Like new. \$1100 FOB, KPAT, 601 Ashby Avenue, Berkeley, Calif.

For sale 2-150 ft. galvanized self-supporting AM towers. Good condition. Call or write Louie W. Queen. Antenna specialist, 201 Barron Street, York, South Carolina. 684-3381.

550 feet of used Andrews-737 64 ohm 1/2" copper coax. 75¢ per foot plus freight. KJET, Box 6067, Beaumont, Texas.

Used G.E. UHF transmitter complete, type TT-33B, rated at 45kw visual; excellent condition, now in operation. Delivery is about 90 days. Price is \$75,000, a real bargain. Box M-106, BROADCASTING.

Westinghouse FM3, 96.5 mc, out of service due to increase power. Contact Chief Engineer, WCUE, Arkon, Ohio.

FOR SALE—Equipment

Continued

Towers—Many types of used materials in stock. Swager Tower Corp., Fremont, Indiana.

Program switching unit, 4 channels, 40 presets. 2 cabinet racks, 8 BA-33A and 7 BA-34B amplifiers, 2 LC1A speakers and housings. Box 136, Rowayton, Conn. 06853.

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30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

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We have for sale, The Mike Edwards Radio Commentary. For free information and audition tape write us today. Box M-19, BROADCASTING.

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INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months, ASEE degree in 18 months—we do not believe in the "license-in-six-weeks" philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave. Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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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 G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

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INSTRUCTIONS—(Cont'd)

Since 1944. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

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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 43rd St., N.Y.C. OX 5-9245.

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 16. Write now for information. Northeast Broadcasting School, F.C.C. Course. 883 Boylston St., Boston, Mass. 02116.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted—Management

WANTED:

One General Sales Manager. We need a take charge man who can capably direct and run a full sales staff. Top money for the right man. Send complete resume and salary requirements to

Mark Parr, KFIF, Box 5854, Tucson, Arizona. A John Walton Station.

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

Sales—(cont'd)

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

Experienced Salesman

Excellent opportunity for TV and Radio syndication salesmen with well established company. Prime territories available. Draw against commission. Our salesmen aware of this ad. Please send resume to:

Box M-63, Broadcasting.

A GREAT SALESMAN

We are looking for a great great salesman interested in becoming a Station Manager with a substantial stock interest and an income between \$10-\$15 yearly. But you must prove sales ability at WTYM first. Contact:

Mike Schwartz

WTYM RADIO

Springfield, Mass.
413-525-4141

Announcers

STAFF ANNOUNCER CHICAGO AM STATION

Good music, cluster-style station. Job requires relaxed, natural voice style, thorough knowledge of and affection for the best music of the American musical theater, and intelligence and judgment to differentiate trivia from essentials in news selection. Good working conditions including all AFTRA benefits. No calls please. Kindly mail resume and audition tape to:

WAIT
Chicago, 60601

NEWS

WE WANT A GO GETTER

to take charge of Radio News in a Major market combination. Experience and strong voice essential but ability to make radio news alive and vibrant is vital. Send tape and resume to:

Box M-96, Broadcasting.

NEWS—(Cont'd)

WANTED: A rare breed of Radio Newsmen. One who can gather, write, and air. No SCREAMERS, no rip and readers, no Prima Donnas.

REWARD: A reporter's position with a Network O&O newsroom. If you're our man, send samples of writing, air check and resume to:

Box M-110, Broadcasting.

Situations Wanted—Announcers

30

**WELL TRAINED ANNOUNCERS
AVAILABLE NOW!**

Write or Phone:
MIDWESTERN, 228 S. Wabash
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Help Wanted

TV-RADIO PERSONNEL AVAILABLE

87 General Managers
65 Sales Managers
79 Program Managers
182 Other Dept. Heads
549 Announcers & Newsmen
321 Other categories

ALSO

12 TV CHIEF ENGINEERS

Call: Ron Curtis—312-337-5318 NOW!
NATIONWIDE BROADCAST PERSONNEL
CONSULTANTS

Exclusively company paid fees.

Help Wanted Management

HEMMED IN?

Topped out in your present position? We're looking for an aggressive "Sales oriented" VP and GM for one of our AM-TV's in the midwest. Excellent base, good, incentive, beautiful community. Here's a good spot to settle down.

Box M-97, Broadcasting.

Sales

CHICAGO

Young, aggressive TV Time Salesman with TV Programming or TV Production experience needed to recruit and place broadcast personnel for our station clients. Unlimited income potential!

Call Ron Curtis—337-5318
Nationwide Broadcast Personnel Consultants

CHIEF ENGINEER FOR BOSTON

- Full color—all new RCA equipment.
- Excellent salaries and liberal benefits.
- Job requires good technical experience & leadership capabilities.
- Candidate should have installation & operation experience.

