



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Everyone is up in air over domestic satellites. p23

Dawson replaces Reynolds as CBS-TV president. p42

NBC-TV joins network parade in dropping discounts. p34

Hart tells FCC: look into broadcast ad rates. p28

COMPLETE INDEX PAGE 7

Anscochrome—courtesy of General Aniline and Film Corporation.

Carl B. Ylvisaker Library
Moonrised, Minn.

12/21

May we approach
this season with the
wonder of the young
and the coming year
with the wisdom
of the old.

Best wishes to
all our friends
everywhere.

EDWARD PETRY & CO., INC.



CONCORDIA COLLEGE
C. B. YLVISAKER LIB.
MOONRISE

IC 56560
EXP 12/67



Nothing like a little practice
out in the woodshed to
take the clinkers
out of a sour horn.

Nothing like WOODshedding
to work the kinks out
of a product
so it will win in the
big time.

WOODshedding means
testing a product in
Greater Grand Rapids, one
of the country's top ten
"try-out" markets. You'll
be in touch with over two
million people—people so
average, it's like taking
a cross-section of the USA.

And, of course, in the WOODshed
market you'll want to use the
preferred stations. That's
WOOD-TV, 2 to 1 over the
combined No. 2 and No. 3
stations, and WOOD Radio, equal
to all other combined stations.*

Interested enough to make a phone
call? Get your Katz man on the
horn. He's the expert
on WOODshedding.

*Northwood Institute Preference Study
(June, 1966)



WOOD **AM**
FM
TV

Grand Rapids, Michigan

The Showcase Stations of Western Michigan

National Sales Representatives:
The Katz Agency, Inc.



THE KATZ AGENCY, Inc.

is pleased to announce that

January 1, 1967

our Radio Division

will begin representing



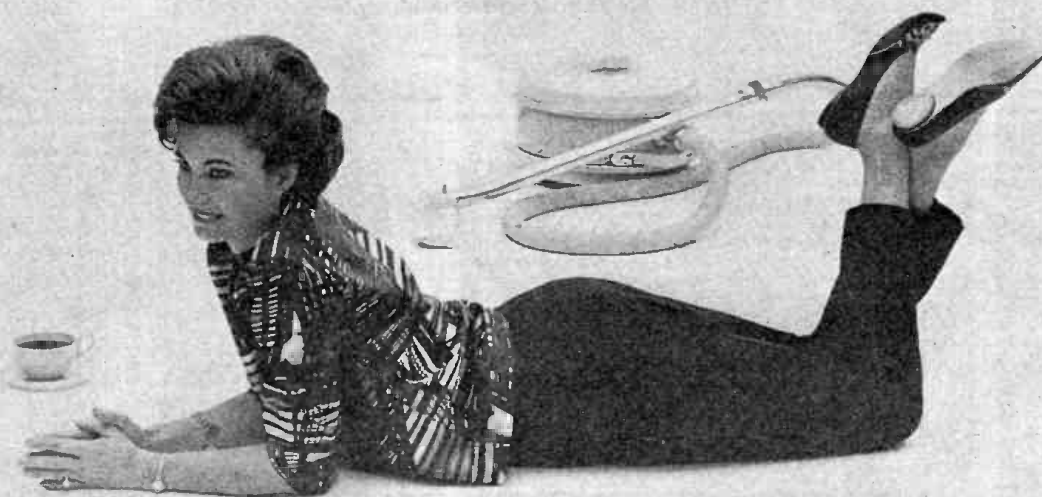
THE *McLendon* STATION FOR THE SAN FRANCISCO BAY AREA

the housewives' *daytime choice.....*

Whether you are selling soap, food items, health and beauty aids, or any of the multitude of products purchased by the housewife, Channel 4 reaches more of your customers.

The October, 1966 ARB television audience estimates shows that in the 9:00 AM to 5:30 PM segment, Monday thru Friday, KRLD-TV delivers 39.9% more housewives per average quarter hour than the second station; 120.9% more than the third station; and 395.7% more than the fourth station.

Contact your ATS representative for full details and choice avails on the housewives' preferred station.



KRLD-TV



represented nationally by ADVERTISING TIME SALES, INC.



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Communications Satellite Corp. is aiming for Jan. 11 launch for Lani Bird II as synchronous satellite over Pacific, replacing Lani Bird I which failed to achieve true "stationary" orbit but provides about eight hours service per day between U.S. West Coast and Hawaii and Japan. If Lani Bird II is successful, Comsat figures on TV rate similar to one for Lani Bird I—\$1,500 for first 10 minutes to Hawaii and \$1,200 for first 10 minutes for half circuit to Japan. Color TV carries 25% surcharge. It's reported also that Japan earth station near Tokyo would go commercial about Jan. 20 to form full satellite service between U.S. and Japan.

If Lani II is successful, Comsat then plans to loft Early Bird II over Atlantic month later, Feb. 11, adding Africa and South America to U.S.-Europe link now served by Early Bird I.

Hearing aid

Simple device for checking audio loudness in commercials, both radio and television, in use at CBS-TV, has aroused interest among National Association of Broadcasters Engineering Advisory Committee. Device is reference tape with "noise burst" and announcer's voice which screeners can compare, subjectively, to sound tracks of submitted commercials. Apparently human ear is best machine yet devised for recognizing sounds that will annoy other ears.

Reference tape is seen as giving broadcasters something to use in abiding by intent of FCC's 1965 opinion calling on stations to prescreen commercials for loudness. Also under study at ABC, CBS and NBC are metered devices for checking loud commercials.

Switch in Miami

Representation plum goes to Storer Television Sales Jan. 1 when WLBW-TV Miami (ch. 10) switches to Storer Broadcasting Co. subsidiary. WLBW-TV becomes second station on rep list outside Storer owned-and-operated family of five V's. Other is ch. 8 WHP-TV High Point-Winston-Salem, N. C.

Representation of Miami VHF eliminates prospect of Storer Broadcasting reactivating its ch. 23 WGBS-TV Miami. That station, which oper-

ated from October 1954 until April 1957, is on block for asking price of \$715,000, representing out-of-pocket costs. It's reported several entities are considering deal, among them O. Roy Chalk, president Trans-Caribbean Airways and D. C. Transit System, who also has broadcast interests in Puerto Rico. Announcement of WLBW-TV shift from H-R Television to Storer TV Sales expected this week.

Same time

Television program producers apparently can go ahead on assumption their shows won't be affected by changes in NAB code's commercial time standards before start of 1968-69 TV season. That's outlook following postponement of code board session that had been set for last week to give further study to proposed revisions (see page 30).

Meeting had been timed so code board could make recommendations to National Association of Broadcasters board meeting in January. But code session was rescheduled for Feb. 23-24 (at Scottsdale, Ariz.), and under normal procedures its recommendations then wouldn't be considered by NAB board until June meeting. By that time production for 1967-68 season will be well under way, so that any changes affecting program length could be incorporated only with great difficulty before following season opens in September 1968.

On the lookout

CBS Inc., constantly on quest for acquisitions in compatible fields, last week reportedly was close to deal but there was no inkling as to identity. Among those CBS has talked with is McGraw-Hill, largest entity in business-paper field and major book publisher. Weekend report that CBS was attempting to buy New York football Giants (NFL) for about \$12 million was denied.

Narrow field

Roster of those under consideration for information chief of FCC, succeeding George O. Gillingham who retired last fall, has been reduced to two, with likelihood that choice may be made this week. One reportedly is career foreign-service official at State

Department; other is ex-network man with writing-production experience.

Juicy prize

Expansion-minded entities in broadcasting are pondering approaches for acquisition of Walt Disney Productions Inc., in wake of sudden death of creative genius last week. Presumably excluded are major networks, in light of their dominance in television program production, with Disney one of top industry producers and with film library of great value.

Group-station owners, with substantial capital surpluses, are among those eyeing Disney. With 1,940,000 shares issued, total market capitalization of company, based on last week's high market quotation of 78¾ per share, would be in neighborhood of \$152 million. Disney stock ran 9¾ points on Friday, day after Walt Disney's death.

On the right hand

Resignation of Bill Moyers as White House news secretary and of Jake Jacobsen as counsel elevates status of Presidential Assistant and Cabinet Secretary Robert E. Kintner, probably into unofficial niche as top adviser to President Johnson. While Mr. Kintner won't absorb news secretary functions of Mr. Moyers, his journalistic background unquestionably will figure in overall press and speech-writing strategy. Before Mr. Kintner entered broadcasting (becoming president of ABC and afterward of NBC) he had been syndicated columnist with Joseph Alsop.

Though it isn't generally known, Mr. Moyers early this year was offered CBS News presidency to succeed Fred W. Friendly. He declined.

Readying the drum

In preparation for long awaited day when it will release report on non-commercial TV, Carnegie Commission on Educational Television has retained New York public relations counselors, Osgood Nichols Associates. PR firm, which has short list of clients including Merck & Co. and American Sugar Co., has been working with commission for last month and will handle release of its report. That's expected to be next month and probably at news conference in New York.

THE ONLY BOSTON FAVORITE THAT'S ONE UP ON US IN VARIETY.



On December 19, *Kaiser Broadcasting* and *The Boston Globe* join to bring Boston a new wave of color television entertainment—WKBG-TV, Channel 56. Exclusive Celtics and Bruins coverage, exciting sports events, game shows, comedy, drama, plenty of first-run movies, up-to-date public affairs, these and many more will be available to choose from on Channel 56. And it's only

the beginning. In the months to come, Channel 56 promises Boston more information, more entertainment, more of everything that makes television viewing great. What else can you expect when one of the nation's leaders in television, Kaiser Broadcasting, and one of the world's great newspapers, *The Boston Globe*, join forces?



The Variety Channel

KAISER
BROADCASTING / *The Boston Globe*

More variety coming to Boston at 740 on the AM radio dial and 96.9 on the FM dial as WXHR and WXHR FM get the Kaiser/Globe treatment. Represented by Broadcast Communications Group.

WEEK IN BRIEF

AT&T proposes integrated earth/space communications system to be operational through 1980. Comsat and common carriers take aim at Ford Foundation proposal for communications satellites. See . . .

PLACE IN THE SKY . . . 23

NBC joins ABC and CBS in announcing new rate card that virtually eliminates discounts. New card applies to program sponsorships; quotes different prices for time of day, seasons. See . . .

NBC IN STEP . . . 34

Cox enters production field by acquiring Chicago-based Walter Schwimmer Inc. for \$2.75 million plus payments, based on earnings, for five years. Founder Schwimmer will continue to run production arm. See . . .

COX EXPANDS . . . 65

Morse continues his probe of planned ABC-ITT merger. Tells Hyde Justice Department has investigated ITT's alleged contributions to Democratic war chest during 1964 presidential election. See . . .

MORSE BEARING DOWN . . . 54

Advertising is helpful not harmful to economy. That's conclusion of Canadian ad agencies and independent survey they financed. Testimony comes in Parliament hearing on proposed national ad tax. See . . .

ADS DON'T FEED INFLATION . . . 68

Dawson becomes fourth CBS-TV president in two years as Reynolds leaves to return to West as head of new Paramount TV unit. New boss associated with CBS since 1938, has strong sales background. See . . .

CBS-TV NEW PREXY . . . 42

Hart tells FCC to get into field of commercial regulation. Tells Hyde job belongs to FCC and other government agencies—not NAB. Hyde repeats support of industry self-regulation attempts. See . . .

HART PROBE . . . 28

Host of communications problems in air these days but FCC isn't playing its proper role in continuing epic. That's Johnson's contention. He claims FCC is following 19th century concepts. See . . .

BETTER REGULATION . . . 48

CBS and NBC will offer coverage of first AFL-NFL Super Bowl game at \$1 million each. CBS gets 1968 and '70 contests and NBC gets 1969 game. Cost for those three is \$2.5 million per. See . . .

SUPER BOWL . . . 60

Larry Israel named president of new station group division within Westinghouse Broadcasting's corporate structure. Joel Chaseman named radio vice president; James Allen, vice president for TV. See . . .

WBC SETS MANAGEMENT . . . 52

DEPARTMENTS

AT DEADLINE	9	OPEN MIKE	17
BROADCAST ADVERTISING	28	PROGRAMING	60
CHANGING HANDS	50	WEEK'S HEADLINERS	10
CLOSED CIRCUIT	5	WEEK'S PROFILE	85
DATEBOOK	14		
EDITORIAL PAGE	86		
EQUIPMENT & ENGINEERING	58		
FATES & FORTUNES	70		
FINANCIAL REPORTS	67		
FOR THE RECORD	73		
INTERNATIONAL	68		
LEAD STORY	23		
THE MEDIA	42		
MONDAY MEMO	20		



Broadcasting

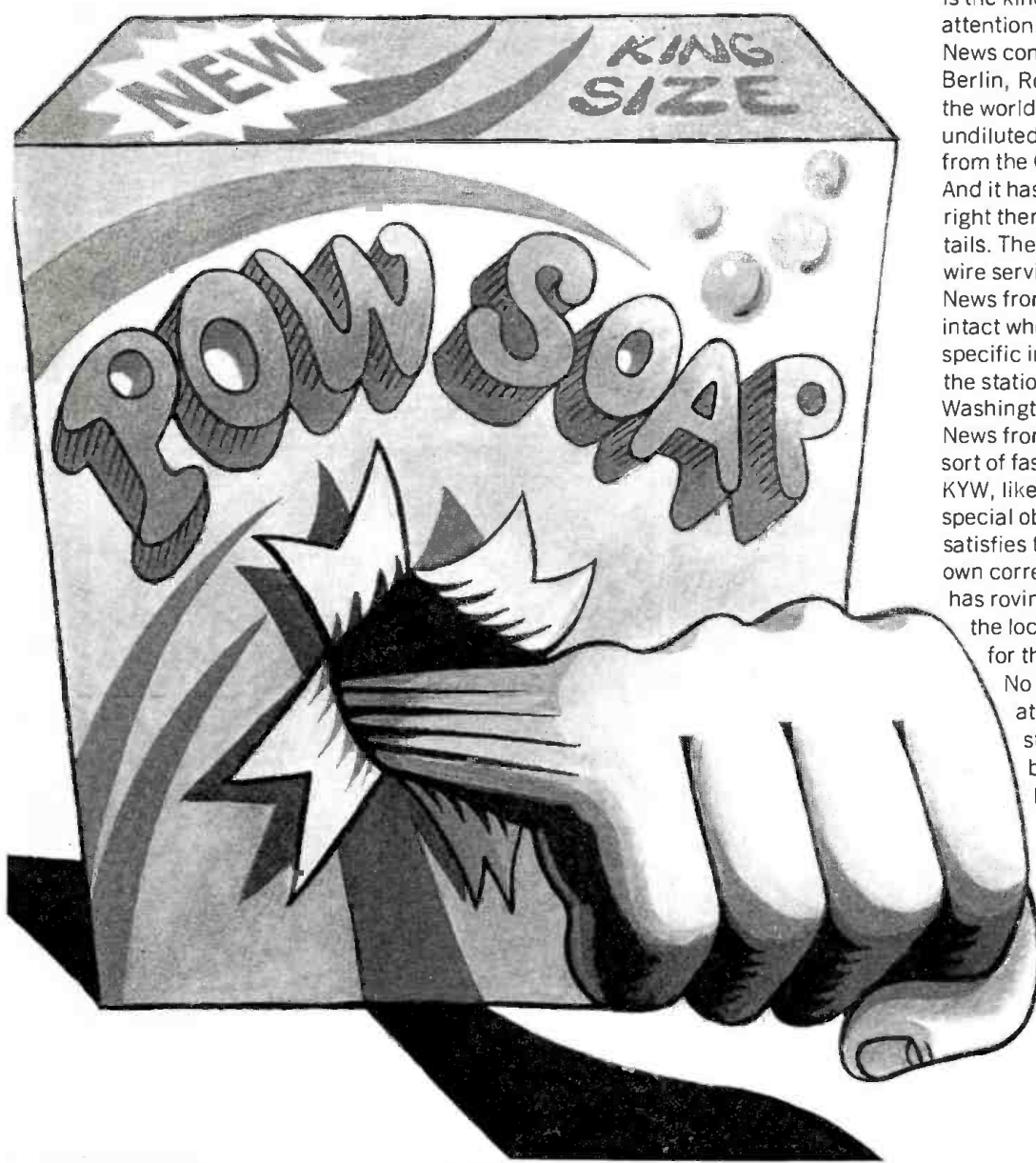
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

If people don't believe in the station, they won't believe your soap powder has a new power formula.



When KYW says something, the people of Philadelphia listen. Attentively. Because KYW is the kind of station that makes people pay attention. It's all news all the time.

News constantly crackles in from Saigon, Berlin, Rome and all the other newsfronts of the world. This news has a crisp, unhandled, undiluted sound to it because it comes direct from the Group W Foreign News Bureau.

And it has depth, too. Because the Bureau is right there on the spot to check out all the details. These facilities complemented by major wire services make for very complete coverage. News from Washington still has all its urgency intact when it reaches Philadelphia. Items of specific interest to Philadelphia pour right in the station via a direct line to the Group W Washington News Bureau.

News from the local scene travels the same sort of fast, direct, express route to the static KYW, like all the Group W stations, feels a special obligation to its own community. And satisfies that obligation. The station has its own correspondent in the state capital. And has roving, remote news teams covering the local area. They go out and look for the news. And report it.

No wonder Philadelphians pay attention to KYW. They know this station knows what's happening because it tells them what's happening. Aren't these the kind of listeners you want to reach? And isn't KYW the kind of station that could help you best reach these attentive listeners with your message?

KYW RADIO 1060 **GROUP W**

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY
RADIO ADVERTISING REPRESENTATIVES, INC.

Color in 13%, UHF in 33.8% of all TV homes

FIGURES BASED ON AUGUST SURVEY BY CENSUS BUREAU

Total of 7.1 million households, or 13% of all TV homes, had color sets as of August, Advertising Research Foundation said in report being released today (Dec. 19) based on national study done for it by U.S. Census Bureau.

Report also said UHF was in 18.5 million homes (33.8%, gain of 6.3 million since August 1965, and that 24.1% of all TV households had two or more sets, compared with 21% year earlier. Color's 12-month gain was 3 million sets. Total TV set penetration was put

at 93.4% of all households.

ARF said these were preliminary findings and that final reports would be issued in January by it and Census Bureau, giving regional, type-of-household and other breakdowns and also including, in the ARF report, household projections as well as penetration estimates.

Study was 12th in series by Census for ARF. It was underwritten by ABC, CBS, National Association of Broadcasters, NBC and Television Bureau of Advertising, with FCC as co-sponsor.

Lin broadens scope by buying Miss Teen contest

Lin Broadcasting Co., which only three weeks ago received FCC permission to acquire WBBF-AM-FM Rochester, N.Y. (BROADCASTING, Dec. 5), has branched out further into amusement business. It has purchased Teen-America Associates, Dallas, producer of Miss Teenage America pageant. No price was disclosed.

Miss Teen Age America pageant is 10 years old, having been founded in Atlanta in 1956 but moved to Dallas two years later. CBS-TV has option to carry pageant on annual basis until 1975.

Larry Edwards, Lin vice president, was named president of Teen Age acquisition. His replacement is expected to be announced this week. Mr. Edwards said international teen pageant will be established in next two years.

Lin Broadcasting, which is headed by Frederic Gregg, owns radio stations in Nashville; Little Rock, Ark.; Shreveport, La.; Louisville, Ky., and TV in Decatur, Ill. It is also in CATV operations, and motion picture distribution.

'Breakfast Club' filled

Full table at ABC radio's *Breakfast Club* for entire first 13 weeks of new year was word late Friday (Dec. 16) as final two spots open in entire quarter were sold to California Federal Savings & Loan Association through Melvin Jensen Advertising, Los Angeles. On Thursday show was 99.7% sold out with only two out of total 585 positions still open (see page 36).

One-year rate guarantee

Radio stations represented by Katz Agency have adopted one-year rate guarantee assuring 52 consecutive week sponsors same rate specified at start of schedule. Guarantee applies to advertisers carrying minimum of six, one-minute spots or three program units per week. In addition advertiser is protected for 26 weeks from any rate increase introduced in last half of his 52 week contract if he continues schedule into second year. Katz says move is designed to make spot radio more efficient, encouraging uninterrupted schedules and simplifying paperwork.

Network news roundups are set for year end

Network news organizations are reporting plans for year-end roundups, which include: CBS-TV's one-hour special with Harry Reasoner, *CBS News 1966* on Christmas day, Sunday (3-4 p.m. NYT); ABC-TV's *Year-End Review* with Howard K. Smith, Wednesday, Dec. 28 (10-11 p.m.); and NBC-TV's half-hour special *Projection '67*, which will use Early Bird over Atlantic and Lani Bird over Pacific simultaneously Thursday, Dec. 29 (9:30-10 p.m.).

New Year's day (Sunday) CBS will be on air again with simulcast one-hour special, *CBS News 1966: The Correspondents Report*, (2:30-3:30 p.m.). Mutual's plans were not yet available.

Two networks are also planning tours of their correspondents through major U. S. cities. NBC will send team of six to four cities: Pittsburgh, New York, Washington and New Orleans. ABC

will field two teams of seven correspondents each to combined total of 12 cities between Dec. 13 (Denver) and Dec. 28, when teams will be together again in New York at luncheon held there.

Target is Ford plan in satellite filings

Ford Foundation proposal for non-profit domestic satellite system to benefit noncommercial television was under increasing fire in comments filed with FCC Friday (Dec. 16).

CBS, NBC and several common carriers said commission lacks power to authorize Ford-type system, which would serve commercial networks for price, but noncommercial networks for free, and make profits available to ETV.

As ABC did in comments filed earlier (see page 23), they argued that proposed system would impose unjust—and therefore illegal—burden on commercial networks. CBS, in addition, opposed plan on ground it provided for grant of monopoly of domestic system to nonprofit system.

CBS said commission shouldn't grant monopoly to any entity. Like NBC, CBS said commission is authorized to permit users as well as carriers to own and operate domestic satellite system.

NBC urged commission to make study into relative advantages of and disadvantages of specialized system, such as broadcasters favor, and of multipurpose system, championed by carriers.

Joint Council on Educational Telecommunications, said it is "pleased" that Ford advanced its idea "for discussion" but said it doesn't go far enough. JCET, composed of eight teacher and school-administrator organizations, said "totality" of educational tasks that new communications techniques will be called on to serve—not only ETV—should be considered.

American Newspaper Publishers Association supported establishment of private multipurpose system with authority for shared service to include at least broadcast and press networks.

ANPA said "two most logical" candidates for ownership are broadcasting networks and press wire and leased wire systems. Any satellite system competent to provide video or audio service to networks could accommodate press needs for leased channel services; chan-

WEEK'S HEADLINERS



Mr. Yamin

Robert H. Yamin, VP and assistant to president of United Artists Television, has resigned to become president of Medallion Pictures Corp., effective Jan. 1, 1967. Mr. Yamin replaces **Benjamin R. Schrift**, who

continues as consultant to Medallion. Company has library of more than 250 feature films and 175 cartoons and recently was acquired by Lin Broadcasting Corp., Nashville, owner of WAND-TV Decatur, Ill.; five radio stations and 12 CATV systems.

president. **John C. Butler**, radio sales VP named VP-radio, succeeding **Don Frost** who has resigned. Mr. Butler, who



Mr. Butler



Mr. Brady

joined PGW in 1962 was also elected corporate director, along with **Robert D. Brady**, assistant treasurer. Mr. Peters has been with PGW since its inception in 1932.

Thomas H. Dawson, senior VP of CBS-TV, elected president of network as **John T. Reynolds** resigns to become president of Paramount Television in Hollywood (see page 42). Mr. Dawson, 52 years old, joined CBS in 1938 as salesman for wcco Minneapolis, then CBS owned station. He became sales manager of CBS-TV in 1952, VP in 1957 and senior VP of network this year. Mr. Reynolds, 45 years old, as president of newly formed Paramount Television and senior VP of parent Paramount Pictures Corp. will lead new activity of that company in TV production and syndication. He says he's leaving East Coast for West because his family couldn't adjust to eastern

way of life.

Larry H. Israel, executive VP, Westinghouse Broadcasting Co., named president and chief operating officer of new WBC unit to be known as Westinghouse Broadcasting Station Group. **Joel Chaseman**, general manager of WBC's WINS New York, named radio VP of new group, and **James E. Allen**, WBC sales VP, named TV VP (see page 52).

Warren Boorum, director of daytime sales for ABC-TV, and **Edwin T. Vane**, director of daytime programs for TV network, elected VP's. Mr. Boorum had been assistant daytime sales manager for ABC-TV since September 1963. Mr. Vane was manager of daytime programming for NBC-TV from 1961-64. **Richard Zimbert**, director of business



Mr. Peters



Mr. Griffin

H. Preston Peters, president, Peters, Griffin, Woodward Inc., New York, radio-TV representative, elected chairman and chief executive officer. **Lloyd Griffin**, with PGW since 1945 and president-TV for five years, was elected



Mr. Boorum



Mr. Vane

affairs, West Coast, ABC-TV, also elected VP. From 1963-65 Mr. Zimbert was with J. Walter Thompson Co. in New York as administrator of broadcast department.

For other personnel changes of the week see FATES & FORTUNES

nels for both types of service are compatible.

General Telephone and Electronics Corp. and Hawaiian Telephone Co. said commission is not empowered to authorize nongovernmental, noncommon carrier entities to operate communications satellites.

GT&E said only Communications Satellite Corp. and U. S. Government should build and operate satellites.

U. S. Independent Telephone Association said, that regardless of whether commission has power to authorize noncommon carrier to operate domestic system, it should not grant such authorization. Common-carrier ownership would provide maximum benefit of space technology to public, since savings available from satellites would be reflected in lower rates for all services.

Aeronautical Radio, Inc. and Air Transport Association of America, in joint filing, said there is need for pri-

vate aeronautical satellite system "primarily for point-to-point communications between from 12 to 20 major terminals on U. S. mainland. System should extend to cover Hawaii, Alaska, Canada and Latin America, they said.

NBC-TV continues lead

NBC-TV was seven-tenths percentage point ahead in Nielsen Multimeter ratings report covering 7:30-11 p.m. for week ended Dec. 11. It was NBC's sixth straight win in this season's MNA's, network winning 10 out of 13 weekly reports since season's start (ABC won two, CBS one).

Ratings: NBC—18.2. CBS—17.5, ABC—16.1. In wins by half hours and nights of week: NBC 21 half hours and Tuesday, Thursday, Saturday and Sunday; CBS 16 half hours and Wednesday and Friday; ABC 13 half hours and Monday.

Fine notices sent

FCC has sent notices of apparent liability for \$2,000 to WHH Portsmouth, Va., and WWGO Erie, Pa.

WHH, commission said, received notice for logging violations, excessive power operation and tower light deficiencies. WWGO, whose infractions were discovered during FCC inspection last July, was cited for logging violations and operating with full daytime power prior to local sunrise.

Lochman named KMBC chief

Metromedia said today (Dec. 19) that **Walton M. Lochman**, sales manager of KMBC Kansas City, has been named vice president and general manager, replacing **Ray Stanfield**. Mr. Stanfield's new assignment is to be announced within two weeks.

Troy Donahue

Angie Dickinson

Suzanne Pleshette



Ralph Bellamy

Greer Garson

Hume Cronyn

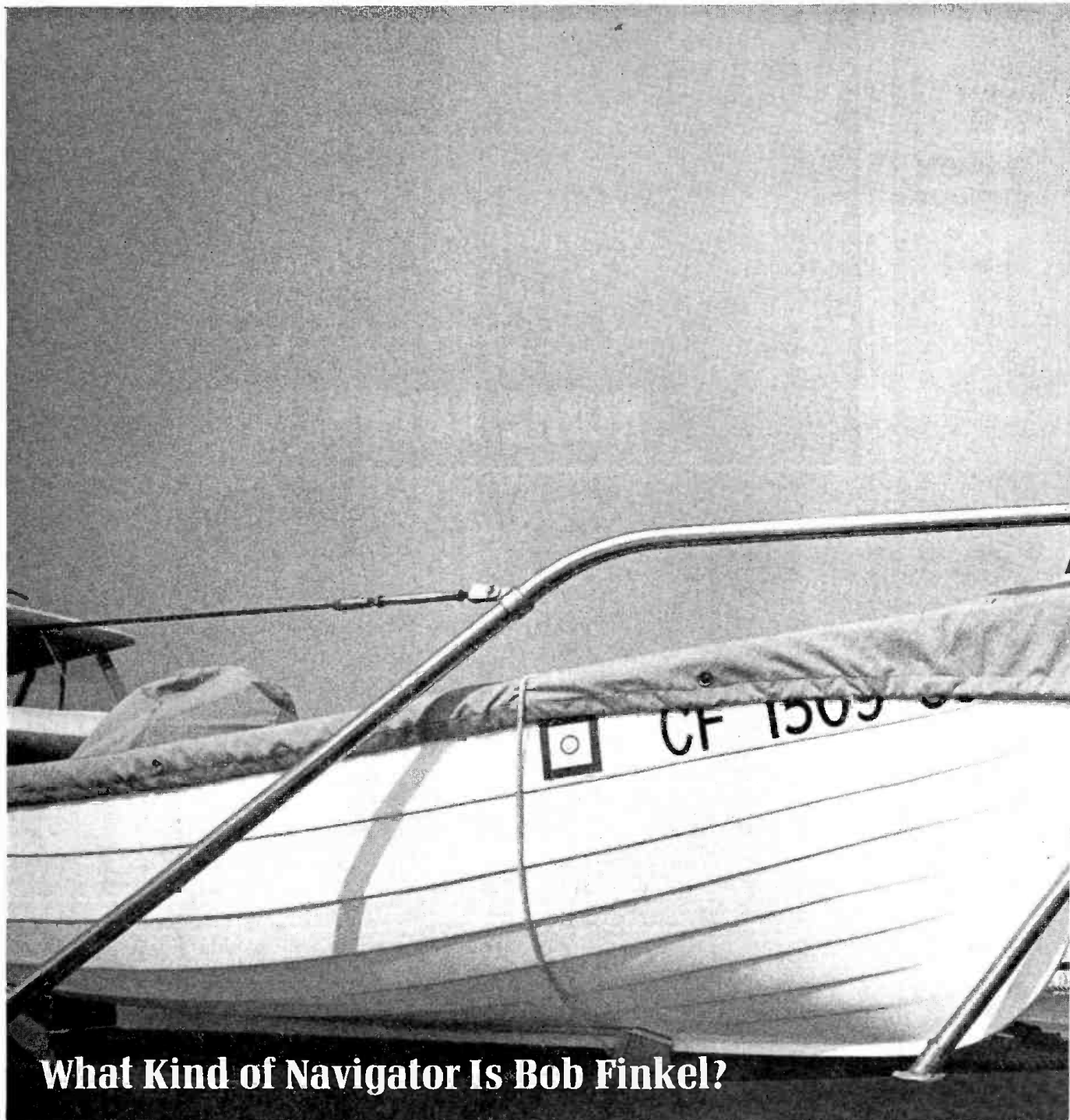
Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television



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



What Kind of Navigator Is Bob Finkel?

Well, let's put it this way. If he'd lived in another era, it's doubtful that he could have made Queen Isabella part with a single rhinestone.

In this era, simply piloting his cruiser out of its Santa Monica marina strikes him as a major achievement, particularly if he strikes no other boats in the process.

Does NBC care that Mr. Finkel's boating talents leave something to be desired (like a co-navigator)?

Not at all. Far more important to us is his talent as one of television's most creative and most successful pro-

ducers. That's why, earlier this year, we signed him to a long-term contract for the development of new programs.

Over the seasons, Bob has contributed behind-the-scenes magic to some of the most popular shows in television's history. Among his myriad credits: two Emmys and eight Emmy nominations...four years as producer of "The Andy Williams Show"...three years as producer of "The Perry Como Show"...three years as producer of "The Dinah Shore Show"...executive producer of the Peabody Award-winning "Julie Andrews Show."



Few men have compiled so splendid a record, and it's a record that goes back aways. Item: among the three "Emmy Award Shows" he directed and produced was the very first ever televised (1948).

Mr. Finkel is one of four front-rank producers whose exclusive services have recently been committed to the NBC Television Network. The other three: "I Spy's" Sheldon Leonard; "Bonanza's" David Dortort; and "The Man from U.N.C.L.E.'s" Norman Felton.

Together, they're a key element in NBC's program-

development plans. We're confident that, starting with the 1967-68 season, all of these highly creative producers will bring important additions to our schedule.

As for Mr. Finkel's navigational problems as a Sunday admiral, perhaps one of his difficulties is in not recognizing a horizon when he sees one.

Which is understandable. In television, he's always made a habit of seeing beyond it.

NBC Television Network





Wake Up Sales With Charlie Davis

"THE EARLY RISERS CLUB"

Here's the show that gets sales wide awake and on their feet in one of the south's largest markets. Charlie's peppy music and gentle humor are a morning must for thousands of devoted listeners—industrial workers, farming folks, white collar workers and business executives. Charlie knows his audience—puts 'em in a receptive mood for your message. Get your sales off to an early start with Charlie Davis' Early Risers Club!



wapi radio

BIRMINGHAM, ALA.

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

DATEBOOK

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

■Indicates first or revised listing.

DECEMBER

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 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—First annual winter meeting of

Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.

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—Midwinter conference of the Advertising Association of the West. Sahara hotel, Las 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 33d annual Headliner Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorials and public service by a station or network. For rules, regulations and entry blanks write: Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City 08401.

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



Touch-Tone push buttons are swift servants of the modern hand. With them you place calls faster and someday will "input" instructions into bank and store computers to render and pay bills, transfer money, charge purchases, verify credit and thus gain greater command of personal time and energy. Still other ways they can free you of daily drudgery are being explored.

Tomorrow's Telephone Service – A Forecast

Bell System planning now extends to the year 2000. We see possibilities that go beyond. Already, Touch-Tone® service has become a magic key to many doors.

New advances in telephone service promise to make your daily life easier, and give you still more command of your personal time and energy.

One advance is today's Touch-Tone service—the push-button means of placing calls that is now being introduced in many areas.

These buttons will not only let you call your bank, for example, but may someday put you "on line" into your bank's computer in order to pay bills, verify deposits, and use revolving

credit. There are many such "input" uses for these ten little buttons.

Another big step forward is the Electronic Switching System, which in the years ahead will be handling almost all phone calls. The first ESS office went into operation last year and more are being added.

Spurred by what we have learned from Electronic Switching, we are now adapting existing equipment to test new optional services that... switch your calls to your host's home for the

evening... add a third phone to a conversation... hold one call on your home phone while you answer another.

Picturephone® service that lets you see while you talk will add visual enjoyment to your calls.

There is no end to telephone progress. As new service needs arise, new Bell System thinking will meet them.

For the Bell System is simply people at work for other people, to make communications serve better in many more personal ways.

*Service mark of the Bell System

AT&T  **Bell System**
American Telephone & Telegraph
and Associated Companies

PEACE ON EARTH

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. 3-4—19th annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Minnesota. Speakers include Bruce Dennis, WGN-TV Chicago and president, Radio-Television News Directors Association; Dr. Donald Gillmor, author of *Free Press and Fair Trial*; and Wisconsin attorney general Bronson La Follette. University of Minnesota, Minneapolis.