Call or write: Gene Hill, Director of Engineering

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P. O. Box 56
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An Equal Opportunity Employer

CHIEF ENGINEER

Needed at earliest possible time for Channel 2, NBC Affiliated, maximum power television station in Midland—Odessa, Texas. Ideal climate, good pay, fast growing southwestern Oil & Petrochemical center.

If interested send AIRMAIL Resume of experience, family status & salary required.

Ray Herndon, Gen Mgr.

KMID-TV

Midland, Texas

Production—Programing, Others

TRAFFIC MANAGER

Immediate opening for experienced Traffic Manager in Major East Coast market.

Area's leading independent television station offers excellent opportunity with fastest-growing Broadcasting Group.

Excellent salary with full benefits.

Send full particulars with salary requirements and resume to:

Box M-102, Broadcasting.
Equal Opportunity Employer

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

BUSINESS OPPORTUNITY

CATV

No mystery . . . and no harder than fighting for an FCC license. Former Advertising Agency Exec. (Now owns piece of several systems) highly experienced in franchise, operations, promotion and financing, seeks to form group, or head existing organization for acquisitions. Needs \$100,000 to start. Speculative but tremendous potential.

Box M-127, Broadcasting.

BUSINESS OPPORTUNITY—Cont'd.

ATTENTION FM STATIONS

Experienced assistance is available to help you solve problems in programing, economy of operation, promotion, publicity and those other details that enhance your commercial sales efforts, as well as increasing station value. Low cost. Proven record of success.

BROADCAST SERVICE ASSOCIATES
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Color monitors for sale

RCA TM-21's

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Quality
TRANSMITTERS

- AM 5 KW — \$13,900
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PRIME LOCATION WASHINGTON, D.C.

Adjacent to Mayflower Hotel and covered parking, five blocks from White House. 1500 Sq. Ft., top floor front in BROADCASTING Building ideally suited to Washington News Bureau or other executive use . . . Building interior recently renovated, twin high-speed elevators—fully air-conditioned. For information contact:

Mr. Tom Broadhead
Broadcasting Publications Inc.
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Tel ME 8-1022

FOR LEASE

continued

PRIME LOCATION DOWNTOWN WASHINGTON, D. C.

Adjacent to Mayflower Hotel and covered parking, five blocks from White House. Four story air-conditioned building with elevator. 2200 Sq. Ft. interior space per floor. Contact:

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NORTHWEST AM-FM MAJOR MARKET

Profitable. Can be bought for annual gross billing. F.P. \$140,000 with \$40,000 down; balance 10 years. Box M-130, Broadcasting.

STATION FOR SALE

Real Estate, New Equipment and building—\$75,000
Nicest Small Station in U. S.
Box M-114, Broadcasting.

\$80,000 down

Buys West Coast AM, 1000 days 250 nights. only station in city of 18,000, retail sales of city over \$50,000,000. Finest climate. Needs better management.
Joseph A. Snyder, Media Broker, 2234 E. Romneya Dr., Anaheim, Calif. 92806.

EAST—City and retail area approximately 150,000. Fixed assets \$225,000. Billings over \$130,000 yearly. Ideal for ownership management. Asking \$300,000. Excellent terms. Fulltime.

SOUTH FULLTIME—5,000 watts half million in .5 coverage area. Single station market. Healthy yearly increases in billings. Now doing \$160,000. Capable doing \$200,000 yearly with \$50,000 cash flow. Desirable Garden Spot area. Median income of over \$9,000. Asking \$400,000 cash.

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NEW YORK, N. Y.
265-3430

N.Y.	small	daytime	\$135M	terms
S.W.	medium	fulltime	90M	terms
S.E.	medium	profitable	135M	29%
Gulf	metro	daytime	200M	terms
N.E.	suburban	daytime	650M	terms



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 95)

phonic Alaska Inc. Principals: Ronald H. Frazee (10%), Joseph O'Hearn (25%) and Richard W. and Darla J. McComb (65% jointly). Mr. Frazee is secretary-treasurer. Mr. O'Hearn is vice president. Mr. McComb is president. Consideration \$43,000. Ann. Dec. 7.

KGKO Benton, Ark.—Seeks assignment of license from Marvin Paul Bridges t/r as Bridges Broadcasting Service to Samuel Preston Bridges t/r as Bridges Broadcasting Service. Principal: Mr. S. Bridges is manager of KGKO. Assignor and assignee are brothers. Consideration \$18,000. Ann. Dec. 6.

KFMR(FM) Fremont, Calif.—Seeks assignment of license from Deil Broadcasting Corp. Group IV Broadcasting Inc. Principals: Robert Harris Ripley (26%), Gary Owen Saslow, Kenneth Henry Weiss and James Timothy Stone (each 24%). Mr. Ripley is president of Group IV, engineer at KGUN-TV Tucson, Ariz. Mr. Weiss, vice president of Group IV, is newsman and photographer for KGUN-TV. Mr. Saslow, executive vice president for Group IV, is owner of Creative West, advertising, research and public relations concern. Mr. Stone, secretary-treasurer at Group IV, is with Sears Roebuck. Consideration \$50,000. Ann. Dec. 5.

WEBS Calhoun, Ga.—Seeks assignment of license from New Echota Broadcasting Co. to New Echota Broadcasting Inc. Principals: William E. (60%) and Emma H. Stocks (40%). No consideration. Ann. Dec. 7.

KLIX Twin Falls, Idaho—Seeks assignment of license from Regional Broadcasting Corp. to Sawtooth Radio Corp. Principals: A. R. Spaulding (42.5%), Warren B. Murphy (10.6%), Clarence N. Layne, Robert J. Sickles and J. W. Layne (each 4.3%), Steve Macko and Claude M. Layne (each 17%). Mr. Spaulding is president of applicant corporation, owner of commercial rental concern, 50% interest in mortgage brokers, 50% interest in apartments, 33 1/3% interest in patent, owner of investment company and 49% interest in home construction concern. Mr. Murphy owns insurance company. Mr. Clarence Layne is employee with Western Signs Inc. Mr. Macko and Mr. Claude Layne are post office employees. Dr. Sickles has private medical practice. Mr. J. W. Layne is commercial pilot. Consideration \$105,000. Ann. Dec. 6.

WKZI Casey, Ill.—Seeks assignment of license from Paul Dean Ford to Ford F. M. Inc. Principals: Paul Dean Ford, president (100% before, 84% after) and Eleanor J. Ford (none before, 16% after). No consideration. Ann. Dec. 7.

WHAG-AM-FM Halfway, Md.—Seeks transfer of control from Arthur A. Snowberger, John L. Miller and Richard Hildreth db/as Regional Broadcasting Co. to Adler Communications Corp. for \$181,090 reduced by deposit of \$7,500. Principals: Warren Adler, W. Ronald Smith and Arthur Snowberger (each stockholders at closing). Mr. Adler is president, director and has interest in advertising and public relation firm; president, director and owner of two publishing companies, and has interest in

real estate publication. Mr. Smith is vice president of advertising and public relations firm. Mr. Snowberger is partner in consulting engineer firm. Creutz and Snowberger, and is president and 43% owner of Regional Broadcasting Co. licensee of WHAG-AM-FM. Ann. Dec. 6.

WASA-AM-FM Havre de Grace, Md.—Seeks transfer of control from A. Tolson Lyon to Virginia F. Pate db/as Chesapeake Broadcasting Corp. Stock transfer; family group will hold 144 shares after transfer. Ann. Dec. 6.

KEYL Long Prairie, Minn.—Seeks assignment of license from Communications Associates Inc. to Kenneth Eidenschink. Principal: Kenneth Eidenschink, 100% owner, has been employed with KLFD Litchfield, Minn. Consideration \$500 with option to purchase for \$40,000. Ann. Dec. 6.

WCBK Martinsville, Minn.—Seeks assignment of license from Ruth and David C. Keister to Morgan County Broadcasters Inc. Must be three stockholders to form corporation, therefore, David Keister, 50%, agreed to transfer 1% to wife, Kay Ann; Ruth Keister retaining 50%. No consideration. Ann. Dec. 6.

KDEX-AM-FM Dexter Mo.—Seeks assignment of license from Stoddard County Broadcasting Inc. to Dexter Broadcasting Co. Principals: Gerald F., Meyer L., Joseph F. and Eugene D. Grojean (each 25%). Mr. Gerald Grojean is manager of KZYM Cape Girardeau, Mo. Mr. Meyer L. Grojean is communications engineer associate. Mr. Joseph Grojean is meat cutter. Mr. Eugene Grojean is assistant general manager of wholesale building company. Consideration \$125,000. Ann. Dec. 2.

WABH Deerfield, Va.—Seeks assignment of license from Deerfield Broadcasting Co. to Deerfield Broadcasting Inc. Principals: James R. Reese Jr. (50%) and Ralph O. Hamilton (50%). Mr. Reese is minister, chief engineer at WABH and president of Deerfield. Mr. Hamilton is secretary-treasurer of Deerfield Broadcasting Inc. and has 25% interest in Deerfield Broadcasting Co. Consideration \$1,000. Ann. Dec. 7.