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. 13—Mike Award Dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre, New York.

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. 16—Radio workshop sponsored by the Radio Advertising Bureau and the Association of National Advertisers. St. Regis hotel, New York.

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, 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

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 Educational 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—Peabody Awards Luncheon. Hotel Pierre, 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

■Indicates first or revised listing.

North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

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, Cal-laway Gardens.

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

Leathern 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.

■Indicates first or revised listing.

OPEN MIKE ®

Young at heart

EDITOR: In February WITF-TV Hershey, Pa., noncommercial, will begin the broadcast of a weekly series of half-hour television programs for the aged, produced in cooperation with the U. S. Administration on Aging.

In connection with the program, *The Time of Our Lives*, we will be publishing a limited-edition free newsletter, and I would like permission to reprint in the newsletter the Sid Hix cartoon that appeared in BROADCASTING, Nov. 28.—Richard J. Lutz, project director, *The Time of Our Lives*, WITF-TV Hershey, Pa.

(Permission granted.)



Drawn for BROADCASTING by Sid Hix
"Would you rather go out and see a 62-year-old Cary Grant or stay home and see him when he was 25?"

'AA' weekends

EDITOR: Giving away weekend spots, according to Mr. Grealish's Monday memo ("Opportunity knocks. Can radio answer?", BROADCASTING, Dec. 5), isn't so on some J. A. Lucas Company stations. About 18 months ago we started charging class "AA" (traffic time) rates for all day Saturday and Sunday spot

participations.

Needless to say that at first we were told that we were crazy—and couldn't sell at that rate on weekends.

Actually, it wasn't too much of a task to sell as most agency people knew they were getting the two biggest days of the week at half the cost. Now that we have succeeded, more JALCO represented stations have joined the "week-end higher price bandwagon".

As a matter of fact, Mr. Grealish's accounts are presently buying weekend spots at "AA" rates—on renewals, yet!

We need more people, however, like Mr. Grealish to point out our downfalls rather than sing our praises. This is the only way we will learn to correct our mistakes and make radio what it really should be.—James A. Lucas, J. A. Lucas Co. Inc., Los Angeles.

Innocence lost

EDITOR: Oh, for a candid mike.

Saturday night after supper, my two boys, nine and eleven, were watching the "Blondie" movie.

After one of the commercials, the eleven-year-old piped up: "Why do they say that? Whenever I eat ———, they do melt and smear up my hand!"

The nine-year-old retorted: "Don't you know commercials always lie?"

Who has been feeding these false prejudices to my kids? Not me! I'll have to sit down and have a talk with their mother.—R. H. Palmquist, president, Tape Networks Inc., Glendale, Calif.

Promoted into a spanking

EDITOR: We have a 10-year old son, Kevin, a fifth grader at one of the local

and
I'll knock
the block
off any
guy who
disagrees!





**NO MAGIC
NO MYSTERY
NO GIMMICKS**

**IT'S JUST
TALENT**

**SIGN-ON TO SIGN-OFF—
THAT MAKES WSYR
THE BEST RADIO BUY IN
CENTRAL NEW YORK!!**

- Live variety show • news • farm • good music
- sports • business • women — whatever the category, WSYR has Central New York's TOP PERSONALITIES.

Represented Nationally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



18-49
**THE BIG BUYERS
LISTEN MOST TO
KPOL RADIO**

TOTAL LISTENERS (18-49 YRS. OLD)

TIME PERIOD

6:00 AM-9:00 AM	2nd
9:00 AM-12 NOON	1st
12 NOON-3:00 PM	1st
3:00 PM-6:00 PM	1st
6:00 PM-9:00 PM	3rd
9:00 PM-MIDNIGHT	6th

KPOL

RADIO LOS ANGELES • BEAUTIFUL MUSIC... ALWAYS
5700 SUNSET BLVD., LOS ANGELES, CALIF. 90028, HO 6-4123

SOURCE: Pulse, Los Angeles 2 County Area.
LQR IV, Jan.-Apr. 1966

grammar schools.

Our afternoon DJ is "Swingin' Sweeney" and we have heralded this title to the audience of our station with great gusto.

The attached copy of the notice from the principal of the school is self-explanatory:

To the parents of Kevin Weber:

For reasons listed below, it was necessary to spank your child. Corporal punishment is administered only when a child refuses to learn obedience through other means. This note is sent to you via your child so that you will be aware of the corrective action that has been taken at the school. . . .

Reason for disciplinary action: Disrespectfulness to a visiting teacher. Kevin seemed compelled to comment aloud after a visiting teacher was introduced: "Well, Swinging Sweeney!" The visiting teacher's name was Mrs. Sweeney.—Signed by principal.

Broadcasting does carry with it several liabilities.—*Herbert Weber, vice president-general manager, WOHO Toledo, Ohio.*

BOOK NOTES

"Chases' Calendar of Annual Events: 1967," by Harrison V. and William D. Chase. Apple Tree Press, Flint, Mich. 56pp. \$2.

With this 10th anniversary edition. Messrs. Chase have issued their largest compilation of authentic events occurring throughout the world in the coming year. Sentimental, foolish, patriotic and solemn days, weeks, months, years and centennials are listed along with fiestas, carnivals, pagents, parades, sporting events, shows, rodeos, fairs, expositions and awards. Many entries list not only the name of the event or special commemoration but its purpose, sponsor and mailing address for further information. For promotion men and programmers—or anyone who wishes to know when "National Save the Horse Week" will be held—the calendar is a valuable and quick reference in planning for upcoming events.

"The Sports Answer Book" by Bill Mazer. Grosset & Dunlap, 51 Madison Ave., New York City 10010. 320pp. \$3.95.

Sportscaster Bill Mazer, whose credits include NBC's *Challenge Round*, has compiled more than 1,000 facts, stories and observations about all phases of sports.

No tabular matter is used. Rather, Mr. Mazer used an anecdotal approach in furnishing important information and trivia that is very good background material for program and sports directors in radio-TV.

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISSHOFF
VICE PRESIDENT MAURY LONG
VICE PRESIDENT EDWIN H. JAMES
SECRETARY LAWRENCE B. TAISSHOFF
TREASURER B. T. TAISSHOFF
COMPTROLLER IRVING C. MILLER
ASST. TREASURER JOANNE T. COWAN

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Tele-
phone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taissoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeidenberg, David Berlyn (New York), Rocco Famighetti (New York), George W. Darlington, Morris Gelman (Hollywood), John Gardiner (New York), Sherrin Brodey; STAFF WRITERS: John Cheeseman, Joseph A. Esser, David Fouquet, F. Martin Kuhn, Sharan Rosenberg; EDITORIAL ASSISTANTS: Phyllis L. Halperan, Parlin Hargrave, Robert A. Malone, Martin W. Mitchell; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

NATIONAL SALES MANAGER
Warren W. Middleton (New York)

ADVERTISING DIRECTOR
Ed Sellers

INSTITUTIONAL SALES MANAGER
Eleanor Manning

PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Robert Sandor; ADVERTISING ASSISTANTS: Carol Ann Cunningham, Ruth Simms; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

SUBSCRIPTION MANAGER
Richard B. Kinsey

William Crier, David A. Cusick, Sara J. Deubner, Marilyn Johnson, Edith Liu, Roy Mitchell, Carol B. Smith.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: Phil Fitzell, Judith Ordovery; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Robert T. Fennimore; ADVERTISING ASSISTANT: Sherry Gluck.

Chicago: 380 North Michigan Avenue, 60601. Telephone 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Stephanie Alexander.

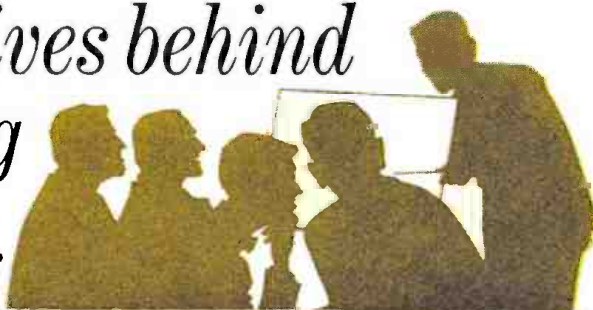
ASSISTANT PUBLISHER
Lawrence B. Taissoff

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcasting Advertising® was acquired in 1932, Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

Reg. U. S. Patent Office
Copyright 1966, Broadcasting Publications Inc.

BROADCASTING, December 19, 1966

Meet the fine executives behind United Broadcasting Company.



Successful men like Pierre Eaton of WINX Radio, Rockville, Md.

The youth market is the *now* market. And when you take a radio station in affluent Montgomery County, Md., and aim it with precision at the young—good things are bound to result. Sitting as it does at the northern tip of Washington, D.C., WINX has more than its share of stiff competition. Yet General Manager Pierre Eaton and staff were confident in their

decision to switch WINX to a "Top 40" format two years ago. In six months, WINX swept county ratings. In a year, the station led in total teens. Billings doubled as more young marrieds (to age 35) began listening—proof that, where radio's concerned, the young affluent Montgomery County market "thinks WINX."



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

Spots before our eyes

An "S.O.S." has been sounded in the broadcast industry, but instead of being a call of distress, it is a response to a distressing situation. S.O.S.—for Systems of Spot—is the Television Bureau of Advertising's name for its five-year plan of attack on the complexities of the broadcast spot business.

So complex has this business become that there is a danger of discouraging the use of the spot medium in radio and television.

There are the problems of delayed written confirmations, overdue client estimates and unresolved billing discrepancies, to name just a few. And these problems have caused spots before the eyes of advertisers, agencies, reps and stations—without regard for their size.

What the TVB has done is to seize the initiative and to establish a task force to survey the manner in which these complexities and duplications can be simplified and reduced. The task force is being directed by Albin B. Nelson, and the TVB has employed the services of Arthur Young & Co., certified public accountants, to conduct the systems studies on which the TVB's recommendations will be based.

Paperwork ■ In most agencies, more time is spent by spot buyers in writing summaries of the spot buy for salesmen's schedules, traffic instructions, and preparation of the client estimate, in comparing the confirmation with the summary, in comparing the contract with the confirmations and summaries, in resolving discrepancies, in making changes in the previous written work, and then ultimately in helping to reconcile station invoices—yes, more time is spent in this detail handling—than is spent getting and evaluating availabilities and making the buy.

And to complicate the matter still further, the buyer is not the only person who is handling all this same detail. The representative is preparing a confirmation that he can reconcile with the written order he receives from some agencies. The station or representative is preparing a contract that should ultimately agree with confirmations and schedules—and so it goes.

As the first step in mounting this project, the TVB and Arthur Young conducted a field survey this past summer in which five agencies: Foote, Cone & Belding; McCann-Erickson; Leo Burnett; Sullivan, Stauffer, Colwell & Bayles; Young & Rubicam; five representatives: Blair; Harrington, Richter & Par-

sons; Peters, Griffin, Woodward; Storer, and CBS Spot, and five stations: WCBS-TV New York, KMOX-TV St. Louis, KCMO-TV and WDAF-TV both Kansas City, Mo., and WPRO-TV Providence, R. I., outlined their systems of handling television spots in two- to three-day shirt-sleeve sessions. These were followed by evaluative work sessions in which the concepts of the proposed systems of spot were developed. These concepts were tested in discussions with three other agencies: Ogilvy, Benson & Mather, Ted Bates and J. Walter Thompson; three other stations: WFIL-TV Philadelphia, WGN-TV Chicago and WMAL-TV Washington, and another representative firm: H-R.

Following this the concepts were submitted to 575 stations, 22 agencies and 25 rep firms in a questionnaire on Aug. 12. The TVB has just released the results of the questionnaire. It shows an exceedingly favorable response on the part of all three groups to the suggestions offered.

Approximately 160 stations, 13 agencies, and 10 rep firms provided the industry response, about a 30% return. Indication of acceptance of TVB-suggested remedies to problems ranged from 60% to 90%—overwhelmingly favorable.

Aim ■ It is obvious the whole bent of TVB's direction in this worthwhile project is to make spot easier and less costly for advertisers and agencies to buy. This is promotion for the medium of the highest order, and, I believe, one of the finest efforts in recent times that has been put forward by any of the media bureaus.

Not all stations, reps and agencies are enthusiastic about TVB's efforts,

however, probably because of a lack of understanding of the project and its ultimate aims. Also there may be here and there a certain reluctance to change current workable systems, archaic though they may be. Also, the systems being investigated are readily adaptable to computerization and I suspect there is some of the fear of "men being replaced by machines," which is characteristic of our automated age. In the larger dimension, the current state of the national economy, with employment at an all-time high, should be laying this bugaboo to rest. And with reference to this specific subject, automation and systemization should enable all of us to concentrate less on the servicing aspects of the spot business and more on salesmanship.

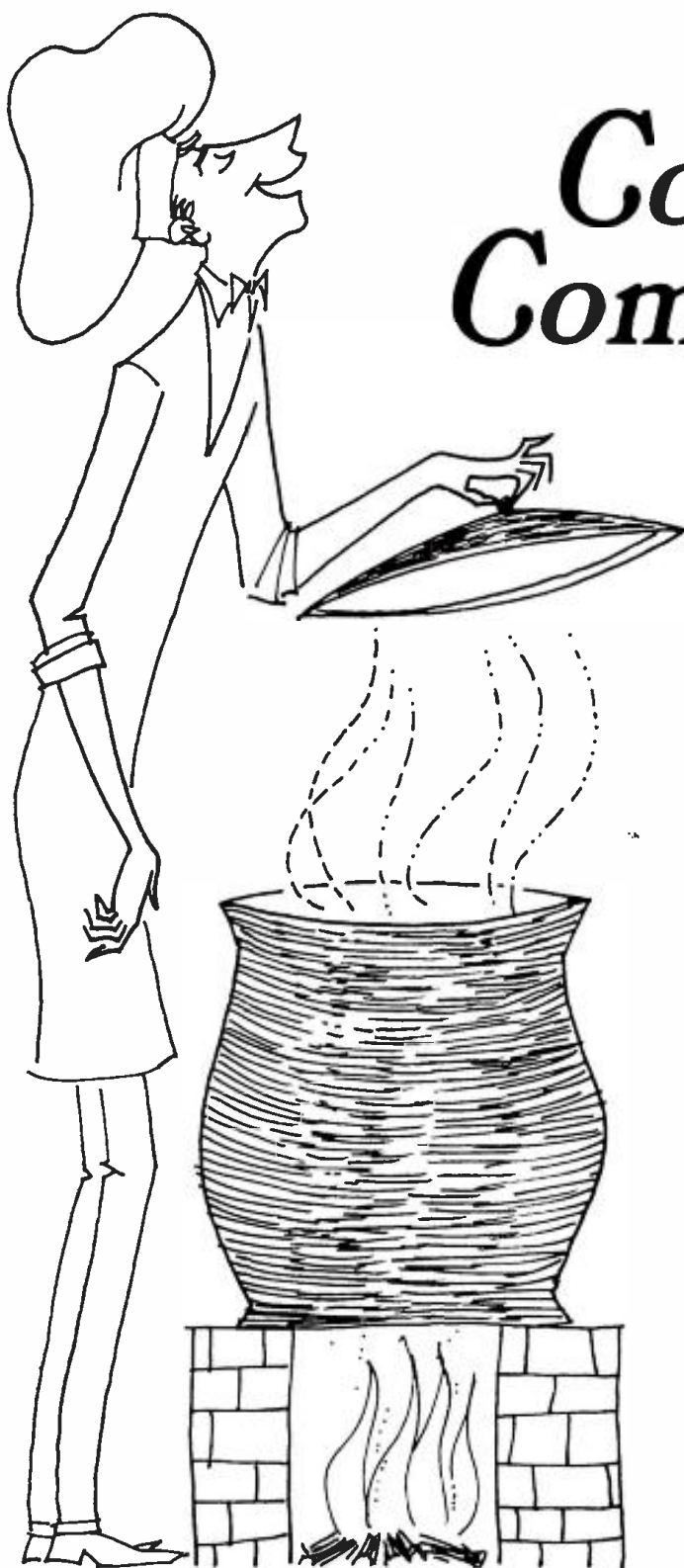
Field Testing ■ TVB's next step in this project is to test its workability with two separate teams, each comprising an advertising agency, a representative and a station, which will conduct parallel operations using the new systems of spot alongside current methods.

The efficiency of the old and the new will be compared, and study made of the parts of the operations that can be simplified or eliminated. One team includes WFIL-TV Philadelphia, Blair, and Young & Rubicam, and the other WWJ-TV Detroit, Peters, Griffin, Woodward, and Bates.

We think TVB has taken a giant step forward. Status reports are planned for periodic release on the state of the project's progress. The end results, as always, will stamp the merit of the task, but if the enthusiasm from all sectors involved can be used as a valid indicator, the final readings should be promising indeed.



Sewall C. (Bud) Sawyer joined Ted Bates & Co., New York, in 1965 as vice president and media director. He previously was with William Esty Co., New York; Lennen and Newell Inc., and Dancer-Fitzgerald-Sample, where he became associate media director. For four years at D-F-S he coordinated piggyback buying. Both at Bates and D-F-S, he has been active in computer study and experience, particularly as applied to costing and allocating multi-product schedules on a local spot basis.



Cooked Commercials!

During the years, we figure we have cooked 6,894 commercials for one sponsor alone—A & P Supermarkets—and hundreds more for many different sponsors!

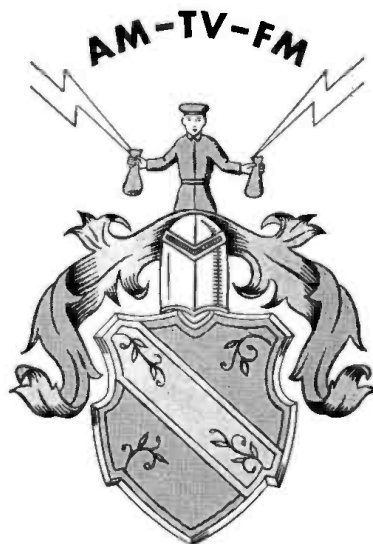
Live commercials have always been a specialty at WMAR-TV . . . whether it means foods specially cooked in our food preparation center . . . or automobiles driven right into our studio . . . or a difficult beer "pour" . . . in true fidelity color or black and white, live or on video tape.

Commercial production experience, plus unmatched facilities, is another reason why WMAR-TV produces better results for you in this important market.

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

WMAR-TV 

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



Priceless thorn

Lowell said that one thorn of EXPERIENCE is worth a whole wilderness of warning. Thirty-five years of broadcasting experience stand behind the Fetzer crest.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

Fight's on for place in the sky

Rival plans for satellite systems flood FCC;
Ford Foundation, Comsat, AT&T dig in deeper;
in prospect: cheaper rates for TV networking

The complex debate over the course that the U. S. should follow in the field of domestic communications satellites resumed in earnest last week, with participants fighting with and against each other in their efforts to influence the FCC.

The principal question that the FCC posed to touch off the debate involves the legal and technical feasibility of permitting nongovernmental entities to build and operate domestic satellites to meet their specialized needs.

But the proceeding has sparked Ford Foundation's dramatic proposal for a nonprofit system that would provide financing for noncommercial television, plus a rash of elaborately designed domestic satellite systems.

Last week, AT&T weighed in with a plan for an integrated space/earth communications system, designed to provide all types of communications services through 1980. Ford and the Communications Satellite Corp. submitted more

sophisticated versions of proposals they had filed earlier.

And ABC, whose proposal to own a satellite for distribution of its network programs initiated the commission inquiry, said it is prepared to join with commercial and educational organizations in a nonprofit company to own and operate a domestic system. Non-commercial television stations would be permitted to use the facility at no cost.

The pleadings filed last week were in reply to comments submitted Aug. 1 (BROADCASTING, Aug. 8). Because of the complexity and importance of the proceeding, the commission has provided for an unusual third round of comments. That deadline is Feb. 1.

Comments made available in advance of the Friday (Dec. 16) deadline for the second round of comments indicated that the positions of the interested parties remained unchanged from those expressed in the first round and in the hearing that the Senate Communica-

tions Subcommittee conducted on the Ford proposal last summer (BROADCASTING, Aug. 29, 22).

The principal issues remain the kind of entity that should or legally can be authorized to operate a domestic system, and the type of service it should provide. But whatever the outcome, commercial networks stand to gain. Everyone agrees communications satellites will mean lower transmission costs for broadcasters.

Comsat, which owns the U. S. portion of the international communications satellite system, appears to be alone in its view that it is the sole entity that may legally be authorized to own and operate a domestic system. James McCormack, Comsat chairman, in a letter to FCC Chairman Rosel H. Hyde, urged the commission to issue a policy statement that would permit Comsat to proceed with its plans for a multi-purpose satellite system.

Other common carriers and commer-

One spot commercial may someday cover the globe

"The idea of a single advertiser sponsoring a world-wide network program may seem fairly remote today. Yet the chances that this will occur during the next half decade are extremely favorable."

And in 1976, American advertisers will be spending as much abroad than they do in the U.S.

These are the predictions of Herbert Zeltner, senior vice president and director of marketing services for the New York division of Needham, Harper & Steers. His platform is the agency's latest marketing newsletter.

Mr. Zeltner foresees that neither language nor time differences will be a barrier for the world sponsor in the satellite age. The language problem will be overcome, he says, because a "voice

computer" within the satellite itself—a device now "on the verge of being perfected"—will automatically translate the commentary into as many languages required.

Time problems will be licked by the satellite's self-contained miniature video tape recorder, he notes. Such devices already are in use the space program. Thus, he finds, a program could receive prime-time exposure in sequence around the world.

Mr. Zeltner cites the growth of TV-set ownership in the U. S. over the past 15 years from only marginal representation among upper-income households to the point where nearly 19 of every 20 families own a set. But he thinks the foreign rate of growth in set ownership is even more impressive.

"Latest estimates place the world-wide increase at 18 million new TV families per year," he says, "and television penetration is growing at such an accelerating rate that by the end of 1967 there will be over 200 million television homes in the world—with almost three out of every four outside the U.S."

"Currently," he says, "of 101 nations with television, 72 have some form of commercially sponsored television" and these account for 88% of all sets.

Television's share of the advertising pie is rising in the U. S., he notes, and its share of the international dollar should go up just as sharply, especially in view of the fact so many American advertisers are presold on the merits of TV as a medium for moving merchandise, either here or abroad.

cial and noncommercial broadcasters argued that the commission may authorize nongovernment entities to build and operate domestic systems. But they differed on who, as a matter of policy, should be given that authority. Ford and ABC argued for their nonprofit systems which would serve only broadcasting, while ITT World Communications said common carriers should be authorized to operate systems which would meet all communications needs.

AT&T, which is the largest single investor in Comsat, proposed a system whose satellites would be launched and owned by Comsat but whose ground stations would be owned and operated by the domestic carriers. Western Union said Comsat has sole responsibility for the space element of communications but that other common carriers may be authorized to cooperate with the corporation in ground-station ownership.

The new round of comments has given opponents of the Ford proposal—which caught everyone by surprise when it was unveiled last August—a chance to shoot at it, as well as to submit plans of their own.

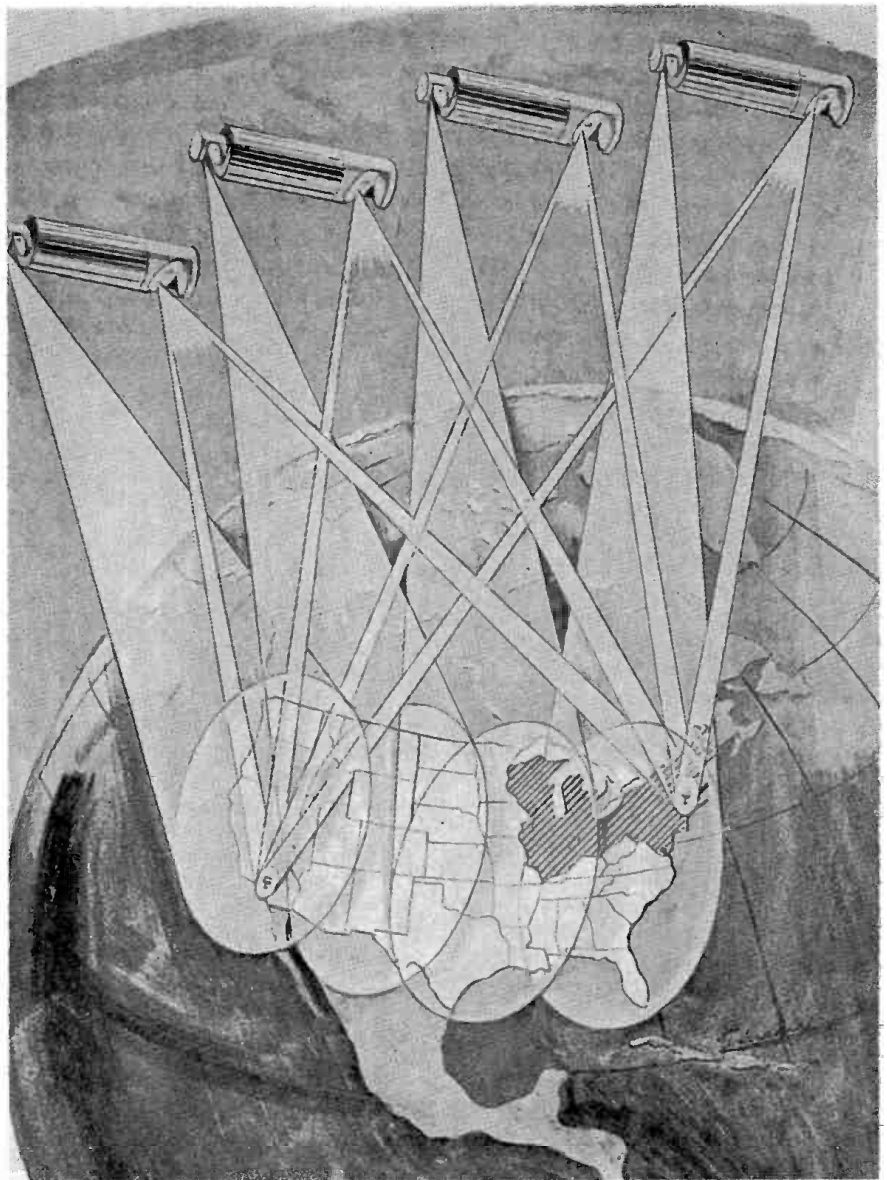
Comsat and the other common carriers, while treating the Ford plan to aid educational TV with respect, said it didn't belong in the proceeding. Even the National Association of Broadcasters, in a brief comment intended to support the argument that the commission is empowered to authorize private parties to establish domestic systems, called the Ford proposal "premature."

AT&T and ABC went further, arguing that the commission cannot, under existing law, authorize the kind of system Ford envisions. The foundation has proposed a system that would serve the commercial networks, give a non-commercial network a free ride, and use its profits to help educational television.

"Legislation," said AT&T, "would be required to permit such discrimination in favor of noncommercial television."

And ABC, which had appeared generally sympathetic to the Ford proposal last summer, questioned whether the commission has the authority to confer on any corporation the right to "impose a surcharge" on services provided the networks, with directions to turn the excess charges over to any group for the production of noncommercial television programming.

AT&T was critical, also, of the technical aspects of the plan as presented last August. AT&T said the proposed system would cost almost four times as much to build (\$224.4 million) and twice as much to operate (\$38.7 million) as Ford estimated, and would provide neither savings to commercial broadcasters nor profits for noncommercial television. However, the plan AT&T criticized has been revised. See page 25.



The final stage in the development of AT&T's proposed integrated space-earth communications system would consist of four high-capacity synchronous satellites, plus terrestrial facilities. AT&T says its proposal, based on 10 years of study at Bell Telephone Laboratories, would improve communi-

cations service and reduce costs by integrating satellites with Bell Systems coast-to-coast network of land lines and microwave facilities. But in the crowded northeast, television service would be provided by terrestrial facilities (shaded area) through at least 1980.

Educational broadcasters, on the other hand, were enthusiastic about Ford's plan. The National Educational Television and Radio Center which stands to gain most from the proposal, hailed it as "imaginative." NET also disclosed plans it has already formulated for interconnecting all affiliated stations for an increasingly ambitious networking effort.

The National Association of Educational Broadcasters applauded Ford's "initiative" and "enterprise," and urged support for a satellite system that would enable ETV to provide a "second service," one that would be comparable to commercial television in re-

sources and talent.

AT&T's plan for a new communications system differs sharply from others that have been advanced by providing for a mix of terrestrial and satellite facilities, with the selection of either component dictated by criteria of service quality and cost.

AT&T proposed an evolving system that it said is designed to meet needs of all domestic common carriers that can be provided economically by satellites and terrestrial facilities during the 1969-1980 period. It also estimated that savings for television in those years would range between \$16 million and \$21 million annually.

The company said the plan calls for the use by the mid 1970's of high-capacity satellites of "radically advanced design" operating on frequencies which until now had not been considered feasible for commercial application.

AT&T said it would be able to put the system into operation in 1969 with two synchronous satellites each with a capacity of 9,600 voice circuits or 12 TV channels. A second phase would begin "about 1972" with the launching of "an advanced design" satellite capable of simultaneously providing 12 TV channels and over 30,000 voice circuits.

Four of these satellites would be launched by 1976, the last two being used to replace the three satellites launched in the first phase. By 1976, also a ground system comprising 73 receiving-only TV earth stations and 26 transmitting and receiving stations would be in operation.

AT&T said television service in the Northeast would continue to be served by landlines. To serve that area adequately by satellite, AT&T said, would require double the number of birds and 30 additional earth stations. In addition, AT&T said, the area poses a difficult frequency interference problem because of the congestion of microwave facilities.

From its inception, AT&T said, its system could service the three major commercial networks on a full-time basis, and also relay programming for a fourth. In addition to providing commercial TV service, the AT&T system would accommodate a national educational television network, along with projected voice- and data-communications requirements of the general public, government and military.

Comsat, which like AT&T argued that a multipurpose system offers greater economics than the kind of specialized system proposed by Ford, proposed a system to be built in three parts: a 1970 model comprising four satellites, each with a capacity for 48 full-time color TV channels or up to 84,000 voice-grade channels; a 1973 model, consisting of four new satellites with nearly twice the capacity of the early system, and a 1978 model, with four satellites having five times the capacity of the 1970 model.

Comsat said the growth plan has been designed "for a logical technical and economic progression in both the satellites and the earth-station complex." Comsat said studies indicated that by late 1973 or early 1974 telephone and other traffic would consume more than half the capacity of the satellite facilities. By 1980, those forms of traffic would require more than twice the channel capacity used by television.

Ford proposes a two-stage system. The first would consist of two satellites, each with capacity of 24 channels

(Broadcasters Nonprofit System-3); the second would consist of a third 24-channel bird. Half of BNS-3's capacity would be earmarked for commercial television, the remainder for noncommercial television. Twenty-eight channels of BNS-3 would be used for commercial television, the remainder for noncommercial television and for reserve capacity to meet peak commercial needs.

ABC, in proposing a nonprofit system in which all commercial and noncommercial networks would join, indicated it might be willing to enter into an agreement to donate part of the savings the commercial interests might realize to NET or NAEB for programming. The network said, however, donations are different from a system under which commercial networks pay a surcharge to benefit noncommercial TV.

ABC included in its filing a satellite system proposal prepared by Hughes Aircraft Corp. The system, designed to serve the three major networks as well as an educational network, would provide the amount of service now available through terrestrial services, plus coverage to Alaska, Hawaii and Puerto Rico and the Virgin Islands.

A 24-channel satellite would be employed initially, with additional birds placed into orbit as needed. The proposal calls for serving the estimated 220 areas of the country where network affiliates are located.

The plan carries a construction price tag of \$80.85 million. Annual costs would run \$16.99 million. With some \$15 million of common carrier service still required, network transmission costs would be \$32 million. But this is \$33 million less than the networks are spending now.

Ford stays in spotlight

Early satellite comments keeps foundation's plan in the public eye

The Ford Foundation continued last week to hold center stage for its campaign to boost the quality and attractiveness of noncommercial television.

It prepared an eye-catching announcement for its comments in the FCC's inquiry into whether private parties should be permitted to operate domestic communications satellites—and then assured the announcement maximum attention by making it public in advance of the deadline for filings. Ford followed the same procedure last

summer in unveiling its imaginative plan for a noncommercial satellite system that would use its profits to support noncommercial television (BROADCASTING, Aug. 1).

The announcement last week—made public five days ahead of the Dec. 16 deadline—was Ford's decision to spend \$10 million next year in an effort to show what an economically viable noncommercial network can do in the way of high-level cultural programming and nuts-and-bolts instructional television.

Attracting attention also, however, was Ford's concession that the revenues that could be expected from the proposed system would fall far short of providing the funds noncommercial TV will need. Some \$100 million would be needed from federal funds, in addition to funds from local sources.

The foundation plan, reportedly authored by Fred Friendly, former CBS News president and now TV consultant to the foundation, calls for the creation of a nonprofit system that would serve the commercial and noncommercial networks. The noncommercial system would be given a free ride, the commercial networks would pay less than they do now for transmission costs, and profits would be turned over to educational television. The foundation would not own or operate the system.

Since the original filing in August, McGeorge Bundy, Ford Foundation president, said in a letter to FCC Chairman Rosel H. Hyde, Ford's convictions as to the feasibility and necessity of the plan have been reinforced. "We believe that satellites can transform the world of television by interconnecting and reinforcing that half of it—the noncommercial half—that still struggles in isolated stations."

The foundation also argues that "improved and expanded instructional television services" it says would be available through a nonprofit satellite system would constitute a small dividend on the huge investments that U.S. taxpayers have made in space communications technology.

The foundation, in response to earlier criticisms of the proposal, suggested that the National Aeronautics and Space Administration be drafted to test the plan's feasibility. However, the filing also contained a technical study asserting that the proposed system would not cause interference with existing microwave systems.

But the NASA test will take time. And it is time, without waiting for satellites, Mr. Bundy's letter said, "for prompt and imaginative experiments to show the power of live noncommercial network television." And the foundation, he said, has appropriated \$10 million for such experiments, in which

programming would be fed via microwave and cable to a network of all or some of the existing 125 ETV stations. Ford over the past 10 years has already donated \$100 million to ETV.

The \$10 million will be used for programs developed by consultants hired by the foundation and for programs prepared by others. Ford said it sees particular promise in a proposal to mobilize "the intellectual and cultural resources of this country to speak directly once a week, to the great issues of the day in every field of action."

"We are persuaded that if first-rate production can be married to first-rate minds, and focused on questions that matter, the nation can be offered enlightened comment at a level never seen before."

The effort to provide for top-quality

and philanthropic organizations providing only half that amount. The remainder, he said, would have to come from the federal government.

He suggested five alternative taxes that might be levied to raise the \$100 million. In descending order of his preference they are: 1% tax on gross receipts of all long-distance communications, 3% tax on gross receipts of radio and TV broadcasting, 5% excise tax on sales of radio and TV sets, \$2 tax on all households with radio and TV sets, and 15% tax on broadcasters' profits. He also recommended legislation directing that the funds raised by whatever tax is adopted be deposited in a trust fund to avoid congressional control and interference.