WTIP and WTIO-FM Charleston, W. Va.—Seeks transfer of control from Olga Zaharis to Chemical City Broadcasting Co. (45.4% before, 60.1% after). Principal: Gus Zaharis. Olga Zaharis desires to dispose of her 20.7% and Gus Zaharis will acquire stock total \$16,001.37. Mr. Zaharis will pay \$4,318.27 and Chemical will pay \$11,683.10 at the time of closing. Ann. Dec. 2.

ACTIONS

KMPG Hollister, Calif.—Broadcast Bureau granted assignment of license from Howard C. Miles and Dick Logan (also known as Richard L. Zook) db/as Miles and Logan to Milo Communications Corp. Stock transfer. Milo is owned by assignors. Action Nov. 30.

KATY-AM-FM San Luis Obispo, Calif.—Broadcast Bureau granted 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 \$155,000 with noncompetition agreements for 8 years beginning 1969. Action Dec. 6.

WAQB-FM Atlantic Beach, Fla.—Broadcast Bureau granted assignment of license from WKTU Inc., permittee of WAQB-FM, to LOUCK Inc., for reasons of having FM station separated from the AM station operation and because the corporate name. WKTU Inc. is not identifiable with WAQB-FM. Principals: Louis M. Neale and William F. Acks each own 50%. No consideration involved. Action Nov. 30.

WAUG-AM-FM Augusta, Ga.—Broadcast Bureau granted assignment of license from Garden City Broadcasting Co. to The Hunter Group Inc., owned by Robert W. Hunter Jr. (75%), Nancy W. Hunter (24%) and Constance C. Hildebrand (1%). Mr. Hunter is owner of outdoor advertising company. Mrs. Hunter is housewife. Constance Hildebrand is employee of Mr. Hunter's company. Consideration \$200,000 with noncompetition agreement. Action Nov. 30.

WVOP Vidalia, Ga.—Broadcast Bureau granted involuntary assignment of licenses to R. E. Ledford and John E. Ladson Jr. and the Citizens & Southern National Bank, executors of estate of Margaret Brice Ladson db/as Vidalia Broadcasting Co. Action Nov. 30.

KYLT Missoula, Mont.—Broadcast Bureau granted assignment of license from Montana Broadcasting Co., Louis Vetere, president to W. L. Holter db/as The Scottie Broadcasting Co. for \$31,514.30 with covenant not to compete within 100 miles of Missoula for 5 years. Mr. Holter owns KLTZ Glasgow, Mont. Action Nov. 30.

WBBF-AM-FM Rochester, N. Y.—Broadcast Bureau granted transfer of control of WBBF Inc. from Maurice R. Forman, Sidelle G. Mann, and Herbert B. Claster, executors of estate of Edward Menden to Monroe County Radio Inc., wholly owned subsidiary of LIN Broadcasting Corp. for \$2,000,000. LIN Broadcasting owns WAND (TV) Decatur, Ill., KAAV Little Rock, Ark.; KEEL Shreveport, La.; WAKY Louisville, Ky., and WMAK Nashville. It also holds CP for FM in Shreveport and has applied for FM in Little Rock. Action Dec. 1.

WCWA-AM-FM Toledo, Ohio—Broadcast Bureau granted transfer of control of Reams Broadcasting Co. to Frazier Reams Jr., Morton Neipp and Toledo Trust Co. Frazier Reams is to establish a trust. Principals: Frazier Reams (40% before, Frazier Reams Jr. (40% before, 40% after) and Morton Neipp (20% before, 20% after). Proposed transfer negates presumption of control. No consideration involved. Action Nov. 30.

WEAM Arlington, Va. and WKLM Wilmington, N. C.—Broadcast Bureau granted transfer of control from Arlington-Fairfax Broadcasting Inc. to Thoms Broadcasting Inc., stock transfer; Arlington-Fairfax Broadcasting Inc. to be subsidiary of Thoms Broadcasting Inc. Principals: Harold H. (35.6%), Meredith S. Thoms (35.6%) and Matlann Thoms Gannett (28.8%). Consideration paid to transferors \$125,000, \$125,000 and \$57,250.43, respectively. Action Nov. 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 7. 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.

■ Fresno, Calif.—Fresno Cable TV Co. (Time-Life Broadcasting Inc.; Triangle Publications Inc., owner of KFRE-AM-FM-TV Fresno, and Messrs. Ralph Brody, George Thomas and Spalding Wathen, all Fresno) has been granted a franchise. Other applicants were General Electric Cablevision Co. and TV Services Inc. (Warner Bros.).