Ford took no position on Mr. Pechman's suggestions. It said decisions in

million to \$10 million).

Ford stressed that those figures represent only savings. "The revenues should be greater" because the economies of satellite transmission will stimulate business now barred by the high costs of land lines, Ford said.

The foundation envisages a two-satellite system (Broadcaster Nonprofit System-3), which would eventually grow into a three-satellite system (Broadcaster Nonprofit System-4). The first would cost \$101.3 million to build and \$28.8 million to operate annually. Comparable figures for the second are \$115.8 million and \$31.8 million. Each system would include 233 ground stations.

Twenty-four of BNS-3's 48 channels would be used for commercial TV, the remainder for noncommercial and instructional TV. Of BNS-4's 72 channels, 28 would be used for commercial television, the remaining 44 for non-commercial and instructional television, as well as for backup capacity to meet peak commercial loads.

The question of FCC jurisdiction to authorize the proposed system was discussed in a brief filed by attorney David Ginsburg, who held that there is no doubt that the commission possesses the authority. The commission has power under the 1934 Communications Act, he said, and nothing in either the Communications Satellite Act of 1962, establishing the Communications Satellite Corp., or the international satellite treaty signed in 1964 affects that power.

The structure Ford sees as best suited to operate the nonprofit system consists of three separate organizations to carry out each of three major functions—operation of the system to serve commercial and noncommercial networks, operation of a noncommercial network, and receipt and disbursement of funds for ETV programming.

The foundation urged its proposal for a special system devoted to television service over that advanced by Comsat for a system that would serve all communications needs. But Ford doesn't rule out some form of joint operation.

Ford said a separate system would introduce into space communications an element of competition—and the government, the foundation added, has always favored competition as a means of fostering initiative, improving efficiency and encouraging innovation.

However, Ford also said the question isn't only whether there should be one multi-purpose system or a several single-purpose systems. "If there are substantial cost advantages in joint use of some part of the facilities of a television satellite system—on the ground or in space—for telephone and data transmission, there is no reason why that should not be done."



Mr. Friendly



Mr. Bundy

instructional television programs is seen as posing a greater problem. The foundation said it is prepared to support "first-rate experiments that offer a prospect of success," but offered no specific suggestions. "We need to find ways of demonstrating the values of network television for effective formal instruction," the foundation said.

The testimony that the funds that a nonprofit system would generate would be insufficient to meet noncommercial television's needs came from Joseph A. Pechman, director of economic studies at the Brookings Institution. His memorandum on possible tax revenues was one of several papers by outside experts that were included in the Ford comments.

Mr. Pechman saw noncommercial TV as needing \$200 million annually, with the proposed satellite system, along with local and state governments

those areas should await the recommendations of the Carnegie Commission on Educational Television, which are expected next month. The commission, was created with encouragement from President Johnson.

The foundation doesn't state specifically how much money the proposed system would generate for noncommercial television. It says only that the sums "lie somewhere between the costs" of the nonprofit system and the present costs of terrestrial facilities.

Ford estimates, however, that its proposal could result in savings in transmission costs ranging from \$31.2 million to \$36.2 million. Satellite transmission costs for ABC, CBS, NBC and the fledgling Overmyer Network will be \$28.8 million, Ford said, while AT&T land lines would cost them a total of \$60 million to \$65 million by 1970. (Costs for ON are estimated at \$5

THE BIG NEWS

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

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

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



Represented by Petry



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

Hart probe reaches dead end

Networks deny they discriminate against small advertisers, but Senator Hart wants FCC to assume regulation of television commercial practices

Senator Philip A. Hart (D-Mich.), chairman of the subcommittee delving into complaints of discrimination in television advertising, last week advised the FCC to assume the responsibility of regulating the industry in this field rather than letting the National Association of Broadcasters do it.

The recommendation came at the end of the Senate Antitrust and Monopoly Subcommittee's inquiry into earlier charges of network favoritism toward large advertisers. The three-day resumption of the probe that had begun earlier this year heard virtually identical defenses by top network officers against the allegations that had been made by small advertisers and advertising-industry representatives (BROADCASTING, May 30).

Last week's phase, billed in advance as giving the industry an opportunity to reply to the charges, produced a harmonious chorus in defense of television advertising practices. Also in comparative

accord were statements by officials of government regulatory agencies interested in broadcasting, advertising and antitrust factors in the economy. Representatives of the Federal Trade Commission, the Justice Department and the FCC all testified present laws are adequate to police broadcast advertising from their vantage points.

FCC Chairman Rosel H. Hyde added that the commission would study television advertising and would act if necessary. But he disagreed with Senator Hart's observation concerning the desirability of FCC regulation in the area now handled by the NAB. He said the commission felt it was more appropriate for the profession to have minimum standards as a guide and a set of objectives for the industry.

Action Urged — Senator Hart in his concluding statement, however, said he was surprised the FCC hadn't been active in the field the subcommittee was studying and felt some rulemaking

would be in order. He said the agencies involved, including the FCC, have a responsibility to insure that discrimination doesn't exist and that rates conform to antitrust principles.

At week's end, however, Senator Hart was not expected to press for any legislative action in view of the testimony from the government officials. Although the subcommittee would keep an active interest in the field it was also not expected that any exceptional leverage would be used to have the FCC act.

Representatives of the networks maintained to a man that their practices were not as outlined by their critics before the subcommittee. All pointed out that the much-discussed discounts had been eliminated except for modest continuity discounts, and denied that any advertiser, no matter what the size of his ad budget, can get a better price than any other at any given time.

They also all maintained that even under their old rate cards large adver-



ABC-TV's Moore



NBC-TV's Durgin

tisers seemed to pay more for advertising purchases than smaller firms, contrary to the allegations made earlier before the subcommittee, because the large firms have to commit themselves earlier in the buying season when prices are higher. The smaller firms, however, often can't commit themselves so far ahead of time and therefore buy later in the season when prices may have dropped. A common thread also running through the networks' testimony was the emphasis placed on the fact that prices drop as the time draws closer to the actual broadcasting season and that everyone has the same opportunity to buy into the programs at the same time.

CBS Defense ■ Leading off the parade of network executives were Thomas H. Dawson, senior vice president of CBS-TV, and David M. Blank, vice president for economics and research for the CBS Broadcast Group. They addressed themselves to the charges that small advertisers had little opportunity to buy into the more popular programs and that larger advertisers paid less because of the discounts. They said that 58 small advertisers, defined as those not among the top 25 in purchases on CBS, obtained "a substantial number of availabilities" in the top 20 CBS programs. In the top 20 CBS programs, 52 of these advertisers made 141 purchases. They also showed that on one of the top programs, *The Jackie Gleason Show*, and the lowest ranked

program, *I've Got a Secret*, the advertisers were spread from the top to numbers 98 and 100 in the rank of CBS advertisers.

They also said the 20 largest advertisers on CBS had average per-minute outlays from \$41,000 to \$44,000, while the next 10 spent \$35,000 per minute and succeeding groups of 10 spent \$32,000 and \$27,000 per minute.

In a similar vein, Thomas W. Moore, president of ABC-TV, said large advertisers and small advertisers received comparable values and that "there appears to be no inherent inequity between the larger and smaller purchasers." He added that in the past the network did have a "favored nation" arrangement with advertisers willing to take risks with new programs, but that the network found it unrealistic and impractical and has refused such arrangements for the past five years. He also said the network attempted to accommodate smaller advertisers, but not to the exclusion of the larger ones.

Small Firms Noted ■ Don Durgin, president of NBC-TV, told the subcommittee of the network's attempt to attract smaller advertisers through the *Today* and *Tonight* programs. He also noted that the network in 1965 had almost 100 advertisers who spent less than \$200,000 with NBC. He added the network had adopted a new rate card eliminating discounts and other features that had drawn criticism (see page 34). Under the old rate card, he

said, the discounts seemed to make no great difference in average costs, or incentive to buy. Thus he said in 1965 the 10 largest advertisers on NBC spent an average of \$24,802 per nighttime minute while the 10 smallest spent \$22,136.

It was also noted that in the 26 nighttime programs in which Procter & Gamble bought advertising in 1964, all but six were programs in which one or more of the 10 smallest advertisers also participated. He also said there were hundreds of minutes in prime time that were unsold and would be available to anyone who wanted to buy them.

The subcommittee staff, however, during the testimony of the network officials, tried to shake the contention that larger advertisers tended to pay more per minute than smaller buyers, by introducing compilations from network data showing this not to be typical. The figures introduced by the staff seemed to indicate that the larger advertiser did pay less in many instances and that the time of purchases did not necessarily affect costs, as the networks had testified. However, most of the network officials responded that in many instances the program and purchase mix varied greatly among advertisers with some costing significantly less than others. They also said they would make more detailed replies later to these apparent discrepancies.

In their testimony, the representatives of the government agencies indicated they were adequately equipped with laws to deal with the various aspects under consideration by the subcommittee.

FTC Interested ■ Paul Rand Dixon, chairman of the FTC, said his agency has concerned itself with the allegations of anticompetitive discrimination arising from network-TV rate schedules. He said, however, "that in large part these complaints relate to rates that existed in the past." He noted that networks had indicated they had or intended to eliminate the discounts, but warned "mere announcements by the networks may or may not remove the problem... it is not the policy of the commission to resolve questions of alleged anticompetitive practices by the mere acceptance of self-serving statements." Present legislation may be quite adequate to remedy such practices, he said, and added "such statements must be evaluated carefully and then a determination made on whether or not further probing is necessary." He also pledged a continuing lively interest in this segment of the economy.

The Justice Department position enunciated by Edwin M. Zimmerman, acting assistant attorney general for the



CBS-TV's Dawson



Senators Hart and Hruska



NAB's Anello, Wasilewski and Bell

antitrust division, was that it would also examine all the testimony to determine what further action might be necessary. He added that the revision of the rate cards does not solve the problem of discrimination because most purchases are still subject to negotiation and the opportunity for discrimination still exists. He also expressed interest in the possible effect discriminatory practices might have on the formation of new networks.

FCC Chairman Hyde outlined past commission activity in station advertising activities although he said radio and television rates have been left to regulation by the forces of competition. In the area studied by the subcommittee he noted the commission has limited itself to maintaining continuing liaison with the other agencies involved and

with the subcommittee. He said he hoped changes in the rate cards would contribute substantially to eliminating any possible competitive unfairness in this area, but added it would be "premature to attempt any definitive listing of remedies which might be applied in this area."

FCC Stand ■ Under questioning he said the commission felt it was desirable to promote industry self-regulation in some areas, a subject the subcommittee had explored earlier with Vincent T. Wasilewski, president of the NAB. Senator Hart noted that the NAB code affected only part of the industry and was voluntary rather than having the force of public agency authority. The subcommittee had asked Mr. Wasilewski to testify on charges made earlier that the NAB code's piggyback pro-

visions were unfair to small advertisers.

Mr. Wasilewski noted that the "appearance" not "the fact" of overcommercialization on television seems to be the real problem for broadcasters. It was this concern that produced the TV code amendment defining piggyback and integrated commercials in 1964, he said.

The code, Mr. Wasilewski went on, "is not concerned with the acceptance of piggybacks, but rather, with their placement." He recalled that the 1964 amendment was merely "further refinement" of the basic policy laid down in a 1956 code authority interpretation.

In questions later, Senator Hart recalled the testimony before the subcommittee last May of Allen D. Choka, vice president and chief counsel of Helene Curtis. Mr. Choka had charged that the NAB code's piggyback policy—that of calling a piggyback two distinct commercials—had come about because big advertisers wanted it and stations saw a way of getting more revenue by charging extra for such spots. Mr. Choka claimed the action was designed to eliminate piggybacks.

The code's decision, Mr. Wasilewski said, was not designed to help stations get more money. The decision of the code board was reached "independently. . . . There was no attempt to eliminate piggybacks. It was an attempt to define what was one or two commercials." The action he went on, did not originate with outside sources such as advertisers. The fact that some stations wanted to charge more for such commercials, he added, was "completely removed" from the code authority's jurisdiction.

He also noted, under questioning, that piggybacks have become a fact of TV life and have increased rather than decreased since the 1964 amendment was passed.

Statement Denied ■ Other Choka statements alluding to Howard Bell, code authority director, saying he would recommend the abolition of piggybacks, were denied by Mr. Bell. He testified he couldn't recall recommending their abolition. "My primary concern," he

Only one show at a time, please

Somewhere along the line the right hand must have forgotten to tell the left hand what was happening. That seemed to be the conclusion last week when the National Association of Broadcasters had to cancel its planned TV code board meeting because of apparent conflicts with the Senate Judiciary Subcommittee hearing (see page 28).

The code board meeting had been on the books since late October when it had been decided to hold a special meeting in mid-December to deal only with commercial time standards (BROADCASTING, Oct. 10, et seq.). In late November the NAB was told orally by the subcommittee staff that it would like the association to testify on the afternoon of Dec. 13. That offered no conflict with the code board meeting.

The subject of conflict was of prime concern since NAB President Vincent Wasilewski, Douglas Anello, its general counsel, and Howard Bell, the code authority director, would have to be in both places.

On Monday, Dec. 12, NAB was notified formally—by letter—that it was scheduled to testify on the morning of Dec. 14. That meant conflict, so telegrams went out to the TV code board members explaining the situation and cancelling the special meeting.

Monday afternoon the subcommittee, back to oral approaches, told NAB the time had been changed and it would testify Tuesday morning. However, it was too late to call the code board and set the meeting up again.

As for the code board, it now has a meeting date set for Feb. 22-23, tentatively in Phoenix. That session will be a regular meeting and the agenda will be broadened to take up more than just time standards, although they remain a prominent item of discussion. It also gives the code authority two more months to solicit comments from stations, agencies, advertisers and networks on what should be done with time standards.



When you tear this page off your calendar, our interviewers will be starting field work for U.S. **circulationPulse'67**

CP '67 will show radio station SHARES as well as COVERAGES.

Phase 1: Jan.-March. First U.S. radio coverage study in 7 years and first ever to utilize personal interview in the home. (If you want to know about personal interview in the home as a technique for measuring broadcast audience, consult the report of the ARMS Committee, March, 1966.)

Nothing takes the place of personal interviews in the home

PI The Pulse, Inc.

730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

In Chicago: Paul Gillett, Tribune Tower, 312-644-7141

In Los Angeles: Allen Klein, 6404 Wilshire Blvd, 213-OL 3-7733

George Sternberg, Vice President
The Pulse, Inc., 730 Fifth Avenue
New York, N.Y. 10019 • Phone: 212-JUdson 6-3316

Please send me complete information on CP '67 which will be in the field during January through March, 1967.

COMPANY _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Does First Amendment protect ads too?

Amid all the attention focused on advertising as a result of the Senate Antitrust and Monopoly Subcommittee inquiry into TV advertising practices last week, Senate Minority Leader Everett M. Dirksen took the occasion of the 175th anniversary of the Bill of Rights to come to the defense of advertising.

"People dare not forget," he said, "that advertising is as much a means of informing our people as any other part of a newspaper or other news media. If one may tamper with or abridge the freedom of one portion of the press, then the entire press structure is jeopardized."

Senator Dirksen noted that some individuals, including economists in the U. S. government, feel that advertising is wasteful or that it is anti-competitive. He also noted that Federal Trade Commission Chairman Paul Rand Dixon and acting Assist-

ant Attorney General Edwin M. Zimmerman had told the subcommittee that advertising is essential to the U. S. economy.

Congress must continue to safeguard the Bill of Rights' freedoms, he said. "If any tampering is ever permitted with the right to inform and be informed, this nation will be in very grave danger," he continued.

He pointed to an example where the Agriculture Department had been charged by former Attorney General Herbert Brownell with trying to usurp the rights of Congress and to "deprive the American consumers of a food price bargain in the marketplace." Although the Senator did not elaborate, he was apparently referring to a decision in which a Department of Agriculture examiner condemned a 1959 Armour & Co. bacon promotion that offered consumers a refund of 50 cents on a

two-pound package. The examiner reportedly said the refund was more than the profit, amounting to a below-cost sale, and that this was economically wasteful and antisocial (BROADCASTING, Dec. 5).

"If the free-enterprise system of the United States is thus to be subjected to unwarranted intrusion by government—if the purpose is to control one portion of the public's mind notwithstanding the First Amendment's protection in that specific regard—public policy demands that the Congress should step in and make certain that this nation is not beginning to undergo a new 'revolution' by arbitrary and capricious administrative edict."

Senator Dirksen is the senior minority member of the Antitrust and Monopoly Subcommittee that held the inquiry on TV advertising last week.

said, was spelling out a tightened position of the 1956 interpretation.

The subcommittee also questioned if the subject of multi-product 60-second spots (those put together by two separate manufacturers for the purpose of buying network time) had come up at the TV code board's October meeting.

Douglas Anello, NAB general counsel, said it was discussed although it was not a specific item on the agenda. He repeated that economic pressures do not bear on code actions. The code's aim, he said, is public concern. It makes no difference whether "two, three or four manufacturers" put a spot together, he explained, the code board looks at it from the viewer's point: Does it look like one commercial or more than one?

Questioned on whether the FCC has a role in commercial decisions or should have one, Mr. Wasilewski said he felt it would be "better left to the flexibility we can exercise in our codes." The self-regulation process can make modifications, when needed, faster than a government agency can. He noted that at license renewal time the FCC looks at the commercial policies of all stations, code and noncode, so the commission is always involved in this area to some degree.

Senator Hart, however, thought the commission should take a stronger hand in these affairs. He said matters should be dealt with by a public authority rather than a private trade association.

He was debated on this point, however, by Senator Roman L. Hruska (R-Neb.) of the subcommittee, who said there exists a difference of opinion on



Justice's Zimmerman

the subject. He pointed out that Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R. I.), chairmen of the Senate Commerce Committee and the Communications Subcommittee respectively, as well as Vice President Hubert H. Humphrey have spoken out in favor of self-regulation in broadcasting.

Business briefly . . .

General Mills, Minneapolis, through Needham, Harper & Steers, Chicago, plans "strong schedule" of TV network participations and spot TV in selected markets starting in January to introduce

new Betty Crocker walnut brownie mix.

Allstate Insurance Co., Skokie, Ill., through Leo Burnett Co., has purchased participations in NBC-TV's *Tuesday Night at the Movies* and P. Lorillard Co., through Foote, Cone & Belding, both New York, in *The Virginian*.

NBC Radio reports sales in *Monitor* to Anderson Co., Gary, Ind., through Reincke, Meyer & Finn, Chicago; to Wynn Oil Co., Azusa, Calif., through Erwin Wasey, Los Angeles; to State Farm Mutual Automobile Insurance Co., Bloomington, Ill., through Needham, Harper & Steers, Chicago; to the Readers Digest Association, Pleasantville, N. Y., through Schwab, Beatty & Porter, New York; and to General Cigar Co., through Young & Rubicam, both New York. In addition, General Cigar bought sponsorship in *News on the Hour*; State Farm Mutual in *The Joe Garagiola Sports Show*; and Readers Digest in *News of the World*, and *Emphasis*.

A-G Foods Inc., King of Prussia, Pa., through Lewis & Gilman, Philadelphia, has scheduled radio spots on regional basis in the Dec. 23 to Dec. 25 period preceding Christmas for restaurant chain's four-state market area: Pennsylvania; Maryland; New Jersey, and Delaware.

Green Giant Co., Le Sueur, Minn., through Leo Burnett Co., Chicago, has bought full sponsorship of NBC's *Children's Theater* color special on NBC-TV on March 5 (6:30-7:30 p.m.).

YOU'RE ONTO A GOOD THING



Television
excellence
reflects this
land of

refinement

The distinctive desires of the people of Oklahoma and Arkansas are reflected in the ever-growing support of such outstanding musical organizations as the Oklahoma City Symphony, Tulsa Philharmonic and Tulsa Opera Company, Little Rock Philharmonic and Arkansas Opera Company.

Griffin-Leake Television, Inc., maintains a like level of refinement in program planning, consistent with our audience's intrinsic interests.

**GRIFFIN -
LEAKE
TV, INC.**

KATV-7, LITTLE ROCK

KTUL-TV-8, TULSA

KWTV-9, OKLAHOMA CITY

NBC falls in step on rates

Networks all march to beat of same drummer
as NBC joins with CBS and ABC in eliminating
most discounts, and varying prices with seasons

The third shoe in the TV-network rate-card shuffle dropped last week as NBC followed the lead of CBS and ABC in announcing a new rate structure that virtually eliminates discounts.

Like the new card put into effect by CBS this past fall and the one announced by ABC for next September (BROADCASTING, Feb. 14, Nov. 28), NBC's new one applies only to time charges for program sponsorships, not to the one-minute participations that represent the bulk of business on all networks.

Like the others, NBC's new card sets different time charges for different seasons (winter, spring, summer) and the rates also vary by hour of the day and night in line with variations in sets-in-use. The rates are expressed in percentages on the total base hour rates of all stations ordered and carrying the program and, again like the new CBS and ABC cards, the rates are stated in

terms of half-hour units rather than in the traditional one-hour terms.

Details of the new NBC card, which takes effect Sept. 9, 1967, were presented Wednesday (Dec. 14) by Don Durgin, president of the network, in testimony before the Hart Senate subcommittee (see page 28). Notice of the changes was also sent to agencies by John M. Otter, sales vice president.

Authorities said the new card would affect different clients in different ways but in total would produce somewhat more revenue than the present card.

The new card eliminates all existing fortnightly, comprehensive, annual and station-lineup discounts—features that, at all networks, had been criticized by governmental and other critics on the ground that they favored big advertisers against little advertisers.

Continuity Discount ■ The only discount in the new card, as in the new ABC and CBS structures, is for 52 week

continuity. It is built into the rates specified for 52-week advertisers. According to Mr. Durgin it will amount to about 5%. CBS has estimated its 52-week discount at about 3%; ABC's is believed to be between 3% and 5%.

Although NBC followed the lead of the other networks in setting up three different rate seasons, it defined them differently. No season will be exactly the same on any two networks.

On NBC, winter rates will apply from Sept. 9, 1967, through April 19, 1968, while on CBS the season runs from Sept. 11 through April 1, and on ABC from Sept. 11 through April 22. Spring rates will run from April 20 through June 28 on NBC, from April 2 through July 1 on CBS and from April 23 through June 3 on ABC. Summer rates extend from June 29 through Sept. 6 on NBC, from July 2 through Sept. 10 on CBS and from June 4 through Sept. 10 on ABC.

On all networks, winter rates are highest; spring rates, next highest; summer rates, lowest.

NBC's new evening time charges for half-hour units start at 7 p.m., an hour later than ABC's and CBS's. Except for 9-10 p.m., they vary from half-hour to half-hour until 11:30, and then are pegged at still another level for the 11:30 p.m. to 1 a.m. block. ABC's and CBS's nighttime rates, in addition to starting at 6 p.m., end at "10 p.m. to signoff" and "10:30 p.m. to signoff," respectively.

On a 52-week basis, NBC's evening rates in winter will range from a low of 22% of total base hourly rate for a half-hour in the 11:30 p.m.-1a.m. block, to a high of 46.5% for a half-hour in the 9-10 p.m. stretch. CBS's range is from a low of 34% per half-hour in the 6-7:30 p.m. period to a high of 46.5% for a half-hour between 8:30 and 10; ABC's low is 36% per half-hour between 6 and 7:30 and its high is 48% in the 8:30-10 block.

These internetwork rate comparisons are suggestive, not exact, because in addition to applying to different base rates the 52-week percentages reflect the 52-week discount in NBC's and ABC's cards but not in CBS's.

Unlike CBS and ABC, NBC made its season the same for all time periods, weekday and weekend. On a 52-week



Jefferson Productions opens new center

Breaking the tape for the new \$2,-million color facility of Jefferson Productions, Charlotte, N. C., are (l-r): Walter J. Jorgenson, vice president and assistant general manager of Jefferson Standard Broadcasting and Jim Rogers, production manager of the TV-commercial company. Since 1963 Jefferson Produc-

tions, a division of Jefferson Standard Broadcasting, has produced more than 1,000 commercials for local, regional and national advertisers. The new color facility includes eight RCA TK42 cameras, six RCA TR22 video-tape recorders, three Norelco Plumbicon cameras and other equip-



Republic soars to new heights in steelmaking

Anticipates steel needs in nation's future areas of growth

Many of our customers are already developing programs and equipment for several vast new enterprises that will dramatically improve this country's future welfare.

New systems of superspeed mass transportation, for example, will ease congestion in overlapping cities. Outer space, and the oceans' aquaspace, will be penetrated, discoveries made, treasures harvested.

To supply Republic's customers with the new, lighter weight, stronger steels needed for these undertakings, Republic must constantly expand and modernize its facilities and production.

The continuing, multimillion-dollar program which we are engaged in will improve facilities in every Republic plant city. As a result, the steels required for the vast new growth markets will be ready when needed. Many of these steels will be available even

before they are needed, because Republic Steel Corporation is building facilities to produce them now.

Building these new and improved facilities costs hundreds of millions of dollars. These funds are available as internally generated cash and as loans which have been or may be extended to us by financial institutions. But these huge sums are available to us only because we have conducted our business profitably in the past. They are further evidence that industrial profits, resulting from efficient operation, aggressive research and alert management, serve the needs of the whole nation and provide the sinews for its growth.

You Can Take the Pulse of Progress at
REPUBLIC STEEL

CLEVELAND, OHIO 44101



This STEELMARK of the American Steel Industry on a product assures you it is modern, versatile, economical Steel. Look for it on products you buy.

SRO for advertisers at 'Breakfast Club'

You were asking about business in radio?

The other day when ABC Radio account executive Dick Brahm turned in what was considered to be the biggest network program buy of the decade for Don McNeill's *Breakfast Club*—a 52-week program contract with the American Dairy Association for three quarter-hours a week—the network thought it had something to talk about.

But after the news had mellowed a few days, cheering the luncheon conversations of radio salesmen along Chicago's Michigan Avenue, the story was to become even better.

Counting up the American Dairy buy plus current new business from other sales offices, it turns out that the venerable *Breakfast Club* starts off the first quarter of 1967 completely sold out. Well, as of last Thursday, 99.7% sold out.

ABC Radio central division sales officials reported that there are but two spots open in the entire 13 weeks of the daily hour show. As of last week 583 of a possible total 585 positions in the 13 weeks of programs were contracted.

The American Dairy order, placed through Compton Advertising, Chicago, to promote fluid milk, will cover 170 markets. Three quarter-hours a week for all of 1967 will cost "well over the half-million mark," Bill Rehmann, ADA's promotion director, observed.

ADA continues its five-weekly *Meet Betty Furness* series on CBS Radio, a five-minute feature. It also plans a spot series for both milk and butter featuring George Goebel in selected markets using both radio and television. ADA's butter promotion is being handled by Campbell-Mithun.

basis, Monday-Friday daytime costs will range from 15% of the total base hourly rate for a half-hour between 9 and 11:30 a.m., to 34% for a half-hour between 6 and 7 p.m. Till noon, the Monday-Friday and Saturday-Sunday daytime rates are the same for equivalent periods; between noon and the beginning nighttime rates at 7 p.m. the Saturday-Sunday charges are a little lower than for comparable Monday-Friday periods.

Production Charge ■ The new NBC card carries a production facilities or integrated networking charge of \$1,800 gross per hour applicable to all programs under sponsorship between 9 a.m. and 11 p.m. For programs sold on a one-minute participation basis this charge will be \$150 gross per minute in daytime, and \$300 gross per minute between 6 and 11 p.m.

In pegging time charges on a half-hour rather than one-hour base, NBC provided—as the new CBS and ABC cards also do—that time charges for sponsorships longer or shorter than 30 minutes will be in direct proportion to the half-hour rate.

As in the case of the other networks, NBC said its prices for minute-participation announcements would continue to be made available on request. Mr. Durgin pointed out in his testimony that these prices, which cover both program and time costs, do not carry discounts but that a "modest price advantage"—ranging from \$1,000 to \$3,000 per minute, depending on

length of commitment—is granted to early buyers willing to commit themselves to a series of minutes throughout the season.

The price schedules for minute announcements are "periodically changed as the advertising values of the programs change with competition and other factors," Mr. Durgin said, and as an alternative to taking "a complete loss" the prices of unsold minutes may be reduced as broadcast time approaches.

But "the important point," he said, "is that two advertisers who buy comparable schedules at the same time will pay comparable prices, whether or not one of them is otherwise a large buyer of other NBC programs."

Pepsico, Teen-Age Fair to bank on radio-TV

Pepsico, nee the Pepsi-Cola Co., is going to continue to woo the younger, generation that dotes on soft drinks and snack foods. In an affiliation of major proportions, the beverage and food advertiser signed with Teen-Age Fair Inc. last week to participate in 10 youth fairs next year and also to sponsor an hour TV special on April 23 on ABC-TV. The promotional campaign is on behalf of two Pepsico divisions, Pepsi-Cola and Frito-Lay.

The Pepsico-sponsored TV special, *Now!* will feature popular teen-age musical acts. Al Burton, Frank K. Danzig

and Bart Ross, principals of Teen-Age Fair Inc. will be executive producers. The show is being packaged by Four Star Television, under the direct supervision of company President Tom McDermott.

Media plans for promoting the Pepsi-co tie-ins with the 10 Teen-Age fairs to be held next year call for radio advertising on the top-40 music radio stations in each city where a fair will be presented. These include Portland, Phoenix, Denver, Cleveland, St. Louis, Sacramento, Hollywood, Oakland, Indianapolis and Detroit. In the last four markets, the presentation of the fair will precede the broadcast of the TV special so promotion will be aimed specifically towards building an audience for that TV program.

New Texize product gets \$4-million TV push

Texize Chemicals Inc., through Henderson Advertising, both Greenville, N. C., will introduce its spray cleaner, Fantastik, into national distribution this month, with a \$4-million TV campaign on NBC's *Tonight*, *Today* and *Huntley-Brinkley*, various daytime shows, and spot in major markets.

Texize has scored with its K2R spot remover and a \$500,000 annual spot TV campaign; introduced in 1964. K2R now controls a reported 50% of its market.

In addition to its campaigns for Fantastik and K2R, Texize will spend about \$2.5 million in the Southeast using spot TV for its other consumer products.

Advertising, PR firm opens with 3 offices

Allerton Berman & Dean, a new marketing, advertising and public relations company, has opened offices in New York, Philadelphia and Washington. Mira Berman, president of the firm, was formerly senior vice president of Lavenson Bureau of Advertising in New York and Philadelphia and co-chairman of the Conference on Marketing through Retailers sponsored by the American Management Association.

Accounts in the retailing and industrial fields include: Food Fair Properties, developer of shopping centers (full service); Colonial Beef Co., processor of fresh and frozen control meats (marketing services), Echelons Office Contemporaries Inc. and William K. Wells, a motion picture company (public relations).

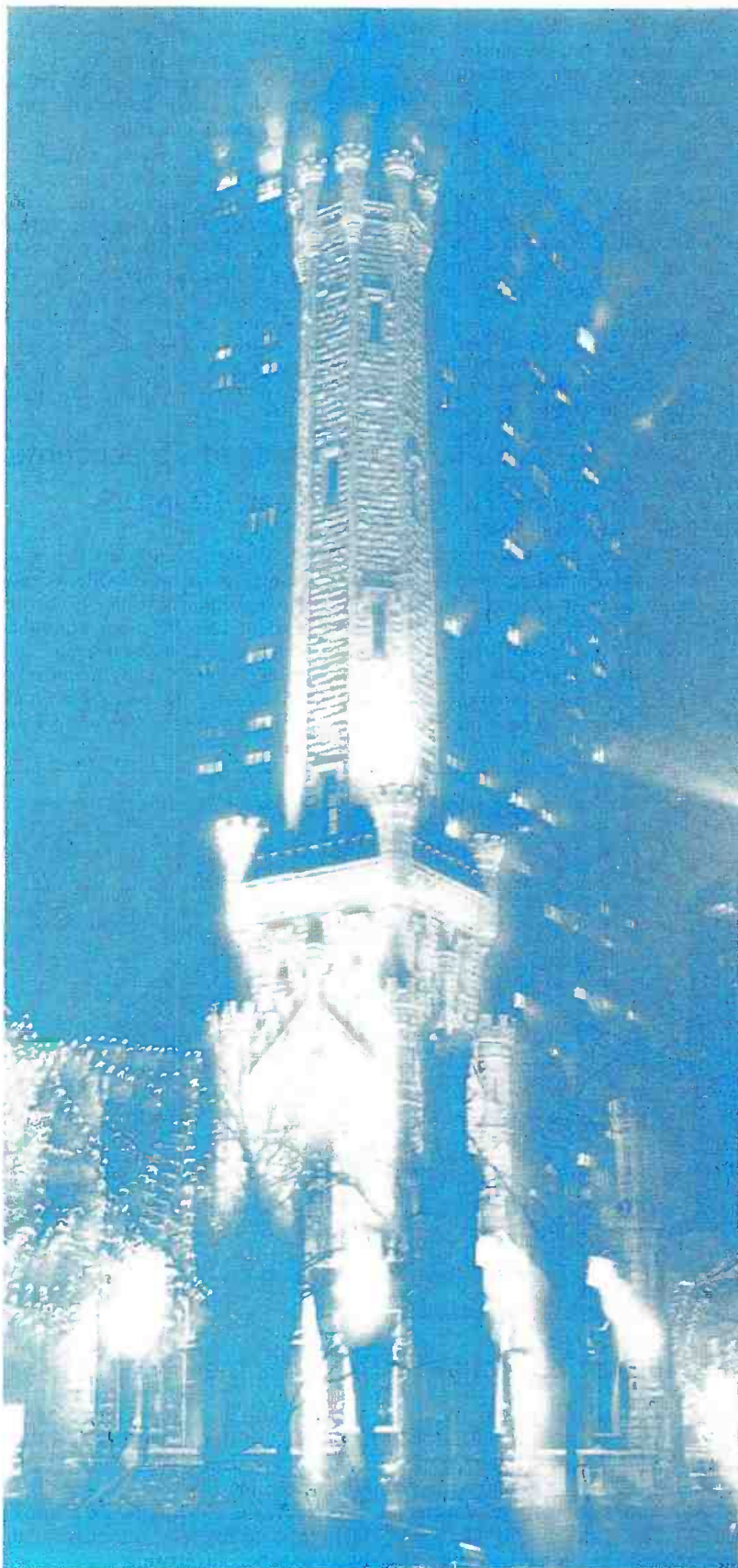
New York address is 39 West 55th Street 10019. Phone: (212) 265-0320.

MAJESTIC

Chicago's Old Water Tower, symbol of the majesty of a city; the grandness of the old amid the magnificence of the new, reflecting a part of Chicago's history and fascinating character; colorful, restless, continuously changing. Significant in the development of this character is WGN Television through dedicated service to the community; award winning documentaries, news, safety education, and the finest sports and entertainment for the family. A leader in the broadcast industry, WGN Television reflects the Chicago story day-by-day in color. It's no wonder we say with pride

WGN
IS
CHICAGO

the most respected call letters in broadcasting



SRA standard for TV ID's announced

The Station Representatives Association recommended last week that television stations settle on a single standard for station-break ID's—a standard providing for eight seconds of audio commercial and 10 seconds of video commercial.

Counting time for station identification, the recommended break runs 12 seconds. SRA officials said it is the pattern generally favored by stations, although a number also accept other standards.