Redwood City, Calif.—Hi Fidelity TV Cable Co. and Peninsula Cable Television Corp. have applied for a franchise.

■ Bainbridge, Ga.—Bainbridge TV Cable Inc. has been granted a franchise. The company plans a 12-channel system. The installation charge will be \$10 with a \$5 monthly charge. The city will receive 6% of the annual gross receipts or a minimum of \$1,200.

Joliet, Ill.—Joliet Cable TV has applied for a franchise. Other applicants are Kraus Electronics and Community Electronics Systems Inc.

Rock Island, Ill.—Quad City Cable Inc. (Willard Paul, representative) has applied for a franchise.

Atchison, Kan.—KARE Atchison, Kan., associated with Telesis Corp., Chicago (multiple CATV owner), and Atchison Daily Globe have each applied for a 20-year franchise. The previous application of H. H. Hanlon, Kenilworth, Ill., was rejected by the city council.

Easthampton, Mass.—Video Enterprises Inc. (Michael Malone, president) has applied for a franchise. The city was offered 4% of the annual gross receipts.

Fayetteville, N. Y.—New Channels Inc. (multiple CATV owner) has applied for a franchise.

Oyster Bay, N. Y.—Nassau CATV Inc., a subsidiary of Broadway Maintenance, has applied for a franchise. Another applicant is Intercounty Television Corp.

■ Bayard, Neb.—Ben Helmbuck has been granted a franchise. Six channels will be offered. There will be no installation charge during the construction period; the monthly charge will be \$6.50.

■ Minatare, Neb.—Midwest Cable Televi-

sion Inc. (Richard Thompson, president) has been granted a franchise. An eight channel system will be offered. Midwest Cable has been granted franchises in Mitchell, Bridgeport and Morrill, all Neb.

■ Hardyston, N. J.—Garden State CATV Service of Sparta has been granted a franchise. The city will receive 3% of the annual gross receipts. The installation charge will be \$35 with a monthly charge of \$3.65.

■ Lebanon, Pa.—Lebanon Valley Cable TV Co. Inc. and H&B Communication Corp., Los Angeles, each have been awarded a franchise. Companies will pay \$2,000 annually.

Mount Pleasant, Pa.—WHJB Greensburg, Pa., has applied for a franchise. Installation charge will be \$10 with a \$4.75 monthly fee. Telco Inc. previously held a franchise.

South Heights borough, Pa.—Centre Video TV Cable Co., State College, Pa., has applied for a franchise.

West Newton borough, Pa.—WHJB Inc., Greensburg, Pa., has applied for a franchise.

■ Youngwood, Pa.—WHJB Inc., Greensburg, Pa., has been awarded an exclusive franchise. Installation fee will be \$10 with a \$4.75 monthly charge. Company will pay 3-13% of gross receipts.

Appleton, Wis.—Jerrold Electronics Corp. of Philadelphia, Pa., multiple CATV owner, has applied for a franchise. The monthly charge would be approximately \$5.

THE phone, unaccustomed as it was to being still, rang in the skinny producer's office on the Desilu Gower lot in Hollywood. Aaron Spelling answered it. A network publicity guy wanted to check out some promotional ideas. A meeting was scheduled for later in the week. Then one of the production crew came in with a pair of period guns. They were needed as props for a new series. This pair cost \$45, while the real goods cost \$250. But were they authentic enough? What did Mr. Spelling think? He decided to take a chance on the cheaper pair. The phone rang again. "Oh, God," the producer said, "when does it end?"

Aaron Spelling, 40-year-old going on maybe a hyperthyroid 22, talks like a cheer leader and looks like a cat burglar with a master's degree. He's lithe and his face is bright and sensitive, but with short straight hair that hangs down in front in modified Frankenstein style and features planed flat he could easily pass as a member of *The Addams Family*.

Aaron Spelling is one of Hollywood's in-people. They mention him in the columns, invite him to premieres, pay attention to what he says, how he acts, what he accomplishes. Most of all, Hollywood pays him the supreme accolade: He's kept busy. Since 1959 Aaron Spelling has produced eight television series.

Adding It Up ■ He spent nine years at Four Star Television as that company's most active producer. During that association he produced 215 half-hours of prime time television programs. The people who represent his publicity interests, a statistically minded bunch, figured that this worked out to an equivalent of 107 two-hour features of more than 8,760,000 feet of film and a total production budget of \$28,477,000.