The proposal, voted by SRA's television trade practices committee and being announced by SRA today (Dec. 19), is designed to eliminate "unnecessary confusion and costs." With the growing use of color commercials, it was explained, production costs can increase substantially when more than one ID standard is acceptable.

The SRA committee recommended that the standard for all stations provide for audio consisting of one-and-a-half seconds silent, eight seconds commercial, one-half second silent (or station audio ID) and two seconds station audio identification (live); and for video, consisting of 10 seconds com-

mercial and two seconds identification.

Hastings W. Baker, managing director of SRA, said the recommended single standard was one of three that have been acceptable in the past, some dating from the mid-1950's. The others encompass a three-quarter screen ID and a full-screen eight-second ID. Uniform adoption of the recommended 10-second ID, Mr. Baker said, will benefit both stations and advertisers.

James O'Grady, Adam Young Inc., heads the SRA television trade practices committee that drew up the recommendation. Other members are Edward P. Shurick of H-R Television, president of SRA, and Richard Gerken, Blair-TV; Dennis Gillespie, Peters, Griffin, Woodward; Robert Kizer, Avery-Knodel; Walter Nilson, The Katz Agency; Charles Standard, Meeker Co.; John H. White, H-R Television, and Mr. Baker.

JWT landed 75 accounts this year, 10 in U.S.

The J. Walter Thompson Co. added 75 accounts to its worldwide clientele in 1966, Chairman Norman H. Strouse and President Dan Seymour announced last week in a year-end statement.

In the U. S. the agency acquired 10 new clients, including the American Gas Association, American Machine & Found-

dry and the Mennen Co.

Important new international accounts included Gillete in London, Listerine in Toronto, Singer in San Juan, P. R., De Beers in Tokyo and Dunlop in Sydney, Australia, and two clients, New Holland Machine and Rolex, made JWT their worldwide agencies.

ARF investigates CATV ad-lab idea

The Advertising Research Foundation said last week that it was ready to help organize a "CATV advertising laboratory" to be used for testing purposes, if advertisers would put up the "seed money" to get the plan rolling.

In addition to seed money, the ARF said it would require that results of tests conducted in such a laboratory be published, "subject to suitable masking as to brand identity."

The disclosure was made in an ARF brochure titled "A Proposal: Should the ARF Initiate and Sponsor a CATV Advertising Laboratory?" The foundation said it was acting in response to advertising inquiries.

It noted that "for some time the most sophisticated marketers have known that the rapidly growing CATV markets offer a chance to control the marketer's experiments, and rigidly;" that community antenna subscribers in a market can be split up into different groups and exposed to different commercial copy on varying weights and levels of advertising in much the same way that these tests are conducted in split runs of newspapers and that the effects of these variations can then be determined from diaries kept by CATV families or personal survey.

However, ARF continued, the cost of rewiring a CATV community for this purpose may exceed \$100,000—"beyond reach of almost any single advertiser" but perhaps affordable by several advertisers together.

ARF said it would need seed money from at least a dozen advertisers to augment its staff in investigating such questions as feasible CATV markets, wiring systems, survey or diary design, cost and contractual obligation with the CATV operators. It proposed that the seed money be \$1,000 per exclusive product class rights for one year.

ARF said "preliminary thinking" suggested that the CATV laboratory should be in a market of 50,000 population with CATV use levels at 75% or higher, with viewing habits comparable to those in regular TV markets and demographics comparable to population norms—and that the community should not be aware it was being "observed."



In a jug that big, must be the cat's meow

Beginning in January, 300 TV stations will air four new 60-second Clorox commercials. Honig-Cooper & Harrington, San Francisco, have devised miniplays with characters such as a black kitten, a bridegroom-to-be, a baffled father, a puzzled

Mrs. Stein and a helpful Mrs. O'Malley, to dramatize the familiar laundry problem and solve it with Clorox bleach.

In addition, 1967 plans for Clorox include magazine ads, supplemented by newspaper advertising.

ANNOUNCING



Sponsored by.....

INSTITUTE FOR EDUCATION BY RADIO AND TELEVISION

of the Telecommunications Center,
The Ohio State University

This is the 31st American Exhibition of Educational Radio and Television Programs and is opened to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain.

FOR INFORMATION AND ENTRY MATERIALS, WRITE:

Institute for Education by Radio-Television
2470 North Star Road
Columbus, Ohio 43221
(614-293-6641)

DEADLINE FOR ENTRIES: JANUARY 15, 1967

Back-slappers' days numbered by computers

A sorry future is predicated for "personality" media salesmen and a happy one for those with sharp creative minds in a new report released last week by Marketing Solutions Inc., a media research organization.

A study, conducted among almost 300 advertising executives at leading agencies and national advertising companies, indicated that in a computerized advertising world, a representative's presentation will have to be a penetrating interpretation of statistics, not a sales pitch.

However, 39% of the executives questioned felt that media representatives will become more important as computers become more widely used, while 24% thought they would grow less important.

Other Questions ■ The same respondents, questioned about the effect of color television on future consumer magazine advertising, seemed to feel that magazines had something to fear. Although 28% thought color television would expand the use of color ads in maga-

zines and only 18% thought magazine color advertising would be retarded as a result, 39% thought television, as an "additional" medium for color, would attract some ad dollars formerly spent in magazines.

The most frequently mentioned reason for considering color TV as a boon to magazines was that it is increasing color awareness and that soon most advertising will be in color. According to 14% of the respondents, color TV will force magazines to reduce their color rates.

A question on the relative frequency of media-representative calls on the agency and advertiser executives found that almost half of them had been visited by representatives of consumer magazines in the month prior to the survey, but that only one-quarter of them had been called on by TV network salesmen and about one-fifth by spot-TV representatives.

Marketing Solutions Inc. lists among its media clients NBC, *Life*, *Fortune* and *Saturday Evening Post*.

heavy-duty solid detergent bar (test marketed in Wheeling, W. Va., Steubenville, Ohio, and Savannah, Ga.) and two other new products. NCK already handles C-P's Ajax line, Cold Power, Respond hair spray and other products.

■ Norris Candy Co., Atlanta, has appointed Bearden Associates Inc., same city, to handle advertising. Plans include cooperative advertising program of newspaper and radio for dealers. Harry Crawford will head creative group at Bearden.

■ Vita-Pakt Inc., Covina, Calif., distributor of Vita-Pakt citrus products, has appointed Geyer, Morey, Ballard, Los Angeles, to handle its more than \$500,000 account. The appointment is tentatively scheduled to go into effect on Feb. 1, 1967.

■ Caryl Richards Inc., New York, manufacturer of beauty and toiletries products, has appointed Al Paul Lefton Inc., same city, to handle advertising. Dick Stern will serve as supervisor on the account.

■ Bubble Up Corp., Peoria, Ill., has appointed Honig-Cooper & Harrington, San Francisco, to handle its national account, which bills estimated \$650,000 a year. HC&H has handled advertising for the Bubble Up bottlers of Los Angeles for several years. National account, which had been with Lennen & Newell, Los Angeles, will be handled out of HC&H's Los Angeles office.

Agencies latch on to ARB radio study

American Research Bureau announced last week that it has signed a record number of advertising agencies to take its full national radio coverage study, scheduled to be undertaken next spring and issued next fall.

Peter Langhoff, president of ARB, said that 28 advertising agencies have agreed to purchase the full study. He added that 18 of the 28 are among the top 25 agencies ranked according to 1966 broadcast billing. Nine are among the top 10 in broadcast billing.

The ARB study will be based on personal listening diaries that will permit, according to Mr. Langhoff, the measurement of various forms of radio listening: concentrated listening, listening with incidental activity, activity with incidental listening. The study will permit audience data by six time periods, age and sex breakouts, county shares of total weekly hours, station shares of total weekly hours, and separate reporting for AM and FM stations, with combined AM-FM totals for stations that simulcast.

The radio coverage information for

each station will be collected between April 13 and May 10, 1967. The report, which is scheduled for client distribution in the early fall of 1967, will consist initially of county and state reports for all stations in the continental United States. In addition, ARB said it will be able to produce syndicated market reports for over 125 important radio markets during this period.

Agencies already subscribing to "ARB Radio Coverage/67":

N. W. Ayer; Ted Bates; BBDO; Benton & Bowles; Leo Burnett; Campbell-Ewald; Campbell-Mithun; Cunningham & Walsh; D'Arcy; Erwin Wasey; Foote, Cone & Belding; Gardner; Grey; Kenyon & Eckhardt; Kinro.

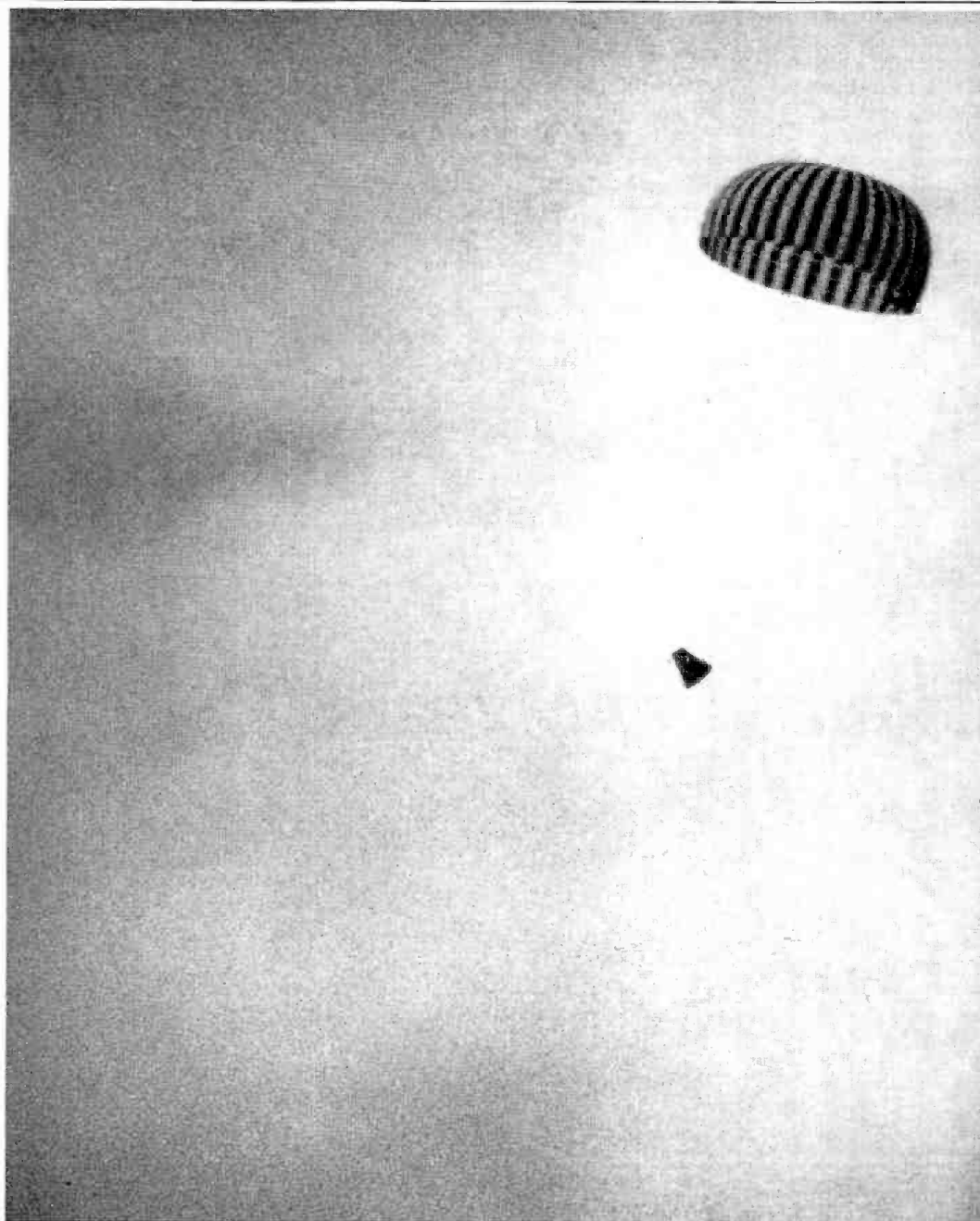
Also Lennen & Newell; Lewis & Gilman; Liller, Neal, Battle & Lindsay; McCann-Erickson; Marschalk Co.; Norman, Craig & Kummel; Ogilvy & Mather; Fletcher Richards; Jack Tinker; J. Walter Thompson; Tucker-Wayne; VanSant-Dugdale, and Young & Rubicam.

Agency appointments . . .

■ Colgate-Palmolive Co., New York, has assigned three of its new products to Norman, Craig & Kummel, that city. The appointment includes Genie, a

California to see Shakespeare on TV

For the second consecutive year a savings and loan association that encompasses a number of financial organizations is sponsoring a Shakespeare television special on local stations in California on behalf of its members. Great Western Financial Corp., Beverly Hills, through Eisaman, Johns & Laws Inc., Los Angeles, will present the American television premiere of "As You Like It," as it was performed by the Royal Shakespeare Co. of Stratford-on Avon, on Jan. 3 in a total of six southern and northern California markets. The special two-hour production, first telecast by the British Broadcasting Corp., will be shown on KHJ-TV Los Angeles, KTVU(TV) Oakland-San Francisco, KXTV(TV) Sacramento, KSBW-TV Salinas-Monterey, KERO-TV Bakersfield and KSBY-TV San Luis Obispo. Specific sponsors of the program in the individual markets will be Great Western Savings & Loan Association in Los Angeles, California First Savings in Oakland-San Francisco, Sacramento



Here's why you were able to watch this historic event as it happened 700 miles out in the Atlantic.

The on-target splashdown, and recovery, of Gemini-12 Astronauts Lovell and Aldrin marked the successful conclusion of NASA's Project Gemini.

TV coverage of this historic event made it six out of six for ITT's transportable satellite-communication earth terminal.

Six times the terminal was installed aboard a Navy carrier, and six times millions in the U.S. and Europe saw Gemini splashdown and recovery operations, live, on television.

From the carrier, the terminal transmitted television signals via Comsat's Early Bird satellite to a ground station in Andover, Maine. From there the sig-

nals were retransmitted to U.S. TV networks and to Europe.

Eyewitness coverage of the six Gemini flights proves that now just about any event, anywhere in the world, can be televised internationally.

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

ITT

and Salinas-Monterey and Central Savings & Loan Association in Bakersfield and San Luis Obispo. Last year Great Western Financial Corp. presented a special TV production of "Hamlet" on a number of California stations.

Shakespearean actor Maurice Evans will be the host. He also will deliver all of the financial association's commercial messages.

Rep appointments . . .

■ KMID-TV Midland-Odessa, Tex., KSWO-TV Lawton, Okla.: Eastman TV, New York.

■ WvMT Burlington, Vt.: Harold H. Segal, Boston.

Also in advertising . . .

Katz expansion in Detroit ■ The radio and TV divisions of The Katz Agency, station representative, has moved to a new suite in the Penobscot building, Detroit. Phone number is 961-7050.

Money problems ■ The Advertising Club of Los Angeles is ending its membership in the Advertising Association of the West and its successor organization, the American Advertising Federation. The action was said to be a direct result of operating deficits. Robert J. McMahon, president of the L.A. ad club expressed the hope that efforts "to stem the financial deterioration" of his organization "will not be

misinterpreted as a repudiation of the new AAF but rather as a remedial action to put our club on a sound financial basis."

Commercial fest deadline

The deadline for U. S. entries in the 1967 American TV Commercials Festival has been set for Feb. 15, 1967, and for international entries on March 15, 1967, it was announced last week by Wallace A. Ross, director of the festival. Awards will be made in 35 product categories. Entry forms and other details are available from the festival office at 6 West 57th Street, New York 10019.

THE MEDIA

CBS-TV gets fourth President in two years

Dawson to head network as Reynolds heads back to West Coast to become head of Paramount TV

After 11 months in office John T. Reynolds is resigning the presidency of the CBS-TV Network to return to the West Coast where the style of living is more to his family's liking. Thomas H. Dawson, who has been senior vice president of the network since July, succeeds him.

The changes were officially announced Thursday night (Dec. 15), effective immediately.

Mr. Reynolds, who went to New York scarcely a year ago, said he was leaving CBS "because of a personal desire to take my family back to the Coast. They just weren't acclimatizing to the eastern way of life."

The departing CBS-TV president will be president of Paramount Television, a newly formed division of Paramount Pictures Corp. The new division, according to Mr. Reynolds, will be involved in the production of program series and in the syndication of both feature films and series to television.

Mr. Reynolds's departure means the CBS-TV president's chair will have seen four occupants within a two-year period.

Musical Chairs ■ The first change, the dismissal of James T. Aubrey in February 1965, saw John A. Schneider elected to the top network job. Then in an executive realignment earlier this



Mr. Reynolds

Mr. Dawson

year (BROADCASTING, Feb. 14) Mr. Schneider was made group vice president-broadcasting and Mr. Reynolds became president of the network. And now with Mr. Reynolds leaving, Mr. Dawson, with a heavy background in television sales, takes over.

Mr. Dawson had his first association with CBS in 1938 as a salesman for wcco Minneapolis, then owned but later sold by CBS. In 1940 he went to CBS Radio Spot Sales, Chicago. He served as wcco sales manager before and after service in the Navy during World War II. He moved to New York in 1948 as an account executive for CBS Radio Spot Sales, then joined Edward Petry & Co. as director of television, eventually returning to CBS in 1951 as general sales manager of CBS-

TV Spot Sales.

Mr. Dawson was made sales manager of CBS-TV in 1951 and sales vice president of the network in 1957. He has frequently been mentioned as the probable replacement for Mr. Reynolds, whose predilection for a return to the West Coast had been rumored for some time.

Mr. Reynolds became the CBS-TV president in February this year. He joined CBS in 1959 as vice president for administration in Hollywood and two years later was appointed vice president and general manager of network programs, Hollywood. By 1962 he had been elected a senior vice president. When he moved to CBS-TV New York last December as a senior vice president, then the only man around the network with that title, it appeared that he was headed for the highest network office.

Mr. Reynolds said his move to Paramount is indicative of a new emphasis for that company in the television production and syndication field resulting from Paramount's recent merger into Gulf & Western Industries.

According to Mr. Reynolds, the new Paramount television arm is representative of Gulf & Western Board Chairman Charles Bluhdorn's interest in this activity.

NAB head to speak in Dakota

Vincent Wasilewski, president of the National Association of Broadcasters, will address a joint session of the North Dakota legislature on Jan. 11, 1967—Broadcasters Day in the state. Frank Stanton, president of CBS Inc., addressed a joint session in 1963, and Lee Fondren, KLTZ Denver, appeared in 1965. The Broadcasters Day activities also include a legislative reception that evening sponsored by the North Dakota Broadcasters Association.



The birth of a university

...the new and exciting University of California at San Diego, where a noble experiment is in progress—starting a major educational institution with a distinguished faculty, a challenging curriculum and a plan for controlled expansion to 27,000 students.

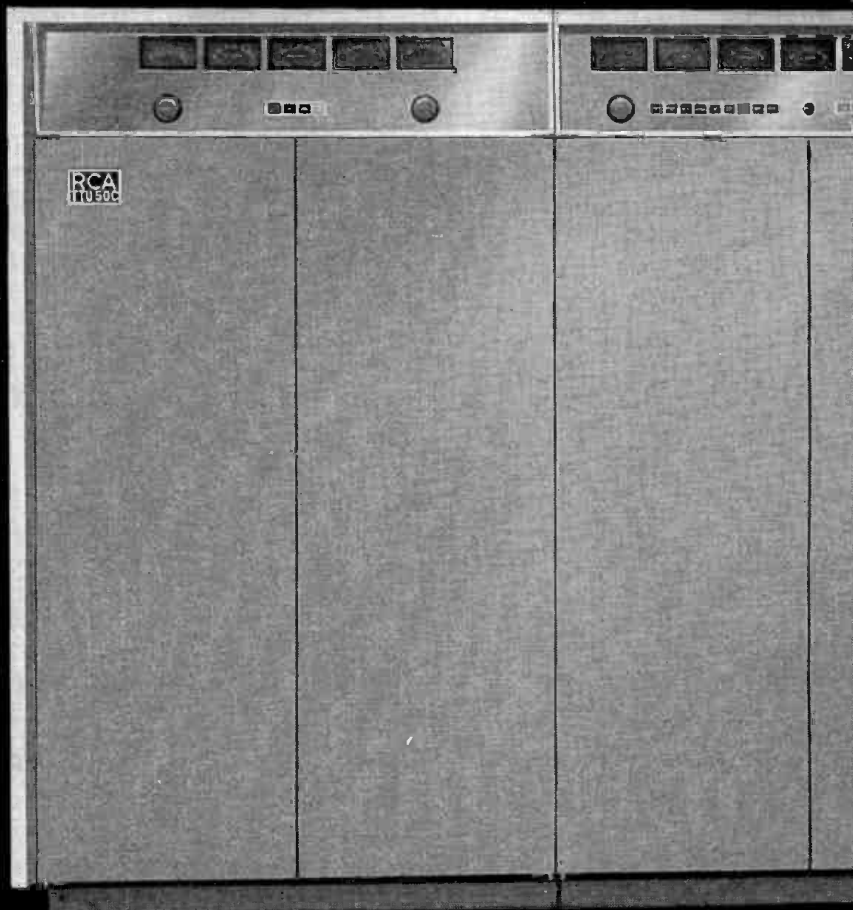
Time-Life Broadcast and our San Diego station KOGO-TV collaborated in the production of a half-hour color film on "The Birth of A University." It will be distributed by National Educational Television to its 100 affiliated stations.

Working with the skilled professionals at our other stations, Time-Life Broadcast plans to produce film reports on other U.S. institutions of higher education—important elements in the Knowledge Industry, a business of today and tomorrow in which our company plays an important role.

Who else but a group broadcaster?

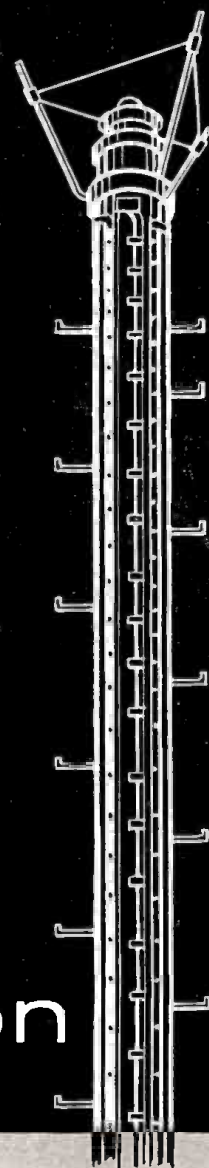
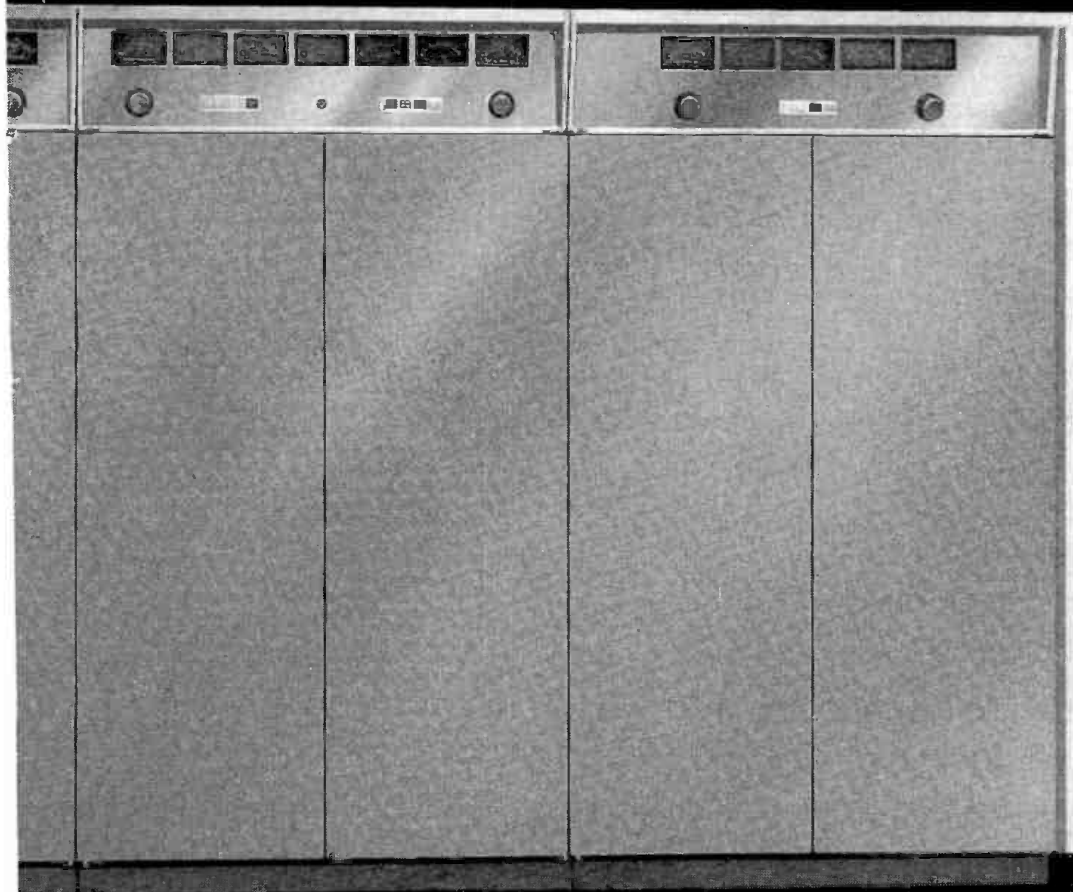


KERO-TV Bakersfield
KLZ-TV-AM/FM Denver
WOOD-TV-AM/FM Grand Rapids
WFBM-TV-AM/FM Indianapolis
KOGO-TV-AM/FM San Diego



Walk-in cabinetry is not only an important factor in the reduced size of the TTU-50C, but also of value in speeding maintenance and reducing expense.

for 2½ million watts ERP



More Reliable Operation

ANTENNA CHOICES

A choice of three antennas is offered...the TFU-46K, delivering a gain of 46 and up to 2½ million watts; the TFU-30J delivering a gain of 27 (vertical with 0.5 electrical beam tilt); the TFU-25G delivering a gain of 25.

*For more information, call your
RCA Broadcast Representative.
Or write to RCA Broadcast and
Television Equipment, Bldg. 15-5,
Camden, N.J.*

OTHER UHF TRANSMITTERS

Also in this new line are the 30KW (with integral cavity, vapor cooled klystrons), a completely air cooled 10 KW, and a 2 KW that is easily expanded to a 10 KW.



The Most Trusted Name in Electronics

FCC to war on misleading ID's

The goal: to stop community identifications literally within rules but which create erroneous impressions

The FCC intends to plug a loophole in its rule requiring broadcasters to identify properly their community of license. The loophole, the commission feels, permits broadcasters to obey the letter of the rule while ignoring its spirit.

The commission's intention was made known last week in the release of a decision in which McLendon Pacific Corp.'s KABL Oakland, Calif., was held to have "complied with the literal provisions" of the station identification rule. The finding was one factor in the commission's decision to reject a hearing examiner's recommendation that the station be fined \$10,000.

Chief Hearing Examiner James Cunningham in an initial decision last May held that the station was liable to the maximum fine as a result of alleged violations of the sponsorship identification and the station-identification rules (BROADCASTING, May 16).

The commission, however, levied only a \$2,000 fine in connection with the station's failure to identify U. S. Steel as the sponsor of 57 spots that ran in February 1965. The commission said the violation was clearly repeated but concluded that it resulted from

carelessness and, therefore, that no additional forfeiture was warranted for "willfulness." Commission rules refer to "willful or repeated" violations.

The commission vote was 6-to-0, with Chairman Rosel H. Hyde absent and Commissioner Kenneth A. Cox dissenting from that part of the decision dealing with the station-identification rule.

San Francisco Association — The charge that KABL violated the station-identification rule involved the station's practice of identifying itself with San Francisco. The commission noted that "in making the required station-identification," the station referred to itself as "in the air everywhere over San Francisco." In addition, the commission said, the station broadcast program-mettes and vignettes dealing principally with San Francisco.

"Unquestionably," the commission said, in an opinion signed by Commissioner Nicholas Johnson, "KABL was attempting to create the impression that KABL is a San Francisco rather than an Oakland station." But, the commission continued, "the fact remains that by announcing the station's call letters and the city in which it is licensed, KABL complied with the literal provisions of

the rule and nothing more was required."

The commission also conceded it was unable to make stick a charge that, by making announcements identifying the station with San Francisco, the station had violated the terms of its license requiring that it serve primarily Oakland. The commission said the notice of apparent liability didn't "support the charge with sufficient factual allegations."

But the commission made clear its intention to remedy what it considers the deficiencies in its station-identification rule. It said its concern over the practice followed by KABL is reflected in the fact that "we have under consideration amending the station-identification rule to prohibit a station permittee or licensee from engaging in this clearly undesirable practice."

Many metropolitan area stations which identify with the central city could be affected by the proposal. Some are said to use techniques similar to those KABL employed in identifying with San Francisco. It's understood the proposed rule—which would affect television as well as radio stations—has already been drafted by the commission staff.

Clears Way — With the KABL matter decided, the commission is expected to give the proposal prompt attention.

Release of the decision also clears the way for what is expected to be a similar finding in the case of KISN Vancouver, Wash. KISN faces an apparent liability of \$2,000 for allegedly violating the station-identification rule. However, officials say the facts in the KISN case are similar to those in the KABL proceeding.

The commission established precedent in both cases by giving the stations the opportunity to contest the notice of apparent liability in hearings (BROADCASTING, Oct. 4, 1965). Normally, stations are limited to written responses when notified of apparent liabilities. They do not get a hearing unless they choose to force the government to attempt to collect the fine in a federal court proceeding. KABL took advantage of the hearing offer. KISN, which is represented by the same Washington counsel, Marcus Cohn, turned it down. The case has been kept open pending a decision on KABL.

Commissioner Cox, in a separate statement, expressed the view KABL violated the spirit and purpose of the station-identification rule. "A passing reference" to the name of the assigned community which is submerged in references to another, usually larger community, "does not, in my opinion, constitute a station-identification within the contemplation of the rule," he said. He also said KABL's practices "undercut the commission policy of assigning AM stations on a basis of association with, and service of, their cities of assignment."



Competitor joins the celebration

Competition Puerto Rican style was observed when Screen Gem's WAPA-TV San Juan dedicated its new \$2.5-million facility this month. Seated (l to r) Jerry Hyams, president of Screen Gems Inc., owner of the channel 4 facility; Rafael Ruiz,

general manager of WKAQ-TV (ch. 2), owned by 'El Mundo,' Puerto Rico's leading newspaper, and Norman Louvac, president and general manager of WAPA-TV. WKAQ-TV will dedicate its own new multi-million-dollar plant next year.



holiday greetings from all of us to all of you



BROADCASTING

Earl Abrams
Rose Adragna
David Bailey
Dave Berlin
Tom Broadhead
Sherm Brodey
John Cheeseman
Larry Christopher
John Cosgrove
Joanne Gowan
Rufe Crater
William Criger
Carol Cunningham
Dave Cusick
George Dant
George Darlington
George dePue
Sara Deubner
Joe Esser
Rocco Famighetti
Bob Fennimore
Lucilla Fisher
Phil Fitzell
Fred Fitzgerald
Dave Fouquet

John Gardiner
Morris Gelman
Tom Giattina
David H. Glickman (ret.)
Sherry Gluck
Gladys Hall
Phyllis Halleran
Parlin Hargrave
Sid Hix
Ed James
Marilyn Johnson
Doris Kelly
Richard Kinsey
Art King
Martin Kuhn
Edith Liu
Maury Long
Eleanor Manning
Bob Malone
Bill Merritt
Warren Middleton
Irv Miller
Martin Mitchell
Roy Mitchell
Judy Ordovery
Bruce Robertson (ret.)

Sharan Rosenberg
Bob Sandor
Ed Sellers
Ruth Simms
Carol Smith
Harry Stevens
Larry Taishoff
Betty Taishoff
Sol Taishoff
Hy Tash
Eunice Weston
Len Zeidenberg

TELEVISION

Frank Chizzini
Dick Donnelly
Gene Feehan
Caroline Hansen
Mike Hornberger
Eileen Monroe
Ralph Tyler
Harriette Weinberg
Stan White

Broadcasting Publications INC.

FCC's Johnson calls for better regulation

Says government agencies should seize initiative to solve communication problems

FCC Commissioner Nicholas Johnson's long-smouldering concern over what he regards as lack of direction in government regulation of communications broke out into the open last week in a speech before the Federal Communications Bar Association.

The commissioner, who was making his first formal address since joining the commission in July, ticked off a list of new technological developments in communications, and asserted that "passive 19th century public-utility concepts" may not be sufficient to assure the "most efficient rate of introduction of the new technology."

Commissioner Johnson said cable television, computer communications systems, the home communications center, satellites and the laser beam raise a host of social, economic and political questions—but no one, he suggested, is facing up to them.

The commissioner, who had referred to his concern in earlier public statements, said "a vastly expanded and coordinated national effort at research and analysis of our communications system appears warranted." And the government, he said at another point, "has no coordinated administration of communications, and virtually no long-range planning efforts or research-and-development program whatsoever."

Principal Concern ■ His major concern is what he regards as the governmental practice of dealing with individual problems as they emerge. "We must forsake this comfort," he said. "Our core communications problem, and opportunity, derives from a burgeoning technology. In order most profitably to harness this technology, we must, in the initial stage, view its various ramifications as parts of a whole."

His remarks were generalized to include the government as a whole. But the FCC, charged with regulation of the nongovernment share of the spectrum, appeared to be the target of some criticism, implicit as well as explicit. The speech, in addition, added to the commissioner's developing image as a tough regulator—one who, among other things, doesn't shrink from examining broadcasters' programming to determine if they are serving the public interest.

The commissioner indicated he didn't

have much hope that the commission, under present conditions, could seize the initiative in dealing with the problems that concern him. With a \$17-million budget (less than 2/100ths of 1% of the federal budget), all but \$2 million of which is earmarked for salaries, he said, it's not surprising that "the agency's activities would be limited



FCC's Johnson

almost entirely to granting licenses and resolving disputes between private parties.

"But the result is that the FCC spends most of its time as little more than a 'Federal Broadcasting Commission,' dealing on an ad hoc basis" with the day-to-day problems of the nation's 7,000 broadcasters.

And he suggested the commission may not even be doing that job satisfactorily. He referred to an investment letter describing broadcasting as a promising field for investment, and said: "Perhaps the agency should take pride in the author's conclusion that 'the FCC has never imposed regulations which materially impaired management's ability . . . to maximize the station's profit . . . ' Perhaps not. For it just could be that those who believe 'what's good for

General Sarnoff is good for America' are, in fact, serving neither very well."

Larger Problems ■ In connection with some of the larger problems he sees, he said that "few workable solutions" have been offered to the question of electronic technology which threatens everyone's privacy, and that "present management of the scarce radio frequencies impedes police and fire protection, and robs us of millions of dollars in gross national product by denying expanded use of business radio."

In addition, he said, a time when the electorate is increasingly dependent on the integrity of television news, and when children spend more time with television than they do in school, little is known of the impact of broadcasting on society.

He appeared critical of the relatively small research capacity available to the government in telecommunications. Almost all social and technical research in the field is done outside government, he said, adding: "In view of government's rather clear and substantial public responsibility," one would think it could make an investment in research at least comparable to that of AT&T. That commission-regulated company last year had revenues of \$11 billion and a 15,000-man laboratory force, he said.

Among other research projects he suggested that efforts be made to establish standards of performance—and in the case of broadcasting, he said this should include programing. He acknowledged that regulation of program content runs head-on into constitutional limitations on censorship.

"But such limitations cannot totally frustrate the public's search for standards and the desire for information," he said, "for the programing product obviously lies at the heart of broadcasting's public accountability."

He raised a number of questions as to what the public might be informed of concerning broadcasters' performance. "What of stories that were not covered in news or documentaries, or were covered and killed? How about changes in entertainment programing—or even news—brought about by advertisers, or through other economic forces?"

For many reasons, he said, including the need to evaluate programing, a national library of tapes and films might be established. Perhaps, he added, more financial information on the costs and profits of individual programs might be necessary.

He suggested that a privately funded, independent group outside the FCC might analyse and report on this information once it is gathered.

Despite his apparent pessimism over the present state of communications regulation, he felt there was basis for hope that, out of necessity, things will



When to cover?

This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency

procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



improve. "Crises bring public awareness," he said, and 1967 "will be a year in which America will be forced to focus as never before on communications problems."

He expressed hope that talented people will be recruited and their efforts brought to bear on the critical issues that, he noted, include satellites, non-commercial broadcasting, cable television, use of reserved upper UHF TV channels, the AT&T rate investigation, congested mobile-radio frequencies and other technological innovations.

French bank asked for more particulars

The FCC is taking a close look at a French bank's proposal to acquire beneficial interest in 18% of Columbia Pictures stock and place it in trust (BROADCASTING, Dec. 12).

The commission last week sent the Banque de Paris et des Pays Bas a list of six questions in an apparent effort to determine whether the purchase would give it effective control of the corporation.

The bank, the largest nongovernment

bank in France, already owns 20% (394,082 shares). It would acquire an additional 340,000 shares from a group of dissident stockholders who had originally opposed Columbia's management and appeared bent on taking control of the corporation.

Commission concern stems from Columbia's control of six broadcast stations through a subsidiary, Screen Gems.

The bank in November acquired some 34% of Columbia's stock, through a tender offer of \$33 a share, but assigned 14% (290,000 shares) to two mutual funds, the Madison Fund and the Dreyfus Fund, to avoid conflict with a commission rule governing alien control of broadcast licensees.

Placed in Trust ■ The bank's plan to place the additional shares in trust with the U. S. Trust Co. is also designed to avoid that rule, which permits the commission to revoke or refuse to renew the license of a station controlled by a holding company 25% owned by aliens.

The commission, in its letter to the bank last week, asked whether it has any agreements concerning the holding or voting of Columbia stock with the Madison and Dreyfus funds, the dissident group, and/or the U. S. Trust Co. The Madison Fund now owns 100,000 shares, the Dreyfus Fund 190,000.

The commission also wants to know

the nature of the relationships between the French bank, the funds and the trust company, including whether the bank has participated with one or more of them in joint ventures over the past five years.

In other questions, the commission asks whether the bank represents anyone in its ownership of Columbia stock, why it wants to acquire shares to be held in trust, how and why it selected the Madison and Dreyfus funds as purchasers of a portion of the original stock it bought, and whether any officer, director or other official of the bank is an officer or director or stockholder of the mutual funds or U. S. Trust.

It's known there is at least one connection between the French bank and one of the other companies involved. Serge Varangot, an official (but neither an officer nor director) of the bank, is a member of the board of the Madison Fund.

Changing hands . . .

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

■ KVMN Oregon City, Ore.: Sold by Republic Broadcasting Inc. principally owned by John C. Hunter, Kenneth Palmer and associates, to J. Elroy McCaw for \$980,000. Mr. McCaw owns KXII Seattle and KTVW(TV) Tacoma, Wash. Messrs. Hunter, Palmer and group own KIMN Denver. KVMN operates on 1520 kc with 50 kw day, 10 kw night. Broker: Blackburn & Co.

■ WERT-AM-FM Van Wert, Ohio: Sold by Dale Wilson group to WERT Inc. for \$185,000. WERT Inc. is jointly owned by Raymond I. Kandel, owner of KYVA Gallup, N. M., and by Cote Inc. (J. L. Cote 3d and John J. Cote and families), which owns WOHT Bellefontaine, Ohio, KTUC and KFMM(FM), both Tucson, Ariz., and WKLC-AM-FM St. Albans, W. Va. WERT is 250-w daytimer on 1220 kc. Broker: R. C. Crisler Co.

■ WJRC Joliet, Ill.: Sold by Harold B. Rothrock, Ray F. Knochel, Dean G. Hill and John W. Evans to Mrs. Rose Morici, Anthony C. Morici, Marianne Aiassa and Carol McNamee for \$150,000. Mrs. Morici is one-third owner of WOKZ-AM-FM Alton, Ill. WJRC is a 500-w daytimer on 1510 kc. Broker: Hamilton-Landis & Associates.

■ KLOM Lompoc, Calif.: Sold by Lompoc Broadcasting Co. (Clifford A. Trotter, president) to Communication Corp. of America, whose principals are Mike and Sylvia Gold and David Jacob. The Golds own KLUC-AM-FM Las Vegas. Mr. Jacob, formerly station manager of KVEG Las Vegas, will oper-

Outstanding Values in Radio-TV Properties

MID-ATLANTIC \$175,000

A good daytime facility in a market of over one-half million. Has shown earnings in prior years, but presently suffering from absentee ownership and management problems. \$50,000 down and terms a buyer can live with.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
333-9270

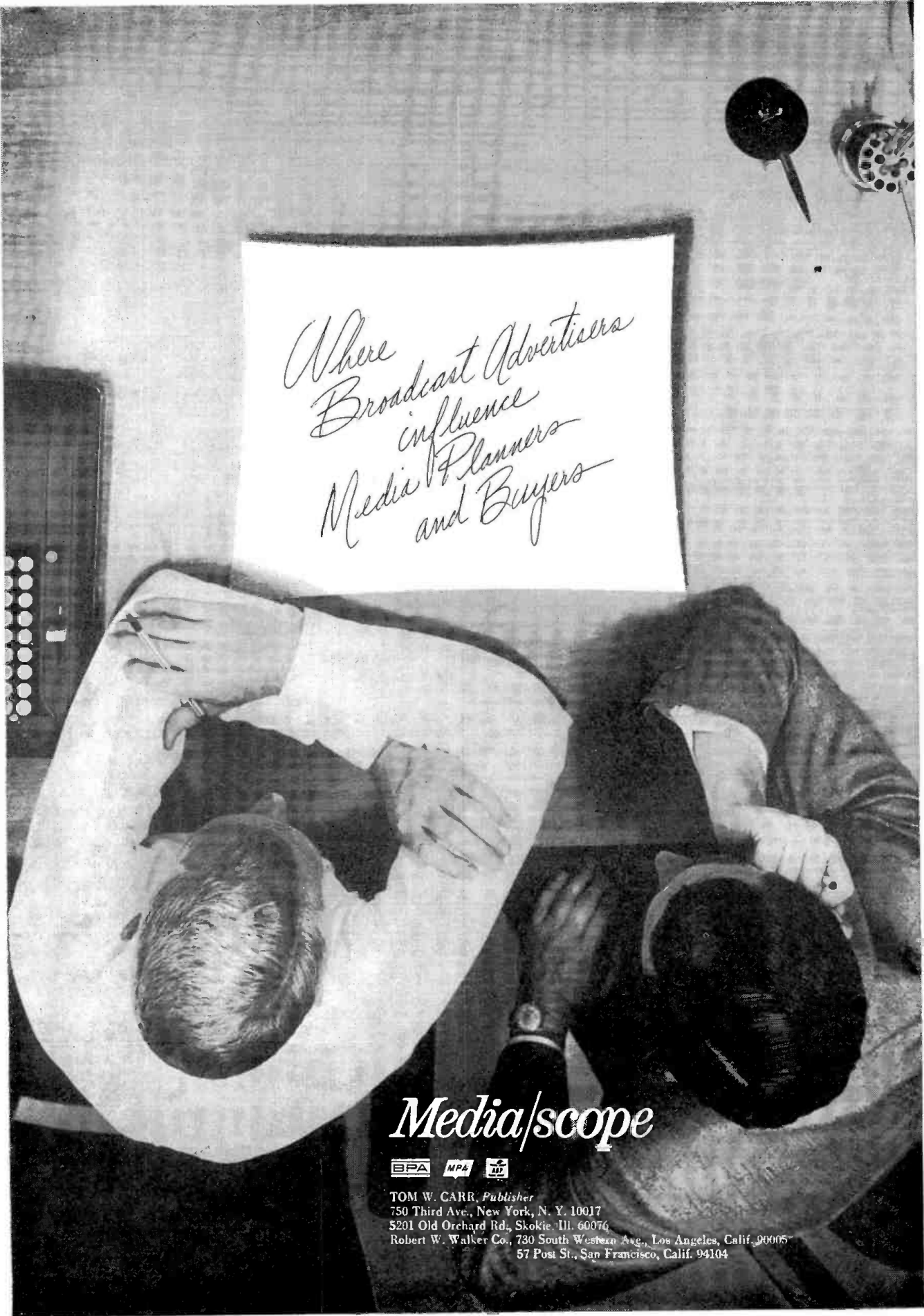
H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

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

BEVERLY HILLS

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



*Where
Broadcast Advertisers
influence
Media Planners
and Buyers*

Media/scope



TOM W. CARR, Publisher
750 Third Ave., New York, N. Y. 10017
5201 Old Orchard Rd., Skokie, Ill. 60076
Robert W. Walker Co., 730 South Western Ave., Los Angeles, Calif. 90005
57 Post St., San Francisco, Calif. 94104

Morse bearing down on merger

Senator cites old charges of ITT campaign activity, in letter to Chairman Hyde

Senator Wayne Morse (D-Ore.) last week revived a two-year-old charge against International Telephone & Telegraph Corp. officials in his continuing effort to head off an early FCC decision on the proposed merger of ITT and ABC.

The charge involves allegations that ITT officials were asked to make large campaign contributions in 1960 to President Johnson in his campaign for vice president, and that the officials were assured of reimbursement by the

company through their expense accounts.

The campaign contributions were allegedly turned over to Bobby Baker, then Senate Democratic aide, who is now under indictment as a result of investigations of his far-flung business interests.

Senator Morse said the allegations led to a Justice Department investigation of ITT officials for possible violations of the Corrupt Practices Act. However, indications last week were that the Justice Department inquiry ended without actions being taken.

Letter to Hyde ■ Senator Morse reported the allegations in a letter to FCC Chairman Rosel H. Hyde. The senator said he didn't know what the Justice Department's investigation revealed. But, he added, the commission should make "a full inquiry" before reaching a decision on whether to permit ITT "to assume control of a national company in the field of news collection and broadcast."

Chairman Hyde referred the letter to

the executive director's office in accordance with procedures for dealing with ex parte communications. A response had not yet gone out late last week, but it was assumed the reply would state merely that the letter had been received and would be given "appropriate" attention.

Senator Morse is one of a small group of senators who have urged the commission not to act on the proposed merger without a full-dress evidentiary hearing. Their principal concern is that ABC's news operations would be influenced by ITT's far-flung business interests.

Senator Morse said in his letter that he had seen "some documentary evidence" to support the charge against ITT officials that, he added, was made by an ITT official in a sworn affidavit.

Board Decision ■ That official, he added, also said that the "request for contributions was explained as a decision of the board of ITT 'that is very important to political protection and business development.'"

"The solicitation is alleged to have been made by Bill Marx, senior vice president, in October of 1960, for checks payable to the Texas Business and Professional Men's Committee for Johnson for Vice President, which were then handed to Bobby Baker."

The ITT official making the allegations, he added, submitted a sworn statement to the Senate Rules Committee and, subsequently, to the Justice Department.

The statement, however, was apparently not among the exhibits published by the committee on the Baker inquiry and was not available last week.

The senator refused to elaborate on the letter, but it was learned that the allegations were made by J. T. Naylor, former ITT vice president, during the Senate Rules Committee's investigation of Bobby Baker in 1964.

The Justice Department declined comment in line with its policy in such matters. However, it is understood that the department checked into the allegations but found nothing on which to base a case.

ITT officials also refused comment on the charges in the senator's letter. It's known, however, that under ITT Chairman and President Harold S. Geneen, the company follows a policy of urging executives and employees to participate in the civic and political life of their communities and the country.

Citizenship Kit ■ ITT in 1960 issued "good citizenship" kits which contained material urging employees to register and vote, and to participate in the campaigns that year. Two years ago, Mr. Geneen authored a memo urging executives and employees to take part in party work and to contribute to the

Open information, openly available

Ralph Nader, the young lawyer who set the automobile industry on its rear (tires) with his campaign for safer cars, has a new mission. Radio and TV are not directly involved, but as part of many a large corporate structure, they are encompassed.

He's interested in exploring what he calls the public responsibilities of large corporations, particularly those that have acquired smaller companies in the quasi public service fields—like educational devices and services, medical apparatus, public housing, and, yes, broadcasting (the ITT-ABC merger was his immediate response when asked for an example).

Mr. Nader's ideas will be expressed this week when he speaks to the National Press Club. He gave a tentative preview to BROADCASTING last week.

His theme: For more than a generation, some industries that started out as privately owned and managed have been regulated by the government for the benefit of their customers and the general public. He mentioned some of these—railroads, aviation, Wall Street, pharmaceuticals.

Today, however, huge corporations outside the regulatory reins have been diversifying into all sorts of areas once considered "public."

Should the government, therefore, not move in to establish standards, he asks.

Or, he adds, should not such acquisitions be prohibited by law, thus keeping alive the distinction between those companies engaged in "public interest" endeavors and those in unrestricted fields?

The dark, slender lawyer has a word for government supervision. It's accountability. Where a company moves into a field that touches on the public interest, then he's for "accountability," this is obvious although he attempts to disassociate himself by phrasing the thought in the form of a question.

His next question is: If corporations are going to be held accountable, how? One measure might be more public disclosure, he suggests. Not simply disclosure to a government agency, he adds, but to any member of the public who wants the information. Another approach might be the establishment of standards, similar to the government's move in the auto safety field.

He declined to amplify his thoughts any further, but a phrase made famous by Woodrow Wilson might be paraphrased as implicit in his attitude: Open information, openly available.

political party of their choice.

Last July, ITT conducted a seminar on politics for the heads of all domestic companies; its purpose, among other things, was to impress on the executives the importance of participating in elections as individuals. And shortly before last fall's campaign began, ITT issued another "good citizens" campaign memo.

Senator Morse's letter last week constituted his second request for an FCC investigation based on possible improprieties in connection with political campaign contributions. His first involved reports that eight members of the ITT-ABC team were either members of the President's Club, a select group made up of contributors of \$1,000 or more to the Democratic party, or close friends of President Johnson, (BROADCASTING, Nov. 28).

Meanwhile, the commission last week continued to mark time in its consideration of the proposed merger. Officials indicated they were still waiting to hear from the Justice Department's antitrust division, which two months ago asked the commission to defer action until a study of the antitrust aspects of the case could be completed. (BROADCASTING, Nov. 7.)

The commission hopes to hear this

week, since Donald F. Turner, head of the antitrust division, was due to return to the U.S. Monday from a week's trip abroad. However, there was no definite word on when department's comments will be filed.

V's, CATV's disagree on Westinghouse plan

Westinghouse Broadcasting Co.'s proposal that the FCC consolidate in a single hearing all CATV bids aimed at the same top-100 television market was given unanimous approval last week by VHF interests and unanimous disapproval by CATV owners.

Support for WBC's position came from Kansas State Network Inc. and Taft Broadcasting Co., both multiple VHF licensees. The proposal received strong criticism from Cosmos Cablevision Corp., Jerrold Corp., NewChannels Corp. and Cox Cablevision Corp., all multiple CATV owners.

Commission rules require CATV's to obtain FCC permission in a hearing before relaying signals beyond a station's grade B contour into any of the top-100 television markets. Westinghouse,

which, in addition to its television holdings, owns CATV systems in Georgia and Florida, has advocated that the commission establish a 30-day cut-off date for all CATV proposals aimed at a particular market and then hold a consolidated, market-wide hearing (BROADCASTING, Oct. 31). In effect WBC has asked the FCC to eliminate the present policy of designating all such proposals for individual hearings.

Broader Perspective ■ Kansas State last week argued that CATV's, considered individually, have a relatively slight impact on local broadcasting in the larger markets, but, taken collectively, their total impact can be great. "Since the impact of CATV on local broadcasting is cumulative, rather than discrete, a case-by-case approach is inappropriate," KSN said.

KSN and Taft could see no reason why the WBC proposal should be limited to the top-100 markets. In identical statements they argued that in smaller markets "the impact of CATV on local broadcasting is relatively greater and the burden of participating in a number of separate CATV hearings is relatively more difficult for small-market stations to bear."

The CATV operators criticized the WBC proposal as being nothing more than a request that the commission

Lassie, a Real Dog

(Some dog!)

- 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).

For top family entertainment
in your market ask for
"Timmy and Lassie"



Telesynd

375 Park Avenue • New York, N. Y. 10022
212 PLaza 2-3210



A family affair puts WAYS on the way up

A husband-and-wife team assumed ownership and management of WAYS Charlotte, N.C. 18 months ago when the independent station was grossing about \$10,000 a month and ranked at or near the bottom in ratings popularity in a nine-station market.

"Today WAYS grosses more than \$90,000 a month and has been the top station in 29 out of the 32 ratings reports issued by Pulse and Hooper in the past 18 months," Stanley Kaplan, president, reported in an interview in New York during a business visit to the station's national representative, Robert E. Eastman & Co.

Mr. Kaplan serves as president of the station and supervises sales activities. His wife, Harriet Atlass Kaplan, known as "Sis," is general manager and directs all other operations of the station. Mrs. Kaplan is a second-generation broadcaster; her father was the late H. Leslie (Les) Atlass, founder of WBBM Chicago and later a longtime CBS vice president.

How did WAYS leap from the bottom to the top of the Charlotte market after a few months of operations? Mr. Kaplan cited these moves: the hiring of top personalities from major markets ("popular music is popular music no matter where it's played, but what happens between

the records is important"); the development of a top-notch news staff that accented local coverage ("we couldn't compete with the network affiliates and didn't try, but we could scoop them in local news, and we have"); an aggressive audience- and sales-promotion effort that ham-



Harriet (Sis) Kaplan seems pleased at the progress of the sales graph of WAYS Charlotte, N.C., while husband Stan Kaplan, president, points out the details to the station's general manager.

mered home to listeners that there was a "Big WAYS" in Charlotte, and the recruitment of an experienced sales staff that has grown to eight men, claimed by Mr. Kaplan to be the largest of any station in the area.

The first year of WAYS operations under the Kaplan stewardship, ended last June, was marked by sales of slightly less than \$600,000 as compared with about \$120,000 in the previous year. Mr. Kaplan projects that the second year will result in sales of almost \$1 million. Approximately 45% of the station's business is national and 55% local.

"Sis and I are planning ahead," Mr. Kaplan observed. "We are looking forward to buying a second station in a market larger than Charlotte. We have assembled an excellent team that can run WAYS while we concentrate on building another outlet."

Mr. Kaplan is a former instructor in English at New York University, who turned to broadcasting 14 years ago. He has been vice president in charge of sales for the Balaban stations; executive vice president of WMEX Boston and president of Mars Broadcasting Co. Mrs. Kaplan has worked in various production capacities for WBBM-AM-TV and as an independent producer.

freeze CATV operations in the top-100 markets. Cox Cablevision stated WBC had urged the FCC to adopt a policy of "frustration and obstruction" that was contrary to the intent of existing CATV rules.

The CATV interests were also unanimous in their belief that the WBC procedure would not fairly and adequately protect their rights. They contended that it was "totally unrealistic to require a CATV operator, who is anticipating development of an operational system to make within 30 days numerous important decisions involving many substantial factors, including financial, engineering, civic and other contractual arrangements."

Charge for originations? CATV won't say 'never'

An official of Trans-Video Corp., operator of two San Diego market CATV's, last week declined to say that his systems would "never" levy special

charges for CATV-originated programs.

The response came from Henry Robert Goldstein, vice president of Trans-Video, to a question posed by an FCC attorney during a commission hearing last week on the company's plans to extend its CATV operations into an area served by KFMB-TV San Diego.

Mr. Goldstein also testified that his company has no current plans for charging advertisers or subscribers for special programming. Trans-Video's CATV's, both located in El Cajon, a San Diego suburb, plan to use local programs as a supplement to relayed programming.

The commission ordered the hearing on a petition for relief filed by KFMB-TV in connection with the four San Diego market CATV's that are importing signals from Los Angeles (CLOSED CIRCUIT, July 18). Three of the four CATV's involved in the proceeding have been ordered by the commission to curb expansion of their operations pending the conclusion of the hearing.

Mr. Goldstein also said that residents of low-income areas are more likely to be CATV subscribers than are persons

living in more expensive homes. In answer to a KFMB-TV official's question as to why Trans-Video wanted to expand into low-income areas, Mr. Goldstein said: "It just so happens that our best customers are people who are not in the higher-income brackets."

Ashley Famous replaces Morris Agency at ON

For the Overmyer Network, a little more than four months off from the announced start of its two-hour a night Las Vegas variety show, last week was a busy week of change.

ON has effected an agreement with Ashley Famous Agency Inc., Hollywood and New York, as the new packager of its Las Vegas show. AFA replaces the William Morris Agency that has resigned as packager because of a conflict. William Morris represents Joey Bishop who is to star in a late-night variety show on ABC-TV.

In another development, it appeared

that the Overmyer Communications Co., New York, multiple UHF station owner, would come closer to the network operation under the aegis of ON President Oliver Treyz.

Mr. Treyz last week announced the resignation of Robert L. Bryan, who was president of OCC, and the shift of responsibility for "many of the areas previously managed by Mr. Bryan" to Arthur M. Dorfner, who has been placed in a newly created post of executive vice president at OCC. Mr. Dorfner had served as vice president-finance at OCC since 1965 after 15-year association with ABC in New York as business manager for WABC-TV with responsibilities on general business, financial and administrative matters.

Security is a TV schedule

CBS-TV's Reynolds gives
glowing report on
medium and its audience

A continuing seller's market for television broadcasters, a strong trend toward realism for television programming and growing maturity for television audiences were foreseen last week by John T. Reynolds a few days before resigning as president of the CBS-TV network to join Paramount Pictures (see page 42).

Speaking at a Westinghouse Broadcasting Co. management meeting at Fort Lauderdale, Fla., Mr. Reynolds said television "is the most powerful sales tool available to advertisers" and thus "in a sense [is] depression-proof." "The worse things get, the more they need it," he said. "Or, to put it another way, advertisers can't afford not to be in television—particularly when times are tough. . . . Thus, regardless of the state of the economy, I believe that for the foreseeable future television can look forward to a seller's market."

The same sort of need for broadcast advertising, he recalled, "was responsible for radio's continuing growth during the Great Depression of the early thirties." For television he foresaw "continuing and increasing prosperity." He recognized that television has problems and listed skyrocketing program and talent costs as "foremost." "Our greatest economic challenge, therefore, is to make sure that the advertiser pays full price for value received," he asserted.

New Era in Programs ■ Mr. Reynolds saw a "growing disenchantment" with "far-out" fantasy programming of the sort "that started with *Topper* and may

have reached its end with *Batman*."

He said CBS-TV had "just bet \$9 million" that there is a strong audience trend toward "realism," which he defined as "programs that reflect contemporary attitudes in contemporary terms" and involved "credible people in plausible situations," not necessarily "downbeat" or "problem" situations. "This is the amount we have laid on the line for program development for the next season—for the 20 pilots we have in various stages of production," he explained.

Mr. Reynolds interpreted "this trend toward realism" as "a clear indication of the growing maturity of the tele-

vision audience" that is also contributing to a revival of meaningful drama and an increase in all types of specials.

"I think it is significant," he said, "that tonight 50 million people—or one out of every four citizens—will watch Walter Cronkite, Huntley-Brinkley or Peter Jennings. This represents a greater circulation than all the daily newspapers in the country combined."

He predicted that "in the long term, as education becomes more widespread and the public becomes increasingly sophisticated, we can look forward to even greater audiences for still more information broadcasts. . . ."

NOW IS THE TIME TO BUY

Miratel

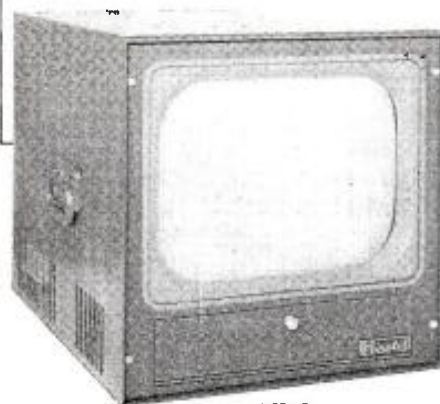
TRANSISTORIZED
MONITORS

DATED: DEC. 15, 1966

\$125⁰⁰

TRADE IN...FOR ANY OLD
TUBE TYPE VIDEO MONITORS
ON THE NEW PROFESSIONAL
"TPB-SERIES" MONITORS

One used tube-type set for one new monitor



MODELS
TPB14M and TPB17M



MODEL
TPB8M

DELIVERY FROM STOCK

MIRATEL ELECTRONICS

- First with solid state monitors
- First with large screen solid state monitors—14", 17", 23", 27"
- First with both professional and general purpose solid state transistor monitors
- More transistor monitors in use than all other monitor manufacturers

HURRY! OFFER GOOD FOR 90 DAYS! WRITE OR CALL COLLECT FOR DETAILS!

Miratel

3624 RICHARDSON STREET
NEW BRIGHTON
ST. PAUL, MINNESOTA 55112
(612) 633-1742



Color from B&W film? ABC, Tech Ops join to pursue process

ABC disclosed last week that it intends to take a hand in the development of a new photographic color process that the company believes has a great deal of potential for the film industry—and for television and the motion picture businesses in particular.

The potential in the process was noted by ABC Vice President Frank Marx, who would serve as president of a new development company formed by ABC and Technical Operations Inc., Burlington, Mass.

Leonard H. Goldenson, president of ABC, and Dr. Marvin G. Schorr, president of Technical Operations, stated their intent to form an equally owned company for the express purpose of exploring the commercial possibilities of the new process.

The process under development uses advanced optical techniques to take full-color pictures on a specially treated black-and-white film that is processed by conventional methods into monochrome pictures. When the

film is projected, color is recreated by the newly developed system that filters the color back into the picture.

The technique also automatically keeps color images in registration and is capable of adjusting color balance, it was reported.

Demonstrations have been held in the laboratory, but Mr. Marx said last week that in a "relatively short time," perhaps within two or three months, public demonstrations would be held of its TV use (via closed-circuit facilities). He indicated that the future possibility of TV application was the reason for ABC's interest in the formation of a new company to develop the process.

Correct Later ■ Mr. Marx said the technique was "potentially superior to the dye process" conventionally used in color film processing. In television the new process would open the way for filmmakers to shoot color scenes on black-and-white film without concern for color correction. In color filming now, it is often

difficult to correct the color once a scene has been shot. In essence, he said, the new technique involves "treatment of the black-and-white film before it is used in the camera and a filter at the projector."

It was indicated that the process could be applied to almost every photographic situation, including home cameras and film projectors.

Mr. Marx said that the process emerged from research done about a year or 18 months ago "but in a different field." He said its potential for motion pictures and television was not realized at that time.

The ABC announcement said that in the process the system records color as "overlapping images on black and white film." It said patents for the optical system have been applied for.

Technical Operations is a manufacturing, research and development firm that specializes in photographic techniques and computer programming.

New satellite beams color transmissions

A government-sponsored, synchronous satellite that was headed for its planned position above the equator and over the Pacific Ocean, showed off its bag of tricks, including color TV transmission, last week, all quite success-

fully.

The satellite is ATS-1, launched by the National Aeronautics and Space Administration on Dec. 6 (BROADCASTING, Dec. 5). "ATS" stands for Applied Technology Satellite.

The live, color-television transmissions originated at NASA's Goldstone, Calif., tracking station. The program consisted of a briefing there, transmitted to the satellite over the Pacific and re-

layed back to the NASA ground station at Rosman, N. C. The satellite's signals were also received in Australia. The color picture was called "clear and true."

Also received from ATS-1 were pictures of cloud formations over the earth.

One of the more significant ATS-1 experiments involved the use of the satellite to communicate, using VHF frequencies, with planes in flight. In a demonstration last week, NASA communicated via the satellite with airborne planes over the U. S., over the Pacific near San Francisco, and over the North Pacific near the Aleutian Islands.

NASA has four more ATS satellites to launch, with three of them to be placed in synchronous orbit and one at an altitude of 65,000 miles. The high-altitude satellite will be launched next year; the others in 1968 or 1969.

Color set sales running 70% above '65

Color television, FM and home radios showed gains for the first 10 months of the year, according to the Electronic Industries Association, with black-and-white TV and auto radios slipping.

Distributor sales of color TV moved a healthy 70% above the

same period in 1965, while FM radio sales showed an increase of 31.4%, and home radios inched up by 6.3%.

Cumulative figures for distributor sales for the January-October months of this year, as released by EIA's Marketing Services Division last week:

Period	Television			
	Total	Color	Monochrome	
Jan.-Oct. 1966	9,467,903	3,585,999	5,881,904	
Jan.-Oct. 1965	8,600,299	2,107,838	6,492,461	
	Radio			
	Home	(with FM)	Auto	
Jan.-Oct. 1966	10,940,874	2,966,388	7,607,462	
Jan.-Oct. 1965	10,289,387	2,258,013	8,278,037	

Computers aid in design of electronic circuits

The old breadboard is no longer a vital tool for helping to develop new electronic products. It too has been replaced by the computer.

ITT Research Institute, Chicago, announced last week that its computer

15 Years Old and Still Ahead of the Times!

 It may not look revolutionary today, but fifteen years ago the E-V 655 shown here was unique. Then it was the only truly omnidirectional dynamic microphone on the market. And it offered ruler-flat response from 40 to 20,000 cps, plus plenty of output for critical broadcast applications.

Even today, those specs are first rate. Many of the early 655's are still proving that in dependable daily service. But during the years, E-V has continued to refine and improve so that today's Model 655C can set even better records for performance and service.

Having proved the point, the 655 inspired a complete series of Electro-Voice omnidirectional microphones that serves every need over a wide price range. The full benefit of our fifteen years of design leadership is lavished on even the most modest model in the line.

For instance, every slim E-V dynamic microphone uses the famed Acoustalloy® diaphragm. This E-V exclusive insures more uniform response while withstanding the effects of high humidity, temperature, corrosion and shock. It makes E-V omnidirectional microphones almost indestructible.

You'll learn the real value of engineering leadership when you put any of these slim E-V dynamics to work in the field. You can do it with the extra assurance of a *lifetime* guarantee against defects in materials or workmanship. See them now at your franchised E-V microphone headquarters, or write for complete catalog today.



Normal trade discounts apply to list prices shown.

ELECTRO-VOICE, INC.

Dept. 1262BR, 660 Cecil St. Buchanan, Michigan 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND

sciences division is undertaking a full-year program to assist industry in adopting computer-aided design of such products, including radio-TV sets and other consumer or broadcast gear.

Chief use of the computer is in circuit design and testing. A new design, for example, can be run through the computer and all of the variable elements or "performance parameters" of each circuit element can be checked, a task sometimes not always practical even in the laboratory.

Plea to move tower site slated for FCC hearing

The FCC last week designated for hearing the application filed by WLCY-TV (ch. 10) Largo, Fla., to move its tower site and increase its antenna height.

The station, which wants to make the proposed changes to provide better coverage of Tampa-St. Petersburg, Fla., claims it has never been able to fulfill the goal of its allocation because its antenna is not high enough and its tower site is too far from the assigned population center.

The commission also announced that the hearing would include the following participants: the Association of Maximum Service Telecasters; WSUN-TV (ch. 38) St. Petersburg; WLBW-TV (ch. 10) Miami; Hubbard Broadcasting Inc., permittee of channel 44 in St. Petersburg, and Sarasota-Bradenton Florida Tele-

vision Co., applicant for channel 40 in Sarasota, Fla.

WLCY-TV has requested a waiver of the commission's mileage separation requirements since its proposed move would place it about 40 miles short of the minimum co-channel separation re-

Low-cost VTR's find wide market in CCTV

Now some 10 years after their introduction, video tape recorders are finally winning widespread nonbroadcast acceptance, a recent survey by Ampex Corp. claims. Prior to 1965, it's estimated that Ampex and all other video tape machine manufacturers sold some 2,000 recorders. In the last year, thanks mainly to the development of newer and lower-priced equipment, more than 5,000 video tape recorders have been sold.

The Ampex survey found that "through technological evolution," almost everything about video tape recorders—including price, size and complexity of operation—have been reduced and simplified to a point where many people outside of the broadcast field have found it feasible to use such equipment. The Redwood City, Calif., equipment maker says that video tape recorders became practical "for thousands of new users and applications" about a year ago

when manufacturers introduced recorders for closed circuit applications in the \$1,000 to \$3,500 price range. (Broadcast machines, by way of comparison, range in price from \$50,000 to more than \$100,000.)

According to Ampex, business, education, industry, training, medicine, sports, the military and performing arts are all finding new uses for video tape recording. Investigating VTR's variety of applications, Ampex found that education is currently the largest user of nonbroadcast, closed circuit, video tape recording. In one of the more interesting applications of VTR uncovered by Ampex, weekend golfers take a second look at their strokes moments after driving off the tee at Arnold Palmer's golf schools across the nation. The golfer's swing is recorded on video tape and played back immediately for analysis by golfer and instructor.

quirements in relation to WLBW-TV Miami. The station's transmitter is currently located approximately 40 miles northwest of Tampa-St. Petersburg. The move would enable WLCY-TV to place a city-grade signal over the Tampa-St. Petersburg market.

PROGRAMMING

Super Bowl brim full of firsts

CBS and NBC will provide dual TV coverage of first meeting; will pay \$2.5 million each for exclusives

The newest idea in pro football—Super Bowl—has fast become super big in television.

Last week the National and American Football Leagues packaged a \$9.5 million, four-game Super Bowl contract (1967-70) with CBS-TV and NBC-TV, and Christmas-wrapped it with the following superlatives:

- First dual TV network coverage of a single sports event: simulcast in color by CBS and NBC of the first Super Bowl on Jan. 15, 1967, costing each network \$1 million for rights.

- Highest TV rights ever paid by a network for a single sports event: CBS pays \$2.5 million each year for exclusive coverage rights in 1968 and 1970

(option), and NBC pays \$2.5 million for exclusivity of the 1969 Super Bowl.