That's a lot of money to have handled. But earlier this year, Aaron Spelling decided that he wanted a bigger piece of the action for himself and in a couple of quick moves he switched from being a working stiff to a partner in his own sure-fire production company. First Mr. Spelling entered into an exclusive two-year agreement with United Artists-Television for the creation and production of both television series and theatrical motion pictures. But UA-TV went out of the creative TV-making business and at about the same time Danny Thomas and Sheldon Leonard decided to split away from their highly successful T&L Productions. So producer Spelling obtained a release from the TV portion of his production deal with United Artists and formed a partnership with producer Thomas to turn out comedy series, hour dramatic shows and two-hour features for television.

The new business, set up under the

Producer's new partnership off to flying start

company name of Thomas/Spelling Productions, with rented space at Desilu Gower studios, immediately began to attract takers. First ABC-TV came knocking looking for a vehicle for comedy star Tim Conway. Writers Harvey Bullock and Ray Allen had a series concept but no star. Aaron Spelling helped put one and one together and sold *Rango*, a half-hour series about a bumbling Texas ranger, last May, the first month the team of Thomas/Spelling was in business. *Rango* goes on ABC-TV on Jan. 13 as a mid-season replacement for *The Milton Berle Show*.

ABC-TV, once smitten, wanted to see what else the new company had to offer. The network was shown an out-

line treatment of *Guns of Will Sonnett*, a half-hour western co-created by Mr. Spelling and writer Dick Carr. Walter Brennan already had agreed to star in the series and with such a formidable talent in the bag, ABC made a deal promptly. This series is scheduled for the 1967-68 season.

That made it two deals out of two tries for the budding Thomas/Spelling partnership, with both sales made without the benefit of a pilot.

In The Works ■ The Thomas/Spelling tandem, flying high, is tinkering with still other properties. Producer-writer Blake Edwards has created *The Monk*, an hour series about a private detective, and turned it over to the T/S production team (Mr. Spelling expects and appreciates any wise cracks made about the company's initials). There's also a half-hour tongue-in-cheek treatment of private eyes, called *Wait for the Dark*, that also may wind up playing the networks under the T/S banner in 1967-68.

Mention of the trend towards making feature films specifically for showing on television sends Aaron Spelling into an animated denunciation. He knows that the more features programed on television the less time there is for conventional series. For an independent TV producer the handwriting on the wall is plain to see.

"This is a pure case of the turtle eating its own eggs," Mr. Spelling says. "Obviously we think it would be wiser to take movies the theater route first."

Still, Aaron Spelling would like nothing better than to produce a good two-hour filmed show for television. He expects to do precisely that at least once a year.

Making movies wouldn't be anything new for Mr. Spelling. Motion pictures, the legitimate theater, television, all have fallen under the Spelling spell at various times. Some 10 years ago, he plunged into the creative end of television by writing the lead-in host spots for the late Dick Powell's *Zane Grey Theater* series. He then became a successful writer and in a four-year period wrote more than 50 television plays, some of which played *Playhouse 90* and *Desilu Playhouse*. Mr. Spelling also wrote one movie and produced another during that period.

In 1961 he was named producer of the *Zane Grey Theater* and subsequently produced *The Dick Powell Theater* and a long list of others.

Aaron Spelling, a free-wheeling enthusiast brimming with ideas and energy, looks back at the *Dick Powell Theater* days as his happiest time as a producer. "Motion pictures are a director's medium," he says. "Television is a producer's medium. I love the freedom to move around I had with that series."

WEEK'S PROFILE



Aaron Spelling—partner with Danny Thomas in Thomas/Spelling Productions and president, Aaron Spelling Productions, Hollywood; b. Dallas, April 22, 1926; Southern Methodist University, BA in journalism, 1946-50; Army Air Force as staff sergeant, 1944-45; director and actor, 1953-55; television and motion picture writer, 1956-58; producer, 'Johnny Ringo,' 'Dick Powell's Zane Grey Theater,' 'Kaiser Presents the Lloyd Bridges Show,' 'Burke's Law,' 'The Dick Powell Show,' 'The Smothers Brothers Show,' 'The June Allyson Show,' 'Honey West,' 1959-65; marital status: single (divorced from actress Carolyn Jones, March 1965); member: Screen Producers Guild, Screen Writers Guild, Screen Actor's Guild, National Academy of Television Arts & Sciences; awards: Harvard Award, best original plays, 1948-1949; Critics Award, most outstanding theatrical director in the Southwest, 1950-51-52; hobby: softball (pitcher).

Price of color

THE flap that has developed over the adoption by WHEN-TV Syracuse, N. Y., of a rate card based on color set count may die down (BROADCASTING, Dec. 5), but the issue won't. Sooner or later the less attractive side of color—its costs, indirect as well as direct—will have to be faced.

The dispute here, brought into the open by WHEN-TV's move, is whether spot advertisers ought to pay extra for time when their commercials run in color. It is not an easy question; good arguments can be mustered on both sides.