- Largest anticipated cumulative TV viewership for a single sports event: expected to far exceed 50 million viewers, matching or bettering the record 53,280,000 total audience (approximate) set for World Series baseball game between New York Yankees and Los Angeles Dodgers on Sunday, Oct. 6, 1963.

- First meeting of champions of the NFL with champions of the AFL.

- Common date for the AFL and NFL championship games, each scheduled at a different time to avoid overlap.

The four-year contract was an-

nounced jointly last Wednesday (Dec. 14) by Pete Rozelle, commissioner of the AFL-NFL; Carl Lindemann Jr., vice president of NBC Sports; and William C. MacPhail, vice president of CBS Sports.

TV arrangements for the first Super Bowl, to be staged in Los Angeles on Jan. 15, 1967 (4 p.m. EST) call for CBS to produce the game with NBC taking a video feed but providing its own announcers, who will be Curt Gowdy and Paul Christman. CBS has not named its announcers.

CBS plans to sell 18 minutes to sponsors at \$85,000 per minute. As of last Thursday CBS was negotiating with advertisers now committed to its NFL regular and post-season contests and reportedly had signed at least one, Philip Morris through Leo Burnett Co., for two minutes. CBS expects to feed the game to some 250 TV stations.

NBC, which carries the AFL games, said it would peg its Super Bowl prices at \$75,000 a minute. It had lined up over 200 stations for the event.

CBS-Radio, which is also in the NFL-AFL deal, will broadcast the Jan.

ate KLOM. Purchase price was \$85,000, which includes a construction permit for an FM affiliate. The four-year-old, 1-kw station operates daytime only on 1330 kc. Broker: Wilt Gunzendorfer & Assoc.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 73).*

■ **WNAM** Neenah-Mensasha, Wis.: Sold by James A. McKenna Jr. and Don Wirth to Miles Kimball Co. for \$1,060,000. Mr. McKenna, who owns 90% of station is a Washington attorney; Mr. Wirth manages station. Buyer is mail order house in Oshkosh, Wis., where it also owns WMKC-FM. WNAM is on 1280 kc with 5 kw days, 1 kw nights.

Hubbard gets UHF permit

A 42-year broadcasting veteran, Stanley E. Hubbard, last week got his first UHF grant. Hubbard Broadcasting Inc., of which Mr. Hubbard owns 61.79%, was granted a construction permit for channel 44 in St. Petersburg, Fla. The CP is for 802 kw visual, 160 kw aural, with an antenna 1,460 feet above average terrain. Hubbard Broadcasting also owns KSTP-AM-FM-TV St. Paul-Minneapolis; KOB-AM-FM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla. In 1924, Mr. Hubbard put then WAMP Minneapolis-St. Paul on the air. It became KSTP in 1927.

Topeka UHF sets target date

A new UHF in Topeka, Kan., which will request the call letters KSTB-TV, expects to go on the air in full color Aug. 2, 1967. The channel-27 station was granted by the FCC on Oct. 12, 1966, to Highwood Service Inc. According to Alan Bennett, vice president and general manager, affiliation will be sought with either CBS or NBC. Technical facilities include a 2,031-foot tower.

Cost of campaigning

Milton J. Shapp, founder of CATV and electronics firm, Jerrold Corp., last month reported he spent more than \$3.8 million in an unsuccessful race for governor of Pennsylvania. Mr. Shapp, who had already said he spent \$1.4 million in the Democratic primary, reported expenses during the general campaign of \$2.4 million. A significant part of total expenses was thought to have come out of his own pocket. He also disclosed he had about 1,000 contributors and that he still owes over \$1.2 million borrowed from the bank.

Improvement groups plan national meet

The outlook for a 1967 national congress of groups interested in the "rights and responsibilities of the public in commercial broadcasting" is bright. The only unsettled question is where and when.

The 21 organizations (representing labor, education, business, religious and government groups) that participated in a preliminary organizational meeting in Washington earlier this month (BROADCASTING, Dec. 5) have indicated an interest in creating a congress. But it may take until February before a formal association is created, the date and location set.

Frank Orme, executive vice president of the National Association for Better Broadcasting, one of the originators of the congress plan, said the 21 groups "kind of put a curb on me on what they wanted me to talk about" regarding the congress.

James V. Bennett, president of NABB, was elected chairman of the congress's organization committee, and Mr. Orme was elected executive secretary.

Mr. Orme said the congress "is an operating entity now and it will proceed." He said there has been "no antagonism from anyone in the [broadcasting] industry, and there is no antagonism from anyone in this group toward anyone in the industry. This is the nice thing about this. It's going to work on a high level of cooperation and I'm sure there will be many other organizations that will come in."

In his "tentative outline" for the congress, Mr. Orme saw it as examining and defining "the unfulfilled needs of the public" in commercial broadcasting and in formulating and activating "specific projects designed to accomplish changes that are necessary to the public interest."

The outline said the need for the congress is "self-apparent" since "the failures (in a number of respects) of commercial broadcasters to provide a service compatible with public interests are widely known and generally recognized by mass-communications scholars and by most leaders in education, religion, mental and physical health, law and juvenile welfare."

Additionally, the congress "will generate a united influence that will affect the policies and actions of Congress, congressional agencies and the broadcasting industry."

EXCLUSIVE BROADCAST PROPERTIES!

GULF —Major market fulltime AM-FM combination. Grossed **COAST** \$191,000 last fiscal year and is running at the rate of \$18,000 per month this year. Valuable real estate. Priced at \$400,000 with terms open to negotiation with financially responsible buyer, otherwise cash.

Contact—DeWitt "Judge" Landis in our Dallas office.

ROCKY —Daytimer with excellent power serving a solidly **MOUNTAIN** established major market. Grossing \$150,000 **STATE** annually but capable of doing much better. Good real estate included. Total price of \$315,000 with 29% down.

Contact—John F. Hardesty in our San Francisco office.

Flornilton-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C.
1737 DeSales St., N.W.
393-3456

CHICAGO
Tribune Tower
337-2754

DALLAS
1511 Bryan St.
748-0345

SAN FRANCISCO
111 Sutter St.
392-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

WBC sets new management

Larry Israel to head station unit on same level as other Westinghouse Broadcasting subsidiaries

Formation on a new management unit within Westinghouse Broadcasting Co., to be known as the Westinghouse Broadcasting Station Group and to be headed by Larry H. Israel as president and chief operating officer, is being announced today (Dec. 19) by WBC President and Chairman Donald H. McGannon.

Joel Chaseman, general manager of Westinghouse's WINS New York, was named vice president for radio within the new group, and James E. Allen, WBC sales vice president, was named

problems and challenges of the future."

Mr. Israel will report to Mr. McGannon, as will WBC Productions and Program Sales, the subsidiaries that produce and syndicate the *Merv Griffin* and *Mike Douglas* shows; Feature Film Productions; Television Advertising Associates and Radio Advertising Representatives, the station-representation firms owned by Westinghouse, and the company's CATV operations.

Officials said it was not likely that a successor would be designated to take over Mr. Israel's post of WBC execu-

to all-news operation.

Mr. Allen joined WBC as advertising and sales promotion manager of its WBZ-TV Boston in 1956, became general manager of the station in 1959 and executive vice president of WBC Productions in 1964, and has been sales vice president for the company since March 1965.

Other Westinghouse stations are WBZ Boston, KYW-AM-TV Philadelphia, KDKA-AM-TV Pittsburgh, wowo Fort Wayne, Ind., WIND Chicago and KPIX(TV) San Francisco.

Court upholds FCC on its 10% rule

A federal court in Washington has upheld the FCC's denial of a request by daytimer WCHA Chambersburg, Pa., to increase its power to 5 kw, and at the same time gave the commission a boost in its handling of the technically complex 10% rule.

The court said that since no arbitrary action was involved and no violation of procedures shown, it would "not substitute our judgment for that of the body to whose expertise Congress has confided the decisional process."

WCHA had claimed it was discriminated against by the FCC decision because the commission had granted a change from daytime only to fulltime to WCBG Chambersburg. The court held that the WCBG approval was in accord with FCC rules in that a first local nighttime service was to be provided to the community. This was found not true in the WCHA proposal.

The FCC's 10% rule provides that the commission will deny an application where 10% or more of the population proposed to be added to the audience of the station increasing its power or changing its facilities receives interference from other stations.

The decision was written by Circuit Judge John A. Danaher, with Judges Henry W. Edgerton and Harold Leventhal concurring.

Media reports . . .

Movin' ■ Headquarters of Swanco Broadcasting Inc. have been moved from Omaha to Tulsa, Okla., and offices will be at KRMG studios in the Liberty Towers Building, 1502 South Boulder. The announcement was made by newly elected President K. R. Greenwood. Swanco comprises KRMG-AM-FM Tulsa, Okla., KLEO Wichita, Kan. and KQEO Albuquerque, N. M., plus a recently acquired CATV system in Sebring-Avon Park, Fla.

CBS in Boston ■ Offices of WEEI Boston and of CBS Radio there have moved to new quarters at 4450 Prudential Tower. Phone: 262-5900.



Mr. Israel



Mr. Chaseman



Mr. Allen

vice president for television. Both will report to Mr. Israel, who has been executive vice president of WBC.

Mr. McGannon said the changes were "dictated not only by the prospective acquisition of KFWB but also by the ever-enlarging and demanding nature of broadcasting in the late sixties."

The reference to KFWB related to FCC approval of WBC's \$9.1-million acquisition of the Los Angeles radio station (BROADCASTING, Dec. 12).

Meets a Need ■ He said that "the pressures for expanded program production and its accompanying investment as well as the need to meet the public responsibility in news and public service" made it necessary "to update our operations to handle these vital areas more effectively."

The new structure, he said, achieves "an optimum concentration of expertise and management experience on the

tive vice president or to replace Mr. Allen as sales vice president for the group. A successor to Mr. Chaseman as general manager of WINS is expected to be designated shortly.

Background ■ Mr. Israel became executive vice president for the company's station operations in July 1963 and added similar responsibilities for staff operations a year later. He joined WBC in 1957 as general manager of WJZ-TV Baltimore, was later designated to direct the formation of TVAR and became president of the TV-station sales arm.

Mr. Chaseman also joined WBC in 1957 by way of WJZ-TV, which he served as program manager. He later became national radio program manager for the company, vice president and general manager of WBC productions and, in 1964, general manager of WINS, which he guided through its transition

What do they do if they ain't got rhythm?



Sure Negroes can get into broadcasting.

As long as they're Sammy Davis Jr. or Ella Fitzgerald they'll have no trouble at all.

But what if they're Sammy Brown? Or Ella Jones? And they don't sing. Or dance. Or blow a mean horn?

What if they're just average guys who want a chance to make it in broadcasting?

Well, let's face it.

That used to be a story of an entirely different color.

That's why ABC, CBS, NBC and Group W, in conjunction with the National Urban League, got together and decided to sponsor the Broadcast Skills Bank.

The purpose of the Broadcast Skills Bank is to help people who have what it takes, get into broadcasting.

Here's how it works:

Participating employers furnish the Bank with up-to-date information on full-time job openings, part-time jobs, on-the-job training, and scholarships.

The Broadcast Skills Bank passes this information on to qualified applicants.

But we're not performing this service out of the goodness of our hearts. It's a very sound investment.

It provides anyone who subscribes with an efficient, nation-wide inventory of job applicants. It recruits fresh talent. And it saves time, money and headaches.

Isn't it about time you put the Broadcast Skills Bank to work?

Broadcast Skills Bank

Contact your nearest Urban League office.

15 game to some 250 stations, including affiliates in Alaska, Hawaii and the Virgin Islands. It also plans to allow coverage by Armed Forces Radio Service. Radio sponsors will be charged \$1,500 per minute, according to the network.

(NBC Radio also has rights to the game, but last Thursday had not decided whether to broadcast.)

Concessions ■ The "reduced" price of \$2 million for the first Super Bowl (Jan. 15) represents one concession allowed by Mr. Rozelle and has six TV committee members. Negotiations had been underway since June when the leagues announced their merger plans for 1970.

Late reports had indicated that although CBS wanted exclusive rights, the first Super Bowl would be on a forced-sharing basis and carry with it certain schedule adjustments (CLOSED CIRCUIT, Dec. 12).

Another concession by the leagues gave CBS choice of the 1968 bowl and an option to the 1970 clash—just before the two leagues finally effect merger. NBC has exclusive rights only to the 1969 Super Bowl.

The present CBS contract with the NFL runs through 1967 with an option on the 1968 season. Since CBS has rights to the 1970 bowl, indications are that it will pick up the 1969 NFL season. NBC's five-year contract with the AFL continues through 1969.

A CBS spokesman indicated that the AFL will add another franchise (worth \$7.5 million) to its league in 1967, and that two more franchises will join the merged leagues in 1970. This will give the AFL-NFL 28 teams. (The AFL now has nine, the NFL has 16).

The spokesman said this was too much for a single network to cover. He believed the National and American Leagues would divide into 14 teams apiece and offer separate packages to TV networks, and, like baseball, play a sort of World Series at the end of each season.

Adjustments ■ The first Super Bowl game on Jan. 15 also resulted in changing dates of some previously scheduled post-season network games. CBS will carry the NFL Pro Bowl game Jan. 22, and NBC will carry its AFL All-Star game on Jan. 21. NBC also has the AFL championship, rescheduled from Dec. 26, 1966 to Jan. 1—the day CBS covers its NFL championship game. NBC will begin telecasting at 1 p.m. EST and CBS will pick up its game at 4 p.m. EST.

Mr. MacPhail indicated last week that exclusivity of Super Bowl games was a prime target of CBS, which has carried NFL regular season games since 1961, and began televising NFL championship games in 1964. The NFL championship game cost the network



Commissioner Rozelle
Quarterbacks another TV success

\$2 million—the previous highest rights fee paid for a single sports event. CBS, under contract, will have to pay that price in 1967 and again in 1968 under terms of its option. The price for the NFL championship in 1969 has not been announced.

NBC meanwhile is in the second year of a five-year deal with the AFL, where the network pays \$1.2 million per AFL championship game and All-Star game each year.

What Counter-Programming? ■ ABC-TV, which has no part in the Super Bowl deal, said last Thursday its Jan. 15, 1967, schedule includes an NBA basketball game from 2 to 4 p.m. EST, with the 4 p.m. slot open because of its changing season format. The network plans to drop two half-hour cartoon shows (*Porky Pig* and *Tennessee Tuxedo*) planned for the 4 to 5 p.m. period after Jan. 8, and pick up with *American Sportsman Show* on Jan. 22. An ABC spokesman indicated its 4 p.m. time—when CBS and NBC air the Super Bowl—may be turned back to affiliates to be programmed locally.

CBS said last week that sponsor costs

for its 1968 Super Bowl may well become part of a package deal with regular-season NFL contests and the NFL championship game. Advertisers are now charged at the rate of \$70,000 per minute for these games. Adding the Super Bowl in 1968 and 1970 as part of package deals of the season preceding the game might well boost the cost as high as \$75,000 per minute or more, according to a CBS spokesman.

Carol Burnett, Thomas to take weekly shows

The star images in television of Danny Thomas and Carol Burnett are scheduled to take on a new shine next season on NBC-TV and CBS-TV respectively, while Danny Kaye's on CBS appears to be fading out.

All of the stars are well-known to television audiences. In recent years, Miss Burnett has appeared on CBS-TV specials, but under a new contract with the network she is about set for a weekly show next fall. It's expected that a vehicle starring Miss Burnett will replace *The Danny Kaye Show* that has been in the Wednesday 10-11 p.m. period for several seasons.

Mr. Thomas had a weekly half-hour series on CBS-TV for years—it started in 1953—and in 1964 gave it up in favor of infrequent appearances in specials on NBC-TV. Next season, Mr. Thomas will return in a weekly show but in a one-hour format. Mort Werner, vice president, programs and talent, NBC-TV, said the shows will include musicals, comedies and dramas with Mr. Thomas playing "an integral part, either as a performer or as a storyteller." Executive producer will be Aaron Spelling, who is partner with Mr. Thomas in Thomas/Spelling Productions, Hollywood.

Danny Kaye has formally given CBS word of his desire not to return to television next season.

Radio series sales . . .

The Nelson Boswell Program (Lord House Recording & Publishing Inc.): WFMB(FM) Springfield, Ill., and WHHH Warren, Ohio.

The World of Money (Signal Productions): KBEE Modesto, Calif.

Joe Pyne Show (Hartwest Productions): WHIT New Bern, WADA Shelby, WLNC Laurinburg, WRXO Roxboro, WTLK Taylorsville, WELS Kingston, and WGOL Goldsboro, all North Carolina; KVIL Dallas; WKAP Allentown, Pa.; KMFB Mendocino, Calif.; KGMT Bellingham, Wash.; WEMB Erwin, Tenn.;

WFIN-AM-FM Findlay, Ohio; KLZ Denver, and WMDN Midland, Mich.

Barry Farber Show (Syndicated Features): WERE Cleveland; WLNH-FM Laconia, N. H., and WSG Mount Jackson, Va.

John Doremus Show (Functional Media Inc.): WCHD(FM) Detroit and KHFI-FM Austin, Tex.

Doctor's House Call (Signal Productions): WAZY Lafayette, Ind., and KIJV Huron, S. D.

Point of Law (Signal Productions): WJDX Jackson, Miss.; KTWO Casper, Wyo., and WHBF Rock Island, Ill.

Report may cite economic concentration

In addition to recommending FCC action to limit the amount of prime-time programming controlled by the television networks (BROADCASTING, Dec. 12), a House subcommittee report currently being written is expected to focus on the problems facing small businessmen as a result of broadcasting trends.

The House Small Business Subcommittee on Regulatory and Enforcement Agencies, which held a hearing earlier this year on broadcasting and advertising, will probably call attention to the growth in economic concentration in the communications industry. It will also point to testimony it heard charging that advertising practices in broadcasting discriminate against small advertisers and that network control discourages competition from small program producers.

The report, expected to be released in a few weeks, will probably focus on the fact that television is largely controlled by three networks and communications by one or two giant firms. It may also emphasize that in the past 10 years the number of network affiliated singly owned station has declined substantially while group ownership of network affiliates has almost doubled and group ownership in the top 50 markets has increased by almost one-third.

It will probably commend the networks for removing volume and frequency discounts but will insist that nondiscriminatory practices be adhered to. It is, however, considering complaints that practices in the station representation field impede small stations as do certain FCC policies. And it will be likely that the subcommittee report will strongly urge the commission to act to relieve congestion in the land-mobile radio field by providing additional frequencies. The subcommittee, which has repeatedly called for such action on behalf of small business mobile-radio users, is expected to ask that immediate action be taken.

BROADCASTING, December 19, 1966

WRAL-TV disclaims unfairness to Cooley

'WELCOMES' ANY PROBE OF ITS ELECTION ROLE

WRAL-TV Raleigh, N. C., last week categorically denied charges that it had "promoted and engaged in a conspiracy" to defeat a U.S. representative who lost his bid for reelection in November. The station said it had been "fair and impartial" in its campaign coverage and even suggested that Representative Harold D. Cooley (D-N.C.), a 34-year man in Congress until his defeat, received better treatment than did his victorious opponent.

In a 34-page brief filed with the FCC WRAL-TV answered the specific charges made by Mr. Cooley and said that it "welcomes" any investigation that the commission may wish to make of the complaint or the station's fitness for license renewal.

Mr. Cooley lodged his "conspiracy" complaint against WRAL-TV last month following the elections and urged the commission to deny the station's license renewal application (CLOSED CIRCUIT, Nov. 21). He charged the station with selling a film to his Republican opponent, James Gardner, and allowing it to be shown in altered form. He also said that throughout the campaign the

station had "slanted" its news coverage in favor of Mr. Gardner, and that at 6:30 on election night it broadcast an editorial against him and didn't air his reply until 11:40 p.m. when, he claimed, many viewers were asleep.

Supplies List ■ In reply to the conspiracy charge WRAL-TV submitted a record of the news exposures through its facilities received by each of the candidates from Sept. 1 to Nov. 7. Mr. Cooley's total exposures were 105 to Mr. Gardner's 51, a ratio of slightly more than 2 to 1. "This simple fact . . . is a complete refutation that this station engaged in a conspiracy to defeat Mr. Cooley for his reelection to Congress," the station said.

The station devoted a large portion of its response to the circumstances surrounding the WRAL-TV film of a confrontation between the candidates that was subsequently rented to Mr. Gardner. The film, which was aired over WRAL-TV in altered form as a paid political broadcast for Mr. Gardner, was labeled a "fraud and distortion" by Mr. Cooley.

WRAL-TV acknowledged the use of

ACHIEVEMENT IN ELECTRICAL/ ELECTRONICS ENGINEERING

EXHIBITS
NEW YORK
COLISEUM

TECHNICAL
SESSIONS
NEW YORK HILTON

Monday through Thursday
MARCH 20-23 1967

- 69 Technical Sessions at the New York Hilton. Hours: Mon. 9:30-12:00 a.m.; 2:00-4:30 p.m. — other days 9:00-11:30 a.m.; 2:00-4:30 p.m.
- FOUR COMPLETE FLOORS OF EXHIBITS at the New York Coliseum including over 700 firms. Hours: 10 a.m.-8 p.m. 4 Days.
- Gala Annual Banquet — Wednesday 7:15 p.m. New York Hilton Grand Ballroom — \$15.00

- Free shuttle busses between the Hilton and the Coliseum — every few minutes.

- Registration — IEEE Members \$2.00 Non-members \$5.00 Ladies \$1.00 High School Students \$2.00 if accompanied by an adult. One student per adult Monday through Wednesday. Thursday only — limit of 3 students per adult. Good for all days — Technical Sessions and exhibits. In and out privileges.



'67 International
IEEE CONVENTION / EXHIBITION

A U-turn creates sales traffic for NTA, MGM-TV

Further evidence that the fields of UHF have become greener for film syndicators came last week from two more distributors. And these glowing reports from National Telefilm Associates Inc. and MGM-TV, were no less optimistic for the future than were the earlier testimonials of other national syndicators (BROADCASTING, Nov. 14).

NTA, always a strong believer in UHF broadcasting, is finding that this faith is paying off in mounting sales. In the last two to two-and-one-half years, the Beverly Hills-based syndicator has done about \$2 million worth of business in the UHF station market. According to Peter S. Rodgers, senior vice president of the company, sales by NTA to UHF stations have increased to where they now account for more than 15% of aggregate sales.

He also reported that buying activity for top programming product on the part of not only UHF stations, but VHF outlets, too, has increased about 80%. He credited the competition provided by the steady growth in the number of operative UHF stations with stimulating the overall sales condition of the syndication business.

"Station buying, we have found, is no longer confined to what they need next season," Mr. Rodgers explained. "Stations now have expanded their thinking to cover the next seven or eight years. There's been a tremendous increase in the amount of long-term acquisitions of quality programming, especially of strong rerun movies. Stations know that if they don't provide for the future another station—maybe a UHF—will step in and tie up the available product."

NTA doesn't regard UHF stations as freaks. It treats them as equals with their VHF competitors. "In the big markets, we feel that U's can afford the same prices as V's," Mr. Rodgers commented. "Our prices don't suffer a bit in selling to them."

Once Upon a Time ■ This wasn't always the case. It used to be, Mr. Rodgers remembers, that UHF stations would only be interested in asking: "What have you got for two-and-a-half cents?" Consequently, syndicators would "unload their lesser product" on them.

NTA sells to these big-market U's the same way it does to the V's. The syndicator does not necessarily try to sell to a VHF outlet first.

In the medium and small markets, NTA uses a different sales approach. It's based on individual market needs. "We go into these smaller markets and ask the UHF station to communicate with us," Mr. Rodgers said, "to tell us their program schedules."

"We feel," the sales executive emphasized, "that we shouldn't just go in and offer them an attractive price. We want to consider their market area and their set count. We put together a creative sale, tailored programming not based on price alone. We try to spread the level of cost over the entire term of the contract. We know some of these stations are struggling so we try to arrange a deal where the price of the product makes good sense for the station particularly over the first year and a half of the contract. By that time the station's set count should be more on a par with its VHF competitor and thus it should also have a better ability to pay."

NTA's stockpile of product includes about 1,350 feature films—125 of them in color—1,000 short subjects from Paramount Pictures, 550 cartoons and some 25 syndicated series such as the *Play of the Week*.

MGM-TV Busy Everywhere ■ Ed Montanus, director of syndication at MGM-TV, sees UHF stations as extremely important new outlets for syndicated product. MGM-TV, he said, is in negotiations with almost all UHF stations in the country.

By next year the UHF market for film product may easily mean a 10% increase in revenues returned from a given film or series in its first syndication run as compared to a year ago, according to Mr. Montanus.

He cited the example of an average program that may have achieved sales in 40 markets a year ago, that could now extend its reach to 60 markets. Mr. Montanus explained that UHF stations in major markets still have great difficulty in bidding against the kind of prices that syndicators are able to get from VHF outlets, but adds that "on a volume basis, the UHF's can compete with anybody." And he added syndicators are often willing to give stations the benefit of "delayed starts," plans that allow the station to delay payment on programs until the shows reach the air.

MGM-TV, which makes approximately 90% of its revenues from feature film syndication and 10% from series syndication, according to Mr. Montanus, finds significant improvement in the UHF market over the past year. "It has given the syndicator what he needs most," says Mr. Montanus, "more television outlets."

Mr. Gardner's version of the film over its facilities but contended that it had no responsibility or authority to censor a paid broadcast of this nature. The station also said that Mr. Gardner had assumed full responsibility for editing the film and that Mr. Cooley had been offered free and equal time to counter it.

As for the charge of late scheduling of Mr. Cooley's reply to a station editorial given on election eve, WRAL-TV said that it had aired Mr. Cooley's remarks immediately prior to a well-advertised NBC news film of the same debate between the candidates "because it was believed that scheduling at the

time indicated would provide probably the largest number of viewers and listeners. . . ."

Showing the NBC film immediately after the reply would "tend to support Mr. Cooley's charge of distortion or it would resolve Mr. Gardner's contention that there was no distortion," the station said.

Writers strike averted

Members of the screen branch of the Writers Guild of America, West, poised last week for a strike of Hollywood studios that threatened to affect televi-

sion production in its wake, agreed to a new contract after last-ditch bargaining sessions.

The new agreement with the Association of Motion Picture and Television Producers was confirmed at a membership meeting of the WGAW on Monday night (Dec. 12). The old contract was scheduled to expire at midnight that night.

The new screen contract will run for three years and six months. A recently negotiated contract with television writers will be extended a year so that it will terminate at the same time as the one with the screen writers.

Cox expands into production

Group owner pays \$2.75 million plus payments to founder for Walter Schwimmer Inc., independent production firm

Cox Broadcasting Corp., the Atlanta-based group-station owner that has been expanding into community antenna television and other fields, last week purchased Walter Schwimmer Inc., Chicago, an independent production firm that has been producing and packaging television programs for some 15 years.

The purchase price was \$2.75 million plus a "substantial" annual payment to founder Walter Schwimmer over the next five years based on earnings. Mr. Schwimmer continues as president and chief executive officer of the production company which becomes a wholly owned subsidiary of Cox. Schwimmer Vice President Arthur Pickens's 5% interest also was included in the sale.

Mr. Schwimmer said Thursday he decided to sell because he "wanted to slow down" his personal involvement and have more time in the future to work "more leisurely on some new television productions based on interesting and unorthodox ideas." Color videotape production may be among the new ventures. Schwimmer to date has concentrated chiefly in film.

The negotiations were concluded within just a few weeks and were handled by Cox Broadcasting President Leonard Reinsch and Charles Pratt, the firm's director of development. In the past year Schwimmer had been approached by about a dozen firms interested in merger or acquisition.

Schwimmer each year has been turning out 26 full hours of *Championship Bowling* in color and produces two major golfing events on NBC-TV, the two-day *World Series of Golf* each fall and the *National Golf Day* show each Memorial day.

Schwimmer recently turned out 26

half hours in color of *Let's Go to the Races* and an equal number of *Harness Sweepstakes* in color. It also is distributing 156 color half hours of *Cisco Kid* as well as a sports package of 623 half hours, many in color. Schwimmer also has a pilot for *Wonder Circus*, a new series of full-hour color shows.

Orlando court ban is underscored

The First Amendment got short shrift in Florida last week when a state circuit judge said that the right to a fair trial is superior to freedom of the press.

Judge Frank Smith made this point in ruling on requests by WFTV(TV) Orlando and the *Orlando Sentinel-Star*. The TV station and the newspapers were seeking to overturn another judge's prohibition against newsmen taking photographs in the courtroom or in the courthouse, as well as a ban on anyone connected with a case from talking to newsmen (BROADCASTING, Nov. 21).

Both the TV station and the newspaper had gone to the Florida Supreme Court in their effort to overrule the coverage policy issued earlier in the month by Orange County Judge Douglas Lambeth. They were particularly stung by Judge Lambeth's threat to invoke his power of contempt against any newsmen violating his order.

The Florida Supreme Court held that it had no jurisdiction in the case.

Last week, Judge Smith maintained that there was no case, since no one yet had actually been held in contempt. The case, with political overtones, involves a woman charged with maintaining a house of prostitution.

In his ruling last week, Judge Smith declared that "the defendant's right to a fair trial is paramount to freedom of the press." He also upheld Judge Lambeth's right to issue the order on news coverage and added "the press must yield to [Judge Lambeth] . . .".

Among those testifying in behalf of the Lambeth ruling was Mitchell Goldman, president of the Florida Association of Trial Attorneys. Mr. Goldman charged that "the public flocks to criminal trials like the bloodthirsty to gladiator's arenas. And the press is interested in satisfying this public appetite, not in the defendant's rights."

WFTV's news chief, Ray Ruester, said

TV to look at miniskirts

In its first network transaction, RKO General Productions has sold *The Mini Skirt Rebellion*, a half-hour color special, to Clairol Inc. for showing on ABC-TV on Feb. 28 (9:30-10 p.m.). The program was filmed in London, Hollywood and New York and was produced by RKO General Productions in association with La Fata Films and Filmsmiths. Foote, Cone & Belding, New York, is the agency for Clairol.

BUYING TIME
IN WHEELING-STEUBENVILLE?



SWING WITH WSTV-TV 9.

A RUST CRAFT STATION
Represented by Peters, Griffin & Woodward, Inc.

for your tower requirements **ROHN** ✓
check



A complete tower erection service that has these special advantages:

- ✓ DEPENDABILITY
- ✓ RELIABILITY
- ✓ COMPLETE ENGINEERING
- ✓ COAST TO COAST SERVICE
- ✓ REPRESENTATIVES WORLD-WIDE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

ROHN

Western Office — 310 Quincy Street
Reno, Nevada — Phone 702-322-9300
Eastern Office — 509 Webster Street
Marshfield, Mass. — Phone 617-834-9521
Southern Office — Box 877, Richardson
Texas — Phone 214-AD1-3481
Factory — P. O. Box 2000, Peoria
Illinois, U.S.A. — Phone 309-637-8416

CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING
Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management, Communications, Liberal Arts. Professional training on School Station WCSB and WCSB-TV. Activities. Placement. Dormitories. Co-Ed. Catalog.

Write Mr. Roberts, Cambridge School
632 Beacon Street, Boston, Massachusetts 02215

that he has ordered his news staff to abide strictly by Judge Lambeth's order. He said last week that neither he nor his staff intend to violate it. Mr. Ruester is also chairman of the Freedom of Information Committee of the Florida Association of Broadcasters.

Station's politicking defended by L. A. mayor

George Putnam, star newscaster for KTLA(TV) Los Angeles, under attack before the FCC for unfair treatment of one California politician benefited from a ringing endorsement from another major political figure in the state last week. In a letter said to be written and sent to Rosel Hyde, FCC chairman, Los Angeles Mayor Samuel W. Yorty came to the defense of both Mr. Putnam and the Golden West Broadcasters station for which he works. Mr. Yorty reportedly wrote that the complaint against the newscaster and his employer was an attempt to "try and get the station's license revoked or prevent its renewal."

The complaint had been filed with

the FCC earlier by California Democratic State Chairman Charles Warren on behalf of defeated gubernatorial candidate Governor Edmund G. (Pat) Brown. In charging G.W.B., KTLA and Mr. Putnam with "flagrant misconduct," the party official said that on the night before the Nov. 8 election—when there was not enough time available for an equal-time rebuttal—the newscaster suggested that his viewers "remove the democratic administration from power" in California.

In countering these charges, Mr. Yorty, in his letter to the FCC chairman, was said to have pointed out that KTLA "is doing an excellent job" and that "Mr. Putnam has a very large and diversified audience further indicating a favorable acceptance of this station, their personnel and their programing in our area." The Los Angeles mayor, himself a Democrat, indicated that the action filed by the Democratic party in the state was "a form of political blackmail calculated to frighten and intimidate media into submission to dictation by these persons relative to the content of newscasts."

A third leading California Democrat, Representative John E. Moss, a high-ranking majority member of the House

Communications and Power Subcommittee of the Commerce Committee, jumped into controversy after receiving from Mr. Yorty a copy of his letter to Mr. Hyde. The congressman was said to have reacted with an angry letter of his own to Mr. Hyde after reading the Yorty letter. He accused the mayor of introducing "extraneous" issues and demanded that the FCC conduct an investigation into the entire affair.

Arson conviction based on voice from TV show

A youth, brought to trial largely on technical evidence that his was the voice of an unidentified person heard on a television documentary program, was convicted of arson in Los Angeles superior court last week.

Edward Lee King, 18, was convicted after a seven-week trial, essentially on the basis of an anonymous confession seen and heard on the *CBS Reports* program broadcast on Dec. 7, 1965. On the program, a person who was not identified and whose face was turned from the camera, confessed to having set some destructive fires during the rioting last year in the Watts area (BROADCASTING, Aug. 23, 1965). Several weeks after the broadcast King was arrested by Los Angeles police and fire department arson detectives.

A tape-recorded conversation with the suspect was made while he was in jail. Then Lawrence G. Kersta of Voiceprint Laboratories, Summerville, N.J., developer of a method of voice identification, was called into the case. Mr. Kersta testified at the trial that the voice recorded by police and the voice on the television tape of the *CBS Reports* program were that of the same man.

Voiceprints, graphic analyses of individual speech patterns, have been developed from techniques pioneered at the Bell Telephone Research Laboratories. By charting speech frequency components and amplitude, patterns emerge that are said to be as individual as fingerprints and impossible to disguise. The Los Angeles trial was reported to be the first in which voiceprints were admitted as evidence of positive identification.

Program notes . . .

Western distribution ■ TV Cinema Sales Corp., Beverly Hills, Calif., independent TV film distributor, has acquired six post-1962 feature films for distribution in 24 states west of the Mississippi. The movies, three of which are in color, are in the action-adventure category.

Feed from Bowl ■ WCOA Pensacola,

New LBJ news secretary knows Texas politics

George Christian, President Johnson's newly named news secretary, has a newspaper background but for the last 10 years has been associated with Texas governors—first with Price Daniel, later with John Connally. In May of this year, President Johnson called him to Washington and since then he more and more has been acting as a substitute for Bill Moyers.

His appointment as news secretary was announced last Wednesday. He takes over officially Feb. 1 when Mr. Moyers leaves to become publisher of the Long Island (N.Y.) daily, *Newsday*.

Mr. Christian, who will be 40 on Jan. 1, attended the University of Texas, majoring in English and journalism. He enlisted in the Marine Corps in 1944 and served in the Pacific theater during the war and in the occupation of Japan. On his return to civilian life he became sports editor of the *Temple (Tex.) Daily Telegram* and then for six years from 1949 was the Austin correspondent for International News Service. In 1956, he joined the staff of then Senator Price Daniel (D-Tex.) in Washington and later, when Mr. Daniel became governor of Texas, Mr. Christian was his news secre-

tary and executive assistant. He served Governor Daniel for six years and present Governor Connally for three years before the President summoned him to Washington earlier this year.

Mr. Christian's family and the Johnsons have been close friends and political allies, it's reported, and Mr. Christian has known the President all his life. And, indeed, has worked for him in many of the Johnson political campaigns.

He lives with his wife (the former Jo Anne Martin) and five children in Arlington, Va.

Early this year, the President announced the appointment of Robert H. Fleming, then Washington bureau chief for ABC News, as deputy news secretary. It was implied at the time that he would succeed Mr. Moyers as news secretary. In recent months Mr. Fleming has been active in television coverage.

Mr. Moyers, 32, has been with President Johnson since he assumed office after the Kennedy assassination in Dallas. In July 1965, Mr. Moyers succeeded George Reedy as news secretary, although he kept up his other duties in a wide range of areas (foreign affairs, legislation, drafting presidential messages).

Airlines claim movie caused bomb threats

Telephoned bomb threats to five major airlines after the NBC-TV presentation last week of "Doomsday Flight," an original film drama about airliner sabotage, may have set off a continuing controversy.

Before the show (Dec. 12, 9-11 p.m. EST), Charles H. Ruby, president of the Air Line Pilots Association, wired NBC and several individuals connected with the production, requesting its cancellation. Presentation "might expose air travelers to disaster," the wire said, because "the mentally unstable are highly responsive to and easily provoked by suggestion."

Within a day after the show, five airlines—American, Eastern, Pan American, Trans World and North-

west—had reported receiving bomb threats which one spokesman described as infrequent. They're usually set off by some kind of publicity.

The Federal Aviation Authority noted that for all of November there had been eight bomb scares on the domestic airlines.

Last Thursday (Dec. 15), Mr. Ruby said the threats were "about what we expected." He has requested the Air Transport Association, representing the scheduled airlines, to open its records of bomb threats for six months before and after the NBC show "to definitely prove its effect."

A spokesman for the Air Transport Association said: "We are trying to collect statistics on how many bomb hoaxes are following this pro-

gram."

Mr. Ruby also said his organization would follow the film through to its planned theatrical release, "protesting its presentation." "NBC has a responsibility to provide entertainment," he said, "but it has a higher responsibility to the public safety."

Ernest L. Jahncke Jr., NBC vice president for standards and practices, argued, however, that the "basic question is whether it is proper to proscribe a subject for TV dramatization and go back to the idea of happy shows for happy people."

The film was produced for NBC by Universal and was the second telecast on NBC in a series of motion pictures made expressly for TV.

Fla., will again originate a radio network feed of the Senior Bowl football game from Mobile, Ala., on Jan. 7. The game is available for local sponsorship. The 1966 game was carried by more than 100 stations from Texas to Pennsylvania.

Editorial interest ■ More than 700 member stations of the National Association of Broadcasters have requested a series of 34 patriotic editorials being made available from other stations through the NAB's American Values Committee. The editorials are going

into the mails this week.

Guns ■ NBC News will present an hour TV special on the issue of controls on fire-arms possession and use, Sunday, Feb. 19 (6:30-7:30 p.m. EST).

FINANCIAL REPORTS

Desilu net doesn't keep pace with gross

Desilu Inc.'s activities as a landlord of three Hollywood studios filled to capacity with tenants and as the producer of two-and-half hours of weekly network programming has resulted in an almost \$4 million jump in its gross revenues during the first six months of the current fiscal year. But the film distribution and production company's profit during this same time from the whopping increase in gross is not apparent as yet. Desilu's net income for the 26 weeks ended Oct. 29 dipped slightly off of the total accounted for during the comparable period of the preceding fiscal year.

In a financial statement issued last week, Desilu explained that net income "is being reported lower . . . until such time during the last quarter of the current fiscal year when the networks must advise . . . as to summer repeat shows, continuation of the current series for next season and results of present production and sales efforts for the efforts for new television series."

In the last comparable fiscal period, Desilu had only *The Lucy Show* on a regular prime-time schedule. This fiscal

period that series has been joined by *Mission: Impossible* and *Star Trek*. Both of these new series have received network orders for additional shows beyond their initial minimum commitments, it was reported. Last week's announcement also indicated that Desilu would produce an hour adventure series and a half-hour comedy series, both in association with CBS-TV, for next season.

For 26 weeks ended Oct. 29:

	1966	1965
Earnings per share	\$0.40	\$0.42
Gross revenue	13,159,428	9,667,193
Net income (after taxes)	425,981	476,669

CATV supplier hit by 'uncertainties, delays'

Bruce Merrill, president of Ameco Inc., Phoenix, said that "unavoidable delays" in marketing new products were the primary cause of the decline in the first fiscal quarter in the firm's sales and earnings. He also mentioned "uncertainties" in the CATV market as another cause of the decline.

Mr. Merrill noted, however, that the new-product delays had been resolved and that the company is now in full

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Paul E. Wagner, Alex Howard
5th/3rd Bank Building, phone (513) 381-7775

TUCSON—

Edwin G. Richter, Jr., 515 Arizona Land Title
Building, phone (602) 622-3336

production. He said the uncertainties caused by the FCC's Second Report and Order on CATV that delayed work in progress or under contract appeared to be "moving ahead toward a satisfactory conclusion." Under these circumstances Mr. Merrill said the firm could look toward profitable operations in the remaining periods of the fiscal year and observed that he was confident that the long-range prospects of Ameco are good.

For the three months ended Sept. 30:

	1966	1965
Earnings (loss) per share (\$0.087)	\$0.254	\$0.254
Net sales	2,126,379	2,954,158
Net income (loss)	(103,920)	254,542

Roanwell up 90%

Roanwell Corp., New York, maker of communications terminal apparatus, reported last week an approximate 90% increase in consolidated net earning for the first half of 1966 as compared to that period last year. Roanwell's Vocom division makes radio/telephone handsets, noise attenuating headsets and noise-canceling microphones. The company also owns three subsidiaries: Teltronics Inc., Nashua, N. H.; Culver-

Stearns Manufacturing Co., Worcester, and Astrodyne Inc., Burlington, both Massachusetts.

For the six months ended Oct. 31:

	1966	1965
Earnings per share	\$0.33	\$0.17
Net sales	3,758,824	2,854,890
Net earnings	195,717	103,220
Shares outstanding	598,300	598,300

Financial reports . . .

■ Collins Radio Co., Dallas, has announced its quarterly dividend payment of 15 cents per share, payable Jan. 16, 1967 to stockholders of record Dec. 26.

■ Directors of Cox Broadcasting Corp., Atlanta, have increased the regular quarterly cash dividend on common stock from 10 cents to 12½ cents per share, payable Jan. 16, 1967 to stockholders of record Dec. 27.

■ The board of directors of International Telephone and Telegraph Corp., New York, have increased the quarterly dividend on common stock to 37½ cents per share, payable Jan. 15 to stockholders of record Dec. 22. The quarterly dividend had been 33¼ cents per share. The board also de-

clared a dividend of 62½ cents per share for the period from Oct. 31, 1966 to Jan. 15, 1967 inclusive, on its outstanding shares of cumulative convertible preference stock participating, payable Jan. 15 to holders of record Dec. 22.

Tele-Tape Productions offers stock for sale

Tele-Tape Productions Inc., Chicago, a video-tape production firm, is publicly offering 25,000 shares of its common stock at a price of \$20 a share.

Tele-Tape, in a prospectus issued on Nov. 23, said 64% of its gross revenue comes from program production for network and independent TV stations, 13.5% from TV commercials, 6.5% from leasing units to stations, 6.4% from closed-circuit TV programs, and 6.3% from industrial, medical and educational programs.

Unaudited results reported as of Sept. 30:

	1966	1965
Earnings per share	\$0.29	\$0.56
Operating revenues	319,830	737,079
Net income	50,664	98,296

INTERNATIONAL

Ads don't feed inflation

That's conclusion of Canadian study calling for no advertising tax

Canadian advertising agencies put forth 72,000 words last week in attempts to convince the Canadian parliament that a tax on advertising would be far more harmful than helpful to the national economy.

An independent study by Professor O. J. Firestone, vice dean of social sciences at the University of Ottawa, rejected claims that advertising is wasteful and inflationary. The 60,000-word Firestone report was made for the Institute of Canadian Advertising, which came up with its own 12,000-word brief for a joint Senate-House of Commons Committee on Consumer Credit.

Although major gaps exist in knowledge about Canadian advertising, Professor Firestone found U.S. industry studies showing advertising tends "decidedly" to improve quality and range of merchandise. Available figures on

spending and general growth in Canada, "do not support the claim" that ad expenditures have fed inflationary pressures since 1961, the study found.

The evidence shows the opposite to be true: The expenditures have "been a positive factor in economic stability and a contributing element in economic growth," according to the study.

Study Program ■ ICA, in its own brief, took up Professor Firestone's suggestion that more research is needed into the effects of advertising. It announced a major program of investigation into advertising's impact on growth, "the welfare of our society," business operations, consumer living standards, prices, costs and profits. ICA proposed creating a council of consumer affairs to make the study. The council would be supported by government, business and consumer organizations.

The Firestone survey was not entirely favorable to advertising. It found there is no proof on either side that advertising generally brings about lower per-unit production costs, as is often claimed, nor could it be said whether advertising, over-all, had pushed distribution costs down.

In addition to their filing, agency men got a chance to express themselves verbally in testimony before the committee. Bryan Vaughn, president of Vickers & Benson Ltd., and George Sinclair, president of Maclaren Adver-

tising Co. Ltd., charged that any tax on advertising would restrict competition, drive newspapers, radio and television stations out of business and work a "dreadful hardship" on Canadian business. The largest benefit, they said, would accrue to subsidiaries of U.S. firms, which would continue to benefit from the spillover of advertising by their parent companies in U.S. radio and TV border stations reaching Canadian households and in U.S. magazines sold in Canada.

The Firestone study followed this same approach. It noted that an estimate of British advertising showed two-thirds were "essential" and one-third "less essential." If the same ratio were true in Canada, the study went on, and the less essential third was eliminated, the reduction could be achieved by "removing all commercials" from radio and TV and by "reducing newspaper advertising by one-third."

Out of Business ■ However, the report adds, this would mean all private radio and television stations would have to close down and the Canadian taxpayer would have to be prepared to pay one-quarter of the operating costs" of the Canadian Broadcasting Corp. This one-quarter now comes from ad revenues. In addition, "Canadian newspapers would be unable to continue to give their readers the service they have been accustomed to."

Advertising expenditures in Canada

contribute 86% and 95% of total radio-TV station revenues and about 75% of all newspaper revenues, the study says.

The annual Canadian figure of \$40 ad expenditure per capita is less than half of the \$83 per capita ad outlay in the U.S., which, the report finds, is a big market with big national spenders, ad-prone consumers and generally higher advertising costs per reader, listener or viewer.

Professor Firestone's analysis of U.S. and British studies suggested that advertising costs do not themselves push up retail prices; they are symptoms of fundamental factors that are inflationary. These factors include raising income not matched by increases in production; price increases abroad, and the effect of collective bargaining, indirect taxes and business practices.

With this situation, the study determined that wage-price guidelines or higher taxes were the answer, not "an attack on the symptoms of the problem like a tax on advertising."

U.S. scores in word war, USIA head tells SDX

Leonard H. Marks, director of the U. S. Information Agency, last week told a dinner meeting of the Maryland chapter of Sigma Delta Chi in Baltimore that this country is faring well in the war of words with the Soviet Union.

He told the members of the professional journalism society that although Russia broadcasts more hours a week to foreign countries than the U. S., this country has advantages in placing packaged radio and TV tape features and readership of its monthly magazine distributed in Russia.

One reason the Voice of America and the American magazine are so well received in Russia is that their followers have built confidence in the reliability of these U. S. sources. The Voice reacts quickly with all the bad as well as the good news, Mr. Marks said, thereby gaining acceptance for its credibility as a news source.

Paris firm is No. 6 for B&B overseas

Benton & Bowles Inc., New York, has acquired a substantial interest in a sixth foreign agency—Liger, Beaumont & Aljanvic S.A., Paris—and renamed it Liger, Beaumont/Benton & Bowles S.A. The French agency, headed by Jean-Pierre Liger, president, and George Beaumont, managing director, bills at a \$2-million yearly rate, handling such accounts as Phillips, Scott and Turner (Sterling Drug Co.), KLM,

Caterpillar, Mattel toys and Mead paper.

B&B since last April has added three other foreign interests: Publiccontrol S.A., Brussels/Antwerp, Belgium; Publiccontrol N.V., Amsterdam, the Netherlands; and Werbeagentur Horst Baumgardt, Frankfurt-am-Main. B&B also owns Benton & Bowles Ltd. and Nelson Advertising Service Ltd., London.

Commercial radio-TV imminent for Ghana

Ghana, West Africa, plans to introduce commercial radio and television Feb. 1, 1967, according to the Ghana Broadcasting Corp.

Commercial television will replace the existing noncommercial program which began in 1965. Programs will be broadcast daily from the four transmitters covering all of Ghana.

Commercial radio service will be broadcast 24 hours daily from a 20-kw short-wave transmitter. The programs will be entirely light entertainment, music and news bulletins.

RMA Ltd., 28 Margaret Street, London, has been appointed overseas sales representatives for Ghana Broadcasting Corp.

Gardner operations get four accounts

Three partner agencies of Intergard, the international arm of Gardner Advertising, have been named to four accounts billing a total of \$750,000.

Butler & Gardner, London, has been appointed effective Jan. 1 to handle the advertising of sherry producers Luis Gordon & Sons, and effective immediately, that of John Deere Ltd., the British subsidiary of the U.S. farm implements manufacturer. Intergard-France, Paris, was named to advertise Duquesne-Purina's animal feeds in France. And in Italy, Publicis-Gardner-Butler-Stip will advertise Aero Transporti Italiani, a domestic airline linking 15 cities.

Jamieson on Commons panel

Don Jamieson, prominent Canadian broadcaster, has been named to the Commons broadcasting committee, Ottawa. Mr. Jamieson, who entered parliament Sept. 10 in a by-election, is a radio commentator, former president of the Canadian Association of Broadcasters, an executive of CJON-AM-TV St. John's, Nfld., and author of "The Troubled Air," an exploration of present broadcast laws.

Abroad in brief . . .

London opening ■ Institute for Motivational Research Inc., Croton-on-Hudson, N. Y., announced the debut of its new office in London. The branch, under the name Ernest Dichter International Ltd., is located at 30 Eastbourne Terrace, London W.2.

Eastward expansion ■ Resor-Anderson-Etcetera Inc., Oakland, Calif., has opened an agency office in Tokyo. William Cameron will head the new branch to be located in the Yoshikawa Bldg.; 15-3, 2-Chrome; Yanagibashi, Daiti-ku, Tokyo.

Agency appointed ■ The consumer electronics division of Monogram Electric Co., English subsidiary of General Electric, has named BBDO, London, to handle the advertising for its products marketed in the United Kingdom.

International TV sales . . .

90 Minutes with . . . , 30 Hours of Christmas (Triangle): Rediffusion Ltd., Singapore.

Rat Patrol (United Artists TV): BBC London.

JERROLD
Channel Commander
GUARANTEES

12
Channel
CATV
CAPABILITY

Receives any VHF channel (2 to 13). Delivers a completely processed and controlled output on either the received channel or any other channel, to permit adjacent channel transportation on a single trunk. For details phone (215) 925-9870, or write CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

JERROLD

FIRST
IN
CATV

OVER 16 YEARS CATV EXPERIENCE
Support National Cable TV Week
January 30-February 4

BROADCAST ADVERTISING

William McC. Vickery, account supervisor with Dancer-Fitzgerald-Sample New York, named VP.



Mr. Vickery

Richard K. Diehl, account supervisor, Chicago Division, Needham, Harper & Steers, named VP.

Robert E. Bonette, account supervisor in agency's New York division, also named VP.



Mr. Tannenbaum

Stanley Tannenbaum, associate creative director of Kenyon & Eckhardt, New York, named creative director, succeeding **C. L. MacNelly**, who resigned.

Donald F. Mahlmeister, VP in Bloomfield Hills, Mich., office of MacManus, John & Adams, named manager of Chicago office.

Roger B. Bogner, account supervisor, **Gerald H. Long**, manager of merchandising department, and **Jeremy D.**

Sprague, associate media director, with Foote, Cone & Belding, New York, elected VP's.

Paul R. Abrams, with Advertising Time Sales, New York, named VP of ATS radio department.

Charles A. Horn, account executive at Lennen & Newell, New York, named VP.

Richard D. Trentlage, with Needham, Harper & Steers, Chicago, joins Marvin H. Frank & Co. there as creative director.

John J. Brennan, with WGN-TV Chicago, named sales manager.

Richard N. Savage, account executive for ABC Spot Sales, New York, appointed sales manager for KABC-TV Los Angeles.

Ed Bizzell, account executive with WFMY-TV Greensboro, N. C., named local and regional sales manager. **Jim Polston**, with WGH Newport News, Va., and **Charles Clapp**, with WNCT-TV Greenville, N. C., joins sales staff of WFMY-TV.

Harry M. Apel, national sales representative of WKY-TV Oklahoma City, named local sales manager of KHTV(TV) Houston. **John O'Brien**, station manager of KTON Belton, Tex., and **Harry K. Searle**, advertising director of *Ocean Industry* magazine, named sales representatives of KHTV.

George I. Chatfield, WFGM Fitchburg, Mass.; **Matthew J. Culligan**, MBS; **Philbin S. Flanagan**, Henry I. Christal Co.; **Tom Harrell**, WSP Salisbury, N. C., and **Arch Madsen**, KSL Salt Lake City and KIRO Seattle, elected to board of Radio Advertising Bureau.



Mr. Stuart

of KYW-TV.

Robert A. Stuart, sales manager at KYW-TV Philadelphia, named general sales manager. **Donald J. O'Shea**, account executive with Television Advertising Representatives, New York, appointed sales manager

MEDIA

Harold Tanner, WLDM(FM) Detroit, appointed chairman of National Association of Broadcasters FM Committee. **Gary Gielow**, KPEN(FM) San Francisco, named to board, replacing **Fred Rabell**, KITT(FM) San Diego.

Robert H. Moody, VP and general manager of WHIO-AM-FM-TV Dayton, Ohio, retires after 32 years with parent Cox Broadcasting Corp. Mr. Moody joined WHIO as salesman in 1935 and



Mr. Moody



Mr. Mouse

became station's general manager in 1942. **Stanley G. Mouse**, assistant general manager of WHIO-AM-FM-TV, appointed general manager.



Mr. Goosman



Mr. Haehnle

Robert L. Goosman, controller, and **Clyde G. Haehnle**, director of technical research and assistant to president, with Avco Broadcasting Corp., Cincinnati, elected VP's.



Mr. Dorfner

Arthur M. Dorfner, VP-finance, Overmyer Communications Co., New York, named executive VP.

James L. Loper, assistant general manager of noncommercial KCET(TV) Los Angeles, named executive VP and general manager. He replaces **James Robertson**, who was appointed director of radio and television by University of Wisconsin Board of Regents, with responsibility for non-commercial WHA-AM-FM-TV Madison, Wis., and 11 station state-wide radio network of State Radio Council. Mr. Robertson succeeds **H. B. McCarty**, administrative head of UW radio activities since 1929 and of television since 1953.

Thomas K. Matthews, regional manager of Panax broadcast facilities in Missouri (KFEQ-AM-TV St. Joseph and KLIK Jefferson City), appointed VP in charge of broadcast operations for Panax Corp., East Lansing, Mich. He succeeds **Philip R. Munson**, now presi-

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark ☐ new subscription or ☐ renew present subscription.

Subscription rates on page 7.

ADDRESS CHANGE: Attach label here and print new address, including ZIP code, below. Please allow two weeks for processing.

name	company	Business Home	city	state	zip
		☐			

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

ZOOM LENS
RENTALS
ZOLOMATICS
5875 MELROSE AV. HOLLYWOOD CALIFORNIA TEL. (213) 463-2181

dent of Metrocom Inc. (WAPC-AM-FM Riverhead, N. Y.; WPAC-AM-FM Pachogue, N. Y.; WGMZ[FM] Flint, Mich.).

R. A. Jolley, president of Southeastern Broadcasting Corp., Greenville, S. C., named chairman of executive committee. **Wilson C. Wearn**, executive VP, succeeds Mr. Jolley. **Douglas A. Smith** succeeds Mr. Wearn as manager of WFBC-TV Greenville. Southeastern stations are WFBC-AM-FM-TV; WBIR-AM-FM-TV Knoxville, Tenn.; and WMAZ-AM-FM-TV Macon, Ga.



Mr. Jolley

Gene Taylor, station manager, WLS Chicago, appointed general manager, succeeding **Ralph W. Beaudin**, who recently became ABC radio group VP (BROADCASTING, Nov. 21).



Mr. Taylor

Keith G. Dare, general sales manager of KICU-TV Visalia, Calif., named general manager.

Clarence V. Davis, assistant manager of KBUY Amarillo, Tex., appointed general manager. **Bud Pursley**, with sales staff of KBUY, named assistant manager and sales manager.

John Terry appointed manager of WCHI Chillicothe, Ohio.

John R. Henzel, WDHL Olean, N. Y., elected president and treasurer of Community Broadcasters Association, succeeding **Robert T. Mason**, WMRN Marion, Ohio, who died last month. Re-elected chairman of CBA was **F. Ernest Lackey**, WHOP Hopkinsville, Ky. **David H. Morris**, KNUZ Houston, elected VP and secretary.

Alan P. Sloan, for past three years engaged in graduate studies and in teaching at Massachusetts Institute of Technology, named executive assistant to **John A. Schneider**, president of CBS/Broadcast Group, New York.



Mr. Sloan

F. Ambert Dail, WGH Newport News, Va., named chairman of Association of Independent Metropolitan (Radio) Stations. **Kent Burkhart**, WQXI Atlanta, named vice chairman.

William S. Fuhrman, audience re-

Ford due home

Frederick W. Ford, president of National Community Television Association, who was stricken with an undetermined virus infection just before Thanksgiving Day in Boston, is expected to be released from Beth Israel hospital there over weekend or early this week. Mr. Ford expects to return to his Alexandria, Va., home directly.

search analyst for WCCO Minneapolis, named director of accounting.

Howard D. Falkenberg, with news department of KONO and KITY(FM) San Antonio, Tex., appointed assistant to Jack Roth, president.

PROGRAMING

Clayton G. Pantages named executive VP in charge of sales for Filmsync-TV Ltd., New York post-synchronization and dubbing organization. **Peter Fernandez**, writer-director on *Marine Boy* TV series, named secretary of Filmsync-TV.

Wallace Rogers, senior copy writer in advertising and promotion department of ABC-TV, New York, named advertising and sales promotion manager of Screen Gems, that city.

David Gerber, in charge of national sales for 20th-Century Fox TV, New York, named to new post of VP, with increased responsibilities in administrative and creative areas.



Mr. Gerber

Hy Goldman, supervising editor, MPO Videotronics Inc., New York, named VP and head of completion services.

Roslyn Karan, previously with TransLux Television, New York, named manager of Film Service International, that city.

Stan Shpetner, producer of *Rat Patrol*, takes over as producer of *The Green Hornet* series. He replaces **Richard Bluel**, who resigned.

Jack Haley Jr., senior VP of Wolper Productions, division of Metromedia, appointed head of company's newly created live entertainment television division.

Bud Robinson appointed program

director of WFAS-AM-FM White Plains, N. Y.

Jay Bennett joins KBUY Amarillo, Tex., as program director.

Bob Holliday of Dayton, Ohio, named program director at KTKT Tucson, Ariz.

Allen Green, producer-director of WCBS-TV New York, named assistant program director of WCBS.

Robert N. Hower, with KFMB-TV San Diego, joins WBKB-TV Chicago as assistant program director.

Richard T. Drury, program director of WOHO Toledo, Ohio, named director of operations. **Frank L. Sweeney**, music director of WOHO, becomes new program director.

Harry Garfield, VP of MCA Music, New York, named head of creative entertainment, with responsibility for creation of music for both Universal Pictures and Universal Television.

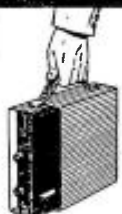
Gary Allyn, with KONO San Antonio, Tex., appointed program director.

Allen Harris, with National Telefilm Associates, Beverly Hills, Calif., joins Desilu Sales Inc., Hollywood, as administrative assistant to Art Barron, assistant general manager.

SPOTMASTER



PortaPak I Cartridge Playback Unit



Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered; PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

Walt Disney, cross-breeder of movies and TV, dies at 65

Walter E. Disney, one of the all-time great showmen, died Thursday (Dec. 15) at the age of 65. Death came to Mr. Disney, whose works on television have enjoyed outstanding success since 1954, at St. Joseph's hospital, across the street from his own Burbank, Calif., feature film and television studios. The world-renowned cartoonist and film producer underwent surgery at the same hospital on Nov. 21 when his left lung was removed after doctors found a tumor that had caused an abscess. Last week the hospital gave "circulatory collapse" as the cause of death.

Mr. Disney, who won four TV Emmy awards and 29 motion picture Oscars during a 43-year career in the entertainment business, was born in Chicago on Dec. 5, 1901. It was in 1928 that Mr. Disney, a high school drop-out, introduced the animated character of Mickey Mouse to a world that has since been charmed with everything he did.

Collector of Awards ■ As a cartoonist turned producer, Mr. Disney was a pioneer in the art of cross-



breeding motion pictures and television. His prime-time evening anthology, now called *Walt Disney's Wonderful World of Color*—with Mr. Disney himself as executive producer and host—has won consistently impressive ratings since its debut on ABC-TV 12 years ago. On NBC-TV for the last six years, the Sunday night series already has been signed for the 1967-68 season.

Walt Disney Productions Inc., the

publicly owned company of which he was a director and the executive producer in charge of all production (his brother, Roy O. Disney, is president and chairman of the board), owns a film library for television worth some \$205 million. It consists of more than a total of 1,000 short subjects, animated features, live-action motion pictures, true-life adventure features and other filmed television shows, most of which have never been in TV syndication.

Mr. Disney leaves his widow, Lillian, and two daughters.

In a joint statement issued in New York Thursday, NBC's Board Chairman Walter D. Scott and President Julian Goodman said the network mourned the loss of Mr. Disney, "one of the world's most gifted showmen . . . (who) played a key role in the growth of color television" through his weekly Sunday night series on NBC. They said Mr. Disney offered "a nationwide audience of admiring fans a weekly panorama of people, places, nature, music and cartoons, irresistible to all members of every family."

William L. Saunders and Steve King, with WTOP-TV Washington, appointed assistant directors.

Don Brock, with KFMB San Diego, named production coordinator.

NEWS

Richard Wahl, writer and newscaster for KNX Los Angeles, joins ABC radio network's Western division as news correspondent.

Larry H. Webb, with KONO and KITV-

(FM) San Antonio, Tex., appointed news director.

John A. Grimes, morning news editor at WCOL Columbus, Ohio, named news director of WOHO Toledo, Ohio.

Martin J. Steadman, reporter for former *New York Herald-Tribune*, joins WCBS-TV New York, as investigative reporter.

G. Brook Stanford, news editor for KOMW Omak, Wash., joins WOOD-AM-FM-TV Grand Rapids, Mich., as reporter.

Charles Walker joins KOMA Oklahoma City, as night news editor.

Ethel A. Aaronson, associate producer for WTOP-AM-FM-TV Washington, named information manager of Washington bureau of CBS News.

De Haven Thompson, with *Beaver Falls* (Pa.) *News-Tribune*, joins news department of WTAE-AM-FM-TV Pittsburgh as writer.

Paul Mason, news director of WSKY Asheville, N. C., joins news staff of KYW Philadelphia.

Iris Kelso, program supervisor for Total Community Action Inc., anti-poverty agency, joins news staff of WDSU-AM-FM-TV New Orleans.

Mary Jane Walsh, reporter and feature writer for *The Evening News* at Perth Amboy, N. J., joins news staff of WRVA Richmond, Va.

Nancy Clark, with news department of KPDX(TV) San Francisco, appointed assistant news secretary to governor-elect Ronald Reagan of California.

FANFARE

Nancy E. Dengler, merchandising coordinator for WCAU-TV Philadelphia, joins promotion staff of WIP, that city.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

Please start my subscription for (CHECK ONE) ☐ 52 issues \$8.50

Name _____ Position _____

Company _____

☐ Business
☐ Home

City _____ State _____ Zip _____

☐ 52 issues and
'67 Yearbook
\$13.50

☐ 1966 Yearbook
\$5.00

☐ Payment
enclosed

☐ Bill me

Michael Buchanan, assistant director of press information for CBS-TV, Hollywood, appointed director of press information.

EQUIPMENT & ENGINEERING

Joseph W. Alinsky, manager of video products for GPL division of General Precision Inc., Pleasantville, N. Y., named president and general manager of Dage-Bell Corp., Michigan City, Ind.

Paul A. Garrison, president of Technical Appliances Corp. (TACO), Sherburne, N. Y., named VP of operations of parent Jerrold Corp., Philadelphia. Mr. Garrison, in his newly created post, will be responsible for coordination and control of internal activities of all operating subsidiaries of Jerrold.

R. Kenyon Kilbon, manager, editorial and publications services for RCA, New York, appointed director, editorial services.

Orville L. McKinney, marketing manager for original equipment sales, electronic component group of Sylvania Electric Products Inc., New York, named general sales manager.

Ben Katz, VP and director of material for Republic Electronic Industries



Mr. Garrison

Corp., Huntington, N. Y., named director of material for Trygon Electronics Inc., Roosevelt, N. Y.

William R. Johnson, film manager of WQAD-TV Moline, Ill., named manager of film processing laboratory at WMAL-TV Washington.

INTERNATIONAL

Morgan D. Shrader, VP and manager of Grant Advertising Inc., Nairobi, Kenya, named executive VP.

Frank Littlejohns, plant manager for Technicolor Ltd., British subsidiary of Technicolor Corp., Hollywood, named deputy managing director. **Sidney Wilson**, plant superintendent of Technicolor Ltd. facility at Harmonds-worth, England, named plant manager.

Sidney B. Jacobs, with J. Arthur Rank Organisation, appointed television sales manager for United Kingdom for 20th Century-Fox TV International Inc., New York.

ALLIED FIELDS

Robert W. Sarnoff, president of RCA, elected chairman of board of trustees and corporation president of Franklin and Marshall College (Lancaster, Pa.).

Bert Cowlan, conference director of Urban America, New York, named VP, Herman Land Associates Inc., that city, communications and consultant firm.

Leon Morse, marketing editor, *Dun's Review*, named director of communications studies.

Gerald R. Baumann, with Frank Noetting Associates Inc., New York management consultant firm, elected VP.

Herbert Wender, controller of Meredith-Avco Inc., appointed controller of Alfred Politz Research Inc., New York.

DEATHS

Richard Whorf, 60, stage, screen and television actor, died Dec. 14 of heart attack at St. John's hospital in Santa Monica, Calif. In recent years he had directed such TV series as *My Friend Irma*, *The Beverly Hillbillies* and *Gun-smoke*. He also produced *The Tammy Grimes Show*. Surviving are his wife, Margaret, and three sons.

Thomas S. Buchanan, 40, account executive at The Katz Agency, New York, died Dec. 8 at his home in that city. Prior to joining Katz, Mr. Buchanan had been account executive at H-R Representatives, and VP and Midwest manager of Everett-McKinney Inc.

Arthur L. Budlong, 65, of South Lyme, Conn., retired secretary and general manager of American Radio Relay League, an expert in international radio regulations, died Dec. 13 at Lawrence Memorial hospital in New London, Conn. He is survived by his wife, Nancy.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 8 through Dec. 14 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.

New TV stations

APPLICATIONS

Augusta, Ga.—Georgia-Carolina Industries Inc. Seeks UHF ch. 26 (542-548 mc); ERP 605 kw vis., 121 kw aur. Ant. height above average terrain 1577 ft.; ant. height above ground 1482 ft. P.O. address: Box 398, Augusta. Estimated construction cost \$593,000; first-year operating cost \$170,000; revenue not available. Geographic coordinates 33° 25' 12" north lat.; 81° 50' 24" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel: Robert A. Marmet; consulting engineer: Commercial Equipment Co., both Washington. Principals: Cecil H. Barnes, president, J. C. Bible Jr. and William A. Dolan Jr., both vice presidents and James E. Peterson, secretary-treasurer (each have 10% plus six more stockholders). Mr. Barnes is vice president and 51% owner of Central Savannah Broadcasting Co., li-

censee of WFNL North Augusta, S. C. and will dispose of interests in event of grant. Mr. George C. Nicholson, a 10% stockholder, is president and 30% owner of Radio Augusta Inc., licensee of WRDW Augusta, and president and 33 1/3% owner of WANS Anderson, S. C. Ann. Dec. 12. **Columbus, Ga.**—GALA Broadcasting Co. Seeks UHF ch. 38 (614-620 mc); ERP 234 kw vis., 35.0 kw aur. Ant. height above average terrain 613 ft.; ant. height above ground 559 ft. P.O. address Box 19, Hunts-

ville, Ala. Estimated construction cost \$635,000; first-year operating cost \$322,000; revenue \$292,000. Geographic coordinates 85° 05' 02" north lat.; 32° 28' 55" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-46K. Legal counsel: Fly, Shuebruk, Blume and Gauguine; consulting engineer: Gautney & Jones, both Washington. Principals Charles F. Grisham, Tine W. Davis, Aaron Aronov and Bryghte D. Godbold (each 25%). Mr. Godbold is vice president of Graduate Research Center of Southwest,



EDWIN TORNBORG & 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

Dallas and director and stockholder of North Alabama Broadcasters Inc., licensee of WHNT-TV Huntsville, Ala. Mr. Aronov is president, director and stockholder of investment corporation realty company; vice president, director and stockholder of synthetic fabrics company, construction company, chemical company, builders company and North Alabama Broadcasters Inc. Mr. Grisham is general manager of North Alabama Broadcasters Inc. Mr. Davis is senior vice president of and has interest in Winn-Dixie Stores Inc.; director and has interest in insurance company, credit corporation, construction company, truck rental, bank, savings and loan association; vice president, director and stockholder of hotel corporation and North Alabama Broadcasters Inc. Messrs. Grisham, Davis and Aronov are officers and 25% stockholders of Steel Broadcasting Co., applicant for new UHF in Birmingham, Ala. Mr. Godbold is a director of the company. Ann. Dec. 12.