WHEN-TV and a number of other stations and station reps contend that color should be priced higher than black and white because color adds to the effectiveness of commercials. There is also a substantial body of argument that higher rates for color spots are justified by the stations' heavy outlays for color equipment and by the higher costs of operating in color.

The attitude of buyers can be summarized succinctly: They don't think color justifies an extra charge—open, disguised or hidden. They argue that they are already paying extra for production of commercials in color, that transmitting them in color does not add to the stations' cost and that advertisers should not have to underwrite broadcasters' investments in color equipment.

We cannot agree that advertisers do not benefit from station investments in color. The investment and the higher costs of color operations accrue to the advertiser in the form of bigger and more responsive audiences.

There is not a great deal of research on the subject, but as long ago as 1960 a study underwritten by Crosley (now Avco) Broadcasting demonstrated clearly that color does enhance commercial effectiveness. In the current dispute, however, the agency argument can be answered as easily by a question as by research: If agencies really believe that color adds nothing to their commercials, why do they spend all that extra money to produce them in color?

Their actions, despite their arguments, make clear that they regard color as an extra value. The question then is not whether, but when and how much? And in the long run we venture that those answers will be found where such questions are always answered: in the marketplace where efficiencies are weighed against those of other media.

The better way

THE chairman-elect of the American Advertising Federation has the right idea in saying, as he did last week, that advertising needs help in Washington. He may be on shakier ground, however, in suggesting that significant help could come from an expansion of Washington lobbying in which all segments of the advertising business would cooperate.

A good many of the problems that Washington creates affect only one segment, or, as often, a segment of a segment. In broadcasting, for instance, the profusion of regulation already on the books and incessantly proposed has led to the formation of a number of intensely specialized Washington offices. On large matters the National Association of Broadcasters may speak for broadcasters as a group, but in day-to-day dealings with the FCC and Congress subgroups of broadcasters often find themselves in conflict. That is why there are permanent Washington staff representatives of the clear-channel radio broadcasters, the regional radio broadcasters and the maximum service telecasters and Washington lawyers on permanent retainer to others.

Among the various advertising media there is also more often conflict than accord. Although in principle the organ-

ized broadcasters and organized publishers of magazines and newspapers ought to go to the aid of one another when, say, a bill in Congress threatens to restrict the editorial freedom of any of them, in practice those unaffected by a specific threat usually opt for the short-term pleasure of idly enjoying the trouble their rival is in. That fact of life is not apt to be changed by a call to arms for the defense of all advertising in Washington.

In dollars-and-cents regulation or the threat of it there is a similar disinclination for rescue teams to form. When outdoor advertising is restricted by federal highway legislation, other advertising media see in the action only the chance to pick up billing that might have gone on roadside boards. When a congressional committee threatens to outlaw volume discounts for large advertisers, associations of small-business men lie low or even fan the fire.

All this is not to say that there is no useful work for joint enterprise to do in Washington. It is simply to say that it is not likely to be done by a proliferation of private bureaucracies based in Washington. What is needed is joint enterprise at the top of the many segments of the advertising business to coordinate the job of proving the values of advertising to the general economy.

As between adding staff and overhead in Washington and underwriting economic studies to relate advertising's functions to the gross national product, the latter promises to buy more at less cost.

Ready answer

IT becomes more and more evident that one of the stickiest questions that broadcasters will be called on to answer in the next Congress is that arising from their fast projections of election returns. Hearings on the subject are inevitable. One was requested last week by Senator Vance Hartke (D-Ind.), one of broadcasting's most dependable friends.

The best answer is to be found in a modernization of voting procedures to institute the same-time, 24-hour voting day. Frank Stanton of CBS originated that proposal, and ABC officials have endorsed it, but all broadcasters need to get behind it if it is to be considered seriously.

As discussed in an editorial on this page Nov. 21, the common voting day would be both a convenience and inducement to the voters. Its subsidiary advantage would be the elimination of suspicion, however unsoundly based, that broadcast reporting can affect the vote.



Drawn for BROADCASTING by Sid Hix
Never mind the 'Ho, ho, ho's'... Sounds too much like a Green Giant commercial!"

If people don't believe in the station, they won't believe your new camera can solve all their picture taking problems.



KPIX has the people of San Francisco prepared to accept the unusual. And to love it. This is the station that created and launched an exciting new daytime program. And found and launched an exciting new daytime television personality to host it. He's John Bartholomew Tucker. His delightfully uncynical, unjaded personality has won him a very responsive audience.

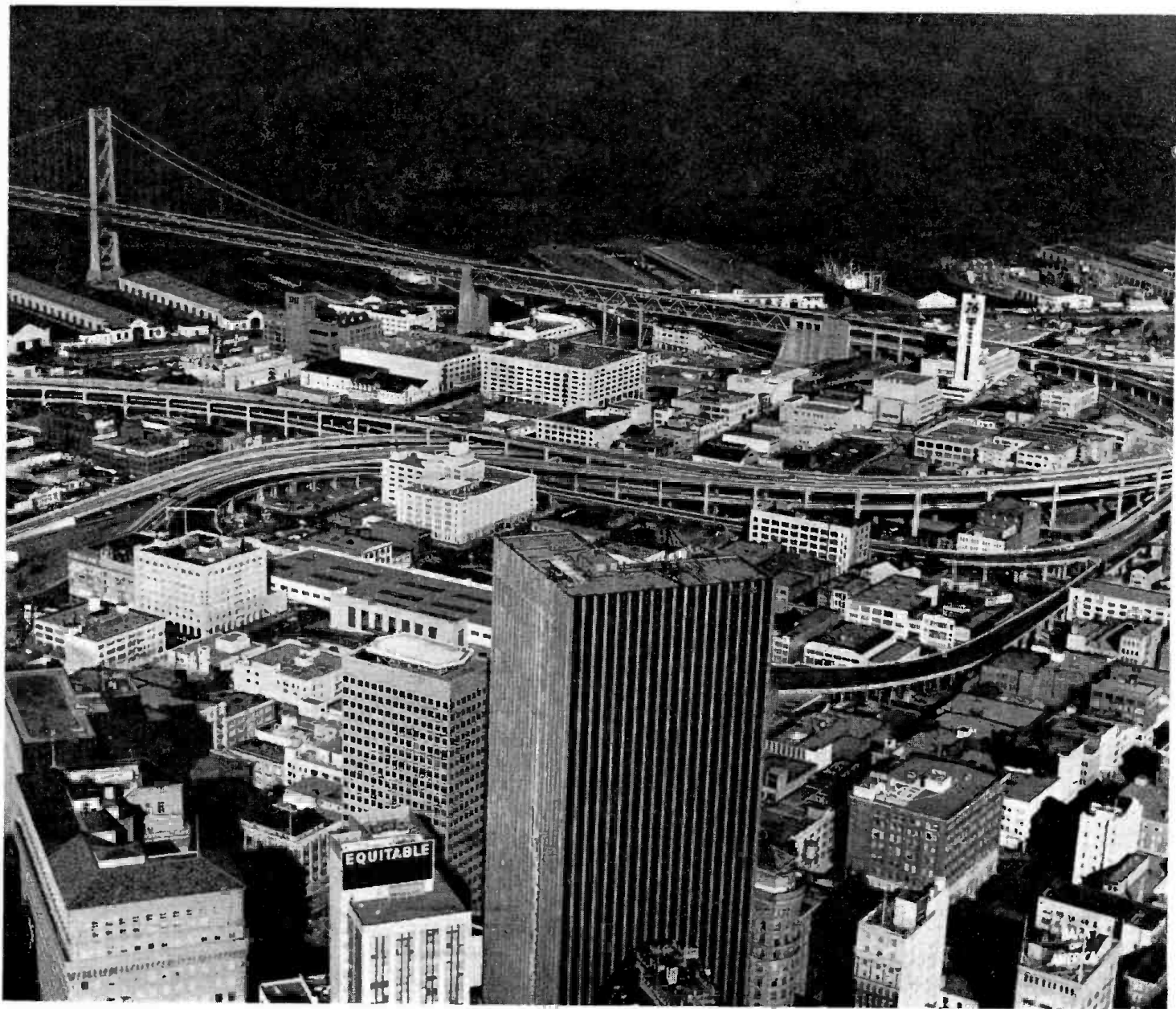
This is the station with a stubborn dedication in the field of news. A dedication that made them one of the pioneers in developing the half hour news format. And a dedication that has brought them many awards. And this is the station with POW. POW is programming with a flair unusual in the field of public service.

KPIX, like all Group W stations is vitally involved in the community. And thus this one hour Sunday show speaks out — concerned — impertinent — serious; always presenting a new approach to people and events. A documentary on crime might be acted out by a ballet troupe. Historical happenings may be presented in a Pop Art setting. The host is popular author, critic, and wit, Rolfe Peterson. His guests are all sorts of controversial and colorful people. Wouldn't it be a good idea to place your dramatic demonstration on a station that is a dramatic demonstration of just what a broadcaster can do? If KPIX can get its message across so strongly, just imagine what it can do for yours.

KPIX GROUP **W**

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY TVAR

If you lived in San Francisco...



...you'd be sold on KRON-TV