*Norfolk, Neb.—Nebraska Educational Television Commission. Seeks UHF ch. 16 (482-488 mc); ERP 282 kw vis., 56.3 kw aur. Ant. height above average terrain 1,041 ft.; ant. height above ground 1,089 ft. P. O. address: 12th & R Streets, Lincoln, Neb. 68508. Estimated construction cost \$564,179.75; first-year operating cost \$43,000 plus. Geographic coordinates 42° 14' 15" north lat.; 97° 16' 41" west long. Type trans. GE TT-57-A. Type ant. GE TY-97-A. Legal counsel Dow, Lohnes & Albertson; consulting engineer Jansky & Bailey, both Washington. Principals: Jack G. McBride, general manager and secretary and William R. Ramsey, director of engineering. Ann. Dec. 9.

Elmira, N. Y.—WBJA-TV Inc. Seeks UHF ch. 36 (602-608 mc); ERP 108.6 kw vis., 21.72 kw aur. Ant. height above average terrain 633 ft.; ant. height above ground 404.1 ft. P. O. address: Box 813, Binghamton, N. Y. 13902. Estimated construction cost \$278,133; first-year operating cost \$12,000; revenue unknown. Geographic coordinates 42° 05' 45" north lat.; 76° 52' 15" west long. Type trans. RCA BWU-4 B/TO-4. Type ant. GE TY-106-D. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington; consulting engineer Paul Godley Co., Little Falls, N. J. Principals: Oliver Lazare, treasurer and Gerald T. Arthur, president. Application is for satellite for WBJA-TV Binghamton, owned by WBJA-TV Inc. Ann. Dec. 12.

Kennecott Wash.—Apple Valley Broadcasting Inc. Seeks UHF ch. 42 (638-644 mc); ERP 126 kw vis., 25.1 kw aur. Ant. height above average terrain 1,280 ft.; ant. height above ground 210 ft. P. O. address: West 500 Boone Avenue, Spokane, Wash. 99201. Estimated construction cost \$350,000; first-year operating cost \$96,000; revenue \$125,000. Geographic coordinates 46° 06' 11" north lat.; 119° 07' 54" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-24DM. Legal counsel Arthur Stambler; consulting engineer Jules Cohen & Associates, both Washington. Principals: Wayne F. McNulty, vice president. Applicant for UHF ch. 35 at Yakima, Wash. Ann. Dec. 12.

FINAL ACTIONS

Ventura, Calif.—Julian F. Myers. Broadcast Bureau granted UHF ch. 16 (482-488 mc); ERP 35.5 kw vis., 6.92 kw aur. Ant. height above average terrain 1,640 ft., above ground 201 ft. P. O. address: 232 N. Canon Dr., Beverly Hills, Calif. 90210. Estimated construction cost \$398,940; first-year operating cost \$290,000; revenue \$275,184. Studio to be located in Ventura; trans. to be located on Red Mountain, near Ventura. Geographic coordinates 34° 21' 00" north lat.; 119° 19' 46" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DL. Legal counsel Arnold and Porter, Washington; consulting engineer Robert E. Bullock, La Canada, Calif. Mr. Myers is in public relations and advertising and is also owner of Myers Studios Inc., motion picture production company. He has other broadcast interests. Action Dec. 9.

OTHER ACTIONS

■ Office of opinions and review granted petition by WHDH Inc. for extension of time to Feb. 6, to file replies to exceptions and reply briefs in Boston, TV ch. 5 proceeding (Docs. 8739 et al.). Action Dec. 6.

■ Review board in Minneapolis, television broadcast proceeding Docs. 15841-3, 16782-3, denied appeal from ruling of hearing examiner filed Dec. 8 by Twin City Area Educational Television Corp., and Midwest Radio-Television Inc., and dismissed as moot petition for stay filed same date by same parties. Board Member Nelson not participating. Board Member Berkemeyer absent. Action Dec. 14.

■ Review board in Kingsport, Tenn., television broadcast proceeding, Doc. 16767-8,

granted joint request for approval of agreement filed Sept. 30 by American Television Service and Holston Valley Broadcasting Corp., approved agreement, dismissed application of American Television Service, granted application of Holston Valley Broadcasting Corp. subject to operation in accordance with specified offset designators, dismissed as moot petition to enlarge issues filed Aug. 8 by Holston Valley Broadcasting Corp. and terminated proceeding. Board Member Slone absent. Action Dec. 8.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Dec. 13 in proceeding on TV application of Cosmos Broadcasting Corp., Montgomery, Ala., scheduled further prehearing conference for Jan. 12, 1967 and continued without date hearing presently scheduled for Jan. 10, 1967 (Doc. 16984).

■ Hearing Examiner Isadore A. Honig on Dec. 7 in proceeding on TV application of Midwest Television Inc., Springfield, Ill., granted motion for continuance filed by applicant Midwest and continued hearing from Dec. 12 to Jan. 16, 1967 (Doc. 15450).

■ Hearing Examiner David I. Kraushaar on Dec. 9 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., granted motion for order to quash subpoenas duces tecum against Leonard P. Markert Jr. and Marian S. Oliver without prejudice to issuance of properly drawn subpoenas duces tecum and directed Markert and Oliver to appear and testify but without producing documents called for in quashed subpoenas (Docs. 14368-72; 14444-46); by separate order, granted motion for order to quash subpoenas duces tecum against Kenneth P. Lenhard and George W. Harder without prejudice to reissuance of properly drawn subpoenas. And in proceeding on TV applications of Lewis Broadcasting Corp., Coastal Television Corp. and WSGA Television Inc., all Savannah, Ga., rescheduled certain procedural dates including hearing for March 13, 1967 (Docs. 16976-78).

■ Hearing Examiner Jay A. Kyle on Dec. 9 proceeding on TV applications of WTCN Television Inc., Minneapolis, et al, recessed hearing and ordered it reconvened on Dec. 14 (Docs. 15841-43; 16782-83). And on Dec. 13 in proceeding on TV applications of Lamar Life Insurance Co., Jackson, Miss., scheduled further prehearing conference for Jan. 5, 1967 and hearing for Feb. 27, 1967 (Doc. 16663).

■ Hearing Examiner Herbert Sharfman on Dec. 12 in proceeding on TV application of Topeka Television Inc., Topeka, Kan., rescheduled hearing from Dec. 29 to Jan. 30, 1967 (Doc. 16970).

RULEMAKING PETITIONS

Eagle Butte, S. D., South Dakota State Board of Directors for Educational Television—Requests amendment of table of television assignments so as to add VHF ch. 13 as educational channel for Eagle Butte. Ann. Dec. 9.

CALL LETTER APPLICATIONS

■ White River Radio Corp., Lawrence, Ind. Requests WYRD(TV).

■ Midland TV Corp., Springfield, Mo. Requests KMTC(TV).

■ University of New Hampshire, Berlin, N.H. Requests WEDB-TV.

CALL LETTER ACTIONS

■ *Greater Washington Broadcasting TV Association Inc. Granted *WETX(TV).

Existing TV stations

FINAL ACTIONS

WSCO-TV Newport, Ky.—Broadcast Bureau granted mod. of CPs to change name to D. H. Overmyer Broadcasting, Inc. and to change studio location to 1150 West Eight St., Cincinnati. Action Dec. 8.

WRLP(TV) Greenfield, Mass.—Broadcast Bureau granted mod. of CP to change ant. height to 910 ft., ERP 468 kw vis., 46.8 kw aur. Action Dec. 8.

WTEV(TV) New Bedford, Mass.—Broadcast Bureau granted license covering new commercial TV. Action Dec. 7.

WNEP-TV Scranton, Pa.—Broadcast Bureau granted CP to change ERP to 741 kw vis., 74.1 kw aur. ant. height to 1220 ft. Action Dec. 8.

OTHER ACTIONS

■ FCC granted to WGAL-TV Inc., permittee of WTEV(TV), ch. 6, New Bedford, Mass., waiver of Sec. 73.610 of rules and granted application authorizing WTEV(TV) to change transmitter location, increase visual ERP, increase ant. height above average terrain, and to make other changes and

denied objections of Association of Maximum Service Telecasters. Commissioner Lee dissented. Action Dec. 7.

WXHR-TV Cambridge, Mass.—Broadcast Bureau granted mod. of CP to (1) change ERP to 282 kw vis., 41.7 kw aur., change studio location to 1050 Commonwealth Ave., Brookline, Mass., ant. structure and increase ant. height to 690 ft., and (2) extend completion date to Mar. 10, 1967. Action Dec. 9.

■ By order, commission denied application for review filed by Black Hawk Broadcasting Co., which requested commission to return burden of proof on waiver of Sec. 73.610 of rules (mileage separation) to parties respondent, WMT-TV Inc. and Association of Maximum Service Telecasters (Doc. 16722). Commissioner Cox concurred with statement in which Commissioner Wadsworth joined; Commissioner Loewinger abstained from voting. Action Dec. 7.

CALL LETTER APPLICATION

■ KVII(TV), John B. Walton Jr., Amarillo, Tex. Requests KVII-TV.

CALL LETTER ACTIONS

■ WPXI-TV, Kosciusko Broadcasting Inc., Jackson, Miss. Granted WBBJ-TV.

■ WMC(TV), Scripps-Howard Broadcasting Co., Memphis. Granted WMC-TV.

New AM stations

APPLICATIONS

Wickenburg, Ariz.—Wickenburg Radio Co. Seeks 1250 kc, 0.5 kw-D. P. O. address: Box 1268 85358. Estimated construction cost \$3,700; first-year operating cost \$18,000; revenue \$22,000. Principals: W. S. Thurber (51%) and Joyce Stirling (49%). Mr. Thurber is owner of Thurber's Western Wear. Mrs. Stirling is housewife. Ann. Dec. 9.

Charlevoix, Mich.—Charlevoix County Broadcasting Co. Seeks 1270 kc, 5 kw-D. P. O. address: 1501 Deer Street, Manistique, Mich. 49854. Estimated construction cost 20,000; first-year operating cost \$28,000; revenue \$30,000. Principals: David M. Kelly (50%) and Edmund Selleck (50%). Mr. Kelly is general manager and 50% partner of WTIQ Manistique. Mr. Selleck is 50% partner in landscaping and maintenance service, and general manager and 50% partner of WTIQ. Ann. Dec. 9.

Humble, Tex.—Albert L. Crain. Seeks 850 kc, 500 w-D. P.O. address 200 N. E. County ByPass Road, Crane, Tex. 79731. Estimated construction cost \$17,350; first-year operating cost \$12,000; revenue \$18,000. Principals: Mr. Crain is licensee and owner of KBSN Crane, Tex. Ann. Dec. 9.

FINAL ACTIONS

Burlington, Colo.—Al Ross d/b as Burlington Radio. Broadcast Bureau granted 1140 kc, 1 kw-D. P. O. address: 627 Elwood, Sterling, Colo. Estimated construction cost \$18,015; first-year operating cost \$27,800; revenue \$36,000. Principals: Al Ross (100%). Mr. Ross holds jointly with wife 80% of KGEK Sterling. Action Dec. 7.

Horseheads, N. Y.—Manuel N. Panosian tr/as Chemung County Radio. Broadcast Bureau granted 1000 kc, 1 kw-D. P. O. address: Hanover House, Main and John Streets, Horseheads. Estimated construction cost \$20,794; first-year operating cost \$55,000; revenue \$60,000. Mr. Panosian has business interests in Elmira N. Y. Action Dec. 7.

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting the application of Brown Broadcasting Co., Inc. for new standard broadcast station on 1290 kc, 1,000 w-D. in Jacksonville, N. C.; condition (Doc. 16465, File BP-16700); and denying application of Dixie Broadcasting Corp. for same facilities in Aurora, N. C. (Doc. 16466, File BP-17036). Action Dec. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. transmitted to review board partial initial decision in proceeding on AM applications of Branch Associates Inc., Houma and R. E. Hook tr/as Ascension Parish Broadcasting Co., Donaldsonville, both Louisiana; ruling favorably to applicant Hook on issue 4 (financial qualification) (Docs. 16826-27). Action Dec. 8.

OTHER ACTIONS

■ Review board in Thomasville, Ga. standard broadcast proceeding, Doc. 14760 scheduled oral argument before a panel of review board for Jan. 5, 1967, commencing at 2 p.m. in room 7134, New Post Office building. Action Dec. 7.

■ Review board in Lehigh Acres, Fla., standard broadcast proceeding, Doc. 14909. Board Members Berkemeyer, Pincock and Slone adopted decision granting the applica-

PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

James C. McNARY

Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—

PAUL GODLEY CO.

CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS

CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member AFCCE

A. D. Ring & Associates

42 Years' Experience in Radio Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver

Munsey Building District 7-8215
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON

817 Crestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLIMAN, MOFFET & KOWALSKI

1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCCE

WALTER F. KEAN

CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON

CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES

9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCCE

CARL E. SMITH

CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

VIR N. JAMES

CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCCE

A. E. Towne Assocs., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
Phone 592-1394 Res. 593-6706

PETE JOHNSON & Associates

CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-342-6281
Charleston, West Virginia

MERL SAXON

CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR

CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCCE

RAYMOND E. ROHRER & Associates

Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.

BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

JOHN H. MULLANEY and ASSOCIATES

A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFCCE

ROSNER TELEVISION SYSTEMS

ENGINEERS-CONTRACTORS
120 East 56th St.
New York, N. Y. 10022
(212) 752-4922

OSCAR LEON CUELLAR

CONSULTING ENGINEER
2844 East Edison
Phone (Area Code 602) 326-7805
TUCSON, ARIZONA
Member AFCE

Service Directory

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

CHARLES NEENAN ASSOCIATES

Television Lighting and
Audio-Visual Consultants
Bridgewater, Connecticut 06752
(203) 354-9055

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 15

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,080		16	87	400
FM	1,524		40	254	197
TV-VHF	476		18	24	189 ¹
TV-UHF	93		30	112	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 15

	VHF	UHF	Total
Commercial	519 ²	236	755
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.

tion of Southern Radio and Television Co. for CP to operate standard broadcast station (1440 kc/s, 5 kw-LS, 1 kw, DA-2, U) at Lehigh Acres, Fla. Condition. Action Dec. 12.

■ Review board in Shenandoah, Iowa standard broadcast proceeding, Doc. 14651, by memorandum opinion and order grant petition for leave to file notice of appearance, filed Dec. 2 by KFNH Broadcasting Corp. and granted motion for postponement of oral argument filed on Dec. 2 to extent of rescheduling oral argument from Dec. 20 to Jan. 24, 1967 commencing at 10 a.m. before panel of review board in room 7134, New Post Office building. Action Dec. 7.

■ Review board in Sioux Center, Iowa, standard broadcast proceeding, Docs. 16698-9, granted joint petition for approval of agreement filed on Aug. 31 by Tri-State Broadcasters Inc. and Emmet Radio Corp., approved agreement and retained applications of Tri-State Broadcasters Inc. and Emmet Radio Corp., in hearing status. Action Dec. 12.

■ Review board in Crowley, La., standard broadcast proceeding, Doc. 16785, by memorandum opinion and order denied appeal from ruling of hearing examiner allowing applicant's amendment of its financial proposal, filed on Nov. 4 by KSIG Broadcasting Co. Board Member Slone absent. Action Dec. 9.

■ Office of opinions and review granted petition by the Broadcast Bureau for extension of time to Dec. 13 to file responsive pleadings to petition by Bethesda-Chevy Inc., Bethesda, Md. for reconsideration in Docs. 16706-8. Action Dec. 8.

■ Review board in Minneapolis standard broadcast proceeding, Docs. 14527-8, by memorandum opinion and order, completed action on joint petition for approval of agreement filed on July 17, 1962 by People's Broadcasting Co. and Gabriel Broadcasting Co. and denied so much of joint petition as requests reimbursement by People's Broadcasting Co. of expenses incurred by Gabriel Broadcasting Co. By a previous order, FCC 63R-122, 25 RR 118, board acted on part of joint petition, dismissing Gabriel's application but holding in abeyance decision on

whether to approve reimbursement to Gabriel pending resolution of trafficking and other character issues in Edina, Minn., proceeding Docs. 14739-40. Board Member Nelson dissenting with statement. Action Dec. 12.

■ Review board in Loiza, P. R., standard broadcast proceeding, Docs. 16890-1, granted petition filed on Dec. 7 by Augustine L. Cavallaro Jr. and extended to Dec. 23 time within which to file responses to oppositions filed Nov. 16 by Luis Prado Martorell to Cavallaro's petitions of Oct. 24. Board Member Slone absent. Action Dec. 9.

■ Office of opinions and review granted petition by Prattville Broadcasting Co. for extension of time to Dec. 19 to file application for review of review board's final decision and memorandum opinion and order in proceeding on its AM application (Doc. 14878). Action Dec. 7.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Dec. 7 in proceeding on AM application of Hiram A. Goodman tr/as Goodman Broadcasting Co., Madison, Ala. granted applicant's motion for continuance and extended procedural dates including hearing from Dec. 14 to Jan. 16, 1967 (Doc. 16860). And on December 12 in proceeding on AM application of Goodman Broadcasting Co., Madison, Ala. granted petition of Broadcast Bureau and extended time from Dec. 9 to Dec. 16 for filing response to applicant's petition for leave to amend (Doc. 16860).

■ Hearing Examiner H. Gifford Irion on Dec. 7 in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna and H. H. Huntley, Yoakum, both Texas granted motion of applicant Cosmopolitan Enterprises Inc. and extended time from Dec. 7 to Dec. 19 for filing oppositions to petition for leave to amend filed by applicant H. H. Huntley (Docs. 16572-73).

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 14 in proceeding on AM applications of D & T Broadcasting Co., Dumas, and Service Communications Inc., Augusta, both Arkansas, rescheduled prehearing conference from Jan. 4 to Jan. 5, 1967 (Docs. 17026-27).

■ Hearing Examiner Herbert Sharfman on

Dec. 7 in proceeding on AM applications of KWHK Broadcasting Inc., Hutchinson, Kan., et al., rescheduled prehearing conference from Dec. 15, to Feb. 15, 1967 (Docs. 16588-90, 16848). And on Dec. 9 in proceeding on AM applications of Tri-State Broadcasters Inc., Sioux Center, and Emmet Corp., Estherville, both Iowa rescheduled hearing from Dec. 19 to Jan. 16 1967 (Docs. 16698-99) and on Dec. 14 in proceeding on AM applications of Tri-State Broadcasters Inc., Sioux Center and Emmet Radio Corp., Estherville, both Iowa granted petition for leave to amend (frequency change) application of Tri-State Broadcasters Inc. removed amended application from hearing docket and returned to the processing line (Doc. 16698-99).

■ Hearing Examiner Elizabeth C. Smith on Dec. 12 in proceeding on AM applications of Luis Prado Martorell, Loiza, and Augustine L. Cavallaro Jr., Bayamon, both Puerto Rico, granted petition for leave to amend of applicant Cavallaro regarding assignment of license and change of address; by separate order, scheduled hearing for March 1, 1967 (Docs. 16890-91). And on Dec. 7 in proceeding on AM applications of KJRD Inc., Monroe and Mount-Ed-Lynn Inc., Mountlake Terrace, both Washington, granted motion of applicant Mount-Ed-Lynn Inc. and continued prehearing conference from Dec. 9 to Jan. 12, 1967 (Docs. 16765-66).

CALL LETTER APPLICATIONS

■ Itawamba City Broadcasting Co., Fulton, Miss. Requests WFTO.
■ Baraboo Broadcasting Corp., Baraboo, Wis. Requests WBOO.

CALL LETTER ACTIONS

■ Wilbur J. Martin Sr., Brandon, Miss. Granted WRKN.
■ Ohio Radio Inc., Norwalk, Ohio. Granted WLKR.
■ Heath-Reasoner Broadcasters, Lockhart, Tex. Granted KHRB.

Existing AM stations

APPLICATIONS

WMIC Sandusky, Mich.—Requests modification of CP which authorized new standard broadcast station to make changes in DA system (eliminate one tower); change studio location to 19 S. Elk Street, Sandusky, Mich. Ann. Dec. 13.

FINAL ACTIONS

KXOW Christian Broadcasting Co., Hot Springs, Ark.—Broadcast Bureau granted license covering CP to authorize new AM. Action Dec. 7.

KMVI Wailuku, Hawaii—FCC granted request for waiver of Sec. 1.571(c) of rules to permit expeditious consideration of application for CP to increase power from 1 kw to 5 kw, continued operation on 550 kc, U and change transmitter. Action Dec. 7.

WTPS Portage Broadcasting Corp., Portage, Mich.—Broadcast Bureau granted license covering new AM. Action Dec. 12.

WYXI Athens, Tenn.—Broadcast Bureau granted license covering new daytime AM. Action Dec. 7.

WPIP Collierville, Tenn.—Broadcast Bureau granted license covering new AM. Action Dec. 12.

INITIAL DECISIONS

By decision, commission affirmed initial decision (FCC 66D-27) of May 11, 1966, holding McLendon Pacific Corp., licensee of KABL Oakland, Calif. to have repeatedly violated Sec. 317 of Communications Act of 1934, as amended, and Sec. 73.119 of commission's rules (sponsorship identification rule); did not decide whether such offenses were willful; reversed so much of initial decision as held licensee to have willfully and repeatedly violated Sec. 73.117 of commission's rules (station identification rule) in attempting to convey impression that KABI was San Francisco rather than an Oakland station and imposed forfeiture of \$2,000 in lieu of \$10,000 forfeiture recommended in initial decision. The decision, prepared under direction of Commissioner Johnson, was adopted by Commission on Nov. 16 by Commissioners Bartley (acting chairman), Lee, Wadsworth and Loveninger with Commissioner Cox dissenting and issuing statement. Action Dec. 13.

OTHER ACTIONS

■ FCC waived requirements of Sec. 73.685(e) of rules and granted the application of Desert Telectesting Inc. authorizing a change in antenna system, installation of directional antenna, for KBLU-TV Yuma, Ariz. Action Dec. 7.

■ By order, commission denied request by 560 Broadcasting Corp. for waiver of Sec. 73.24 of rules and returned as unacceptable

for filing application to change operation of station WQTE Monroe, Mich., on 560 kc, 500 w, from DA-D to DA-2, U. Action Dec. 7.

■ By memorandum opinion and order, commission denied request by Shepherd of the Hills Broadcasting Co. for waiver of Sec. 73.37 of rules and returned as unacceptable for filing its application to increase power of daytime KBHM Branson, Mo. on 1220 kc, from 1 kw to 5 kw. Commissioner Johnson not participating. Action Dec. 7.

■ Review board in Wilkesboro, N. C., standard broadcast proceeding, Doc. 16311 by memorandum opinion and order denied petition filed on Oct. 14 by Wilkes Broadcasting Co. (WKBC) seeking addition of issues concerning character qualifications, rule 1.65 and financial qualifications against Wilkes County Radio. Board Member Slone abstaining. Board Member Berkemeyer absent. Action Dec. 13.

■ By memorandum opinion and order, commission renewed license for WZUM Carnegie Broadcasting Co., Carnegie, Pa. and granted assignment of that license to P. S. Broadcasting Corp.; consideration \$182,500. Denied petitions to dismiss, deny, or defer action on assignment application, and to deny or defer action on renewal application filed by WKJF Inc., Pittsburgh. Both petitions were based on alleged breach of contract to sell WZUM to WKJF Inc. Petition filed was dismissed as untimely; petition filed was denied on ground parties to assignment would effect a reassignment in event Pennsylvania courts decreed WKJF Inc. had an enforceable contract for purchase of WZUM. Action Dec. 7.

■ Broadcast Bureau granted renewal of licenses for following stations: WAGY-FM, & SCA Lumberton, N. C.; WAGY-AM-FM, A. Hoyle Lovelace & Gerard Thomas Becknell, d/b as Tri-City Broadcasting Co., Forest City, N. C.; WALD Waterboro Radio-casting Co., Waterboro, S. C.; WBUY Omar G. Hilton and Greeley N. Hilton d/b as Davidson County Broadcasting Co., Lexington, N. C.; WCKB North Carolina Central Broadcasters Inc., Dunn, N. C.; WDJJ J. H. Mayo and Mrs. Lottie S. Weldon d/b as Mount Olive Broadcasting Co., Mount Olive, N. C.; WEYE Crest Broadcasting Corp., Sanford, N. C.; WFGN Cherokee Radio Co., Gaffney, S. C.; WLBG-AM-FM Laurens-Clinton Broadcasting Inc., Laurens, S. C.; WPNF and Pisgah Broadcasting Inc., Brevard, N. C.; WRNE Jefferay Broadcasting Corp., New Bern, N. C.; WSTH Alexander Broadcasting Inc., Taylorsville, N. C.; WXRQ (FM) Foothills Broadcasting Inc., Hickory, N. C.; and WYRN Joseph T. Lane tr/s Franklin Broadcasting Co. Louisburg, N. C. Action Dec. 9.

ACTIONS ON MOTIONS

By Hearing Examiner David I. Kraushaar on Dec. 9, in proceeding on AM applications of Atlantic Broadcasting Co. (WUST) Bethesda, Md. et al., granted request of applicant Bethesda-Chevy Chase Broadcasters Inc. to extent that ruling on petition of applicant Atlantic Broadcasting Co. for amendment will be withheld pending release of commission's ruling on petition for "stay" (Docs. 16708-08).

■ Hearing Examiner Herbert Sharfman on Dec. 9 in proceeding on AM application of American Homes Stations Inc. (WVCF) Windermere, Fla., rescheduled hearing from Dec. 12 to Jan. 6, 1967. (Doc. 16922).

FINES

■ FCC sent WMID Atlantic City, N. J. notice of apparent liability in amount of \$5,000 for repeated or willful failure to paint its antenna tower, in violation of Sec. 73.45 and 17.23 of commission's rules and regulations.

■ FCC sent WPKO Waverly, Ohio letter of admonition and notice of apparent liability in amount of \$500 for willful or repeated violation of operator requirements, failure to respond to commission inquiries and broadcast of lottery. Commission stated that licensee's conduct raises "serious questions regarding your qualifications to be a broadcast licensee" and requested licensee to file statement within ten days explaining its past actions and setting forth future intentions and policies. Action Dec. 7.

■ Commission directed that notice of apparent liability in amount of \$250 be sent to licensee of WEUC Ponce, P. R. for willful or repeated failure to maintain proper power and to file contract for services of a part-time first-class operator, plus other rule violations. Commissioner Wadsworth abstained from voting. Action Dec. 7.

RULEMAKING PETITIONS

Bemidji, Minn., KBUN, Paul Bunyan Broadcasting Co.—Requests institution of rulemaking proceedings looking toward allocation of ch. 268 or another class C chan-

ETV fund grants

■ Following grants for educational televisions have been announced by Department of Health, Education and Welfare:

Topeka, Kan.—Washburn University of Topeka. \$17,996 to activate expansion program for *KTWU(TV) ch. 11. Total project cost \$33,796.

Kansas City, Mo.—Kansas City, Mo. School District. \$30,000 to activate expansion program for *KCSO(TV) ch. 19. Total project cost \$40,000.

Cleveland—Educational Television Association of Metropolitan Cleveland. \$75,000 to activate expansion program for *WVIZ-TV ch. 25. Total project cost \$150,000.

Erie, Pa.—Educational Television of Northwest Pennsylvania Inc. \$33,032 to activate ch. 54. Total project cost \$40,000.

Tacoma, Wash.—Tacoma School District No. 10. \$53,405 to activate expansion program for *KTPS(TV) ch. 62. Total project cost \$140,682.

nel to Bemidji. Ann. Dec. 9.

Franklin, Tenn., WAGG, Williamson County Broadcasting Inc.—Requests amendment of rules so as to assign ch. 221A to Franklin. Ann. Dec. 9.

PROCESSING LINE

■ FCC notice is hereby given that on Jan. 17 the application of KMVI Wailuku, Maui, Hawaii; Maui Publishing Co. Ltd.; 550 kc, 1 kw-U, and 550 kc, 5 kw-U, will be considered as ready and available for processing, pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of the commission's rules.

CALL LETTER APPLICATIONS

■ KCUL, John B. Walton Jr., Fort Worth. Requests KBUY.

CALL LETTER ACTIONS

■ WRWJ, Kathleen E. Stutts, Selma, Ala. Granted WTQX.

■ WAIA, John R. Dorsey, College Park, Ga. Granted WBAD.

■ WJUD, Dittmer Broadcasting Inc., St. Johns, Mich. Granted WRBJ.

■ Correction: KUBC San Antonio, Tex. was reported Nov. 28 as licensed to Turner Broadcasting Corp. Assignment of license was granted Aug. 10. Call letter change (from KUBO to KUBC requested by Turner) was effective Nov. 20. But, grant of assignment was stayed effective Nov. 30 on petition of reconsideration filed by KBER San Antonio.

New FM Stations

APPLICATIONS

Auburn-Opelika, Ala.—Faulkner Radio Inc. Seeks 97.7 mc, ch. 249A, 3.0 kw. Ant. height above average terrain 150 ft. P. O. address: Box 571, Bay Minette, Ala. 36507. Estimated construction cost \$22,357; first-year operating cost \$12,000; revenue \$15,000. Principal: Robert M. Thorburn vice president. Ann. Dec. 14.

Grand Haven, Mich.—Community Broadcasters Inc. Seeks 92.1 mc, ch. 221A, 3.0 kw. Ant. height above average terrain 125 ft. P. O. address: 228½ Washington Street 49417. Estimated construction cost \$12,408.75; first-year operating cost \$9,000; revenue \$12,000. Principals: Douglas J. Tiapkes, president and George H. Kleis, secretary-treasurer. Ann. Dec. 14.

*Columbia, Mo.—The Curators of the University of Missouri. Seeks 89.7 mc, ch. 209, 100 kw. Ant. height above average terrain 613 ft. P. O. address: Room 116, Jesse Hall, Columbia 65201. Estimated construction cost \$78,776; first-year operating cost \$26,320. Principals: Thomas Gray, administrative assistant, Earl F. English, dean of school of journalism and William J. Reagan, director of broadcast engineering and chief engineer. Other broadcast interests are KOMU-TV Columbia, KCUR-FM Kansas City and KMSM-FM Rolla, all Missouri. Ann. Dec. 9.

Borger, Tex.—Weldon W. and Weldon E. Lewis. Seeks 104.3 mc, ch. 282, 26.8 kw. Ant. height above average terrain 509.625 ft. P. O. address: Box 1478 Borger 79007. Estimated construction cost \$27,199; first-year operating cost \$3,550 over AM costs; revenue \$25,950. Principals: Mr. Weldon E. Lewis is general manager of KBBB Borger, member and advisory board of Salvation Army, chairman and member of Chamber of Commerce and other community organizations. Weldon W. Lewis is member of Chamber of Commerce and member of Top of Texas Life Underwriters. Ann. Dec. 9.

INITIAL DECISIONS

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Eastern Long Island Broadcasters Inc. for CP for new FM to operate at Sag Harbor, N. Y., on ch. 221 (Doc. 16033, File BPH-4321). Action Dec. 14.

OTHER ACTIONS

■ Review board in New Philadelphia, Ohio, FM broadcast proceeding, Doc. 15430, by memorandum opinion and order, board members Berkemeyer, Nelson and Kessler, denied petition to reconsider and reopen record filed on Oct. 21 by Tuscarawas Broadcasting Co. Board Members Slone and Pincock not participating, not on panel. Action Dec. 12.

■ Review board in Wilmington, Ohio, FM broadcast proceeding, Docs. 16892-3, granted petition filed Dec. 6 by Community Communicators of Ohio Inc. and extended to Dec. 15 time within which to file reply to opposition and comments to petition to enlarge issues filed on Oct. 24 by Community Communicators. Board Member Slone absent. Action Dec. 8.

■ Review board in Ellwood City, Pa., FM broadcast proceeding, Docs. 16861 and 16863 by memorandum opinion and order granted the petition to enlarge issues filed on Oct. 3 by Scott Broadcasting Co. of Pennsylvania Inc. to extent of adding issues to determine as to BBPS Broadcasting Corp. (a) basis for BBPS estimated construction and first year's operation costs (b) in event it is concluded that additional funds will be needed by BBPS whether BBPS has such funds available (c) to determine whether BBPS is financially qualified and (d) to determine whether BBPS proposal will comply with the provisions of Sec. 73.3.15 (b) of rules concerning line-of-sight requirements between transmitter site and principal city to be served. Board Member Slone concurring with statement. Board Member Berkemeyer absent. Action Dec. 13.

■ Review board in Elizabethton, Tenn., FM proceeding, Doc. 16794, by memorandum opinion and order denied petition filed on Aug. 24 by WBEJ Inc. seeking enlargement of issues against Lynn Mountain Broadcasting, among other things, as to real party in interest and possibility that deceptions may have been attempted against commission. Board Member Slone absent. Action Dec. 8.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Dec. 7 in proceeding on FM applications of Jones T. Suddbury, and Northwest Tennessee Broadcasting Inc., both Martin, Tenn., granted petition for extension of time filed by applicant Jones T. Suddbury and extended procedural dates but hearing will be Jan. 11, 1967 as heretofore scheduled (Docs. 16655-56).

CALL LETTER APPLICATION

■ KAGH Inc., Crossett, Ark. Requests KAGH-FM.

CALL LETTER ACTIONS

■ Kops Communications Inc., Albany, N. Y. Granted WDKC(FM).

■ S. D. State University, Brookings, S. D. Granted *KESD(FM).

Existing FM stations

FINAL ACTIONS

KNEA-FM Jonesboro, Ark.—Broadcast Bureau granted request to cancel CP, which authorized new FM. Action Dec. 8.

KUDE-FM Oceanside, Calif.—Broadcast Bureau granted license to change ERP to 50 kw, ant. height 170 ft. Action Dec. 7.

WBBQ-FM Augusta, Ga.—Broadcast Bureau granted CP to decrease ant. height above average terrain 560 ft. Action Dec. 7.

WFLT(FM) Franklin, Tenn.—Broadcast Bureau granted CP to increase ERP to 3.0 kw. Action Dec. 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission waived Sec. 73.213 of rules, power limitations for short-spaced FM's, accepted for filing and granted minor modifications (increased facilities) for WBCN(FM) Boston, and WNCN(FM) New York; denied and dismissed respectively petitions to deny filed by WBCN Inc. (WBCN(FM)) and National Science Network Inc. WNCN(FM) and granted application of Northeast Broadcasting Inc., Waterbury, Conn. to increase facilities of station WWCO-FM. Action Dec. 7.

■ By letter, commission denied request by
(Continued on page 83)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

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.

Manager for small-market daytimer. Salary, incentive plan. Give references. Box A, Brookfield, Missouri or call 816-258-4123 after 6, weekends.

Sales

Salesman for high volume station Houston, Texas, management capability, 5 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

Major market radio station to initiate sales trainee program. \$90 weekly trainee salary to start. \$90 weekly plus commission after first ninety days. Estimated earnings: \$7,800.00 for first year, \$9,500.00 plus, second year. Male or female, some college, car, references. Mail resume and complete covering letter to Sales Manager Box M-146, BROADCASTING.

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 WFBC 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.

A Sales Operations director, to handle regional and local sales activity. Base salary plus commission—minimum potential \$700. per month. Growing station group. Possible management potential with stock option. Sales background necessary. "Broadcasting Position" Box 748, Albany, Oregon.

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.

Experienced announcer-newscaster 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 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.

Announcers—(cont'd)

Career opportunity. Michigan MOR expanding. Large market group ownership. \$110 - \$135. Tape, resume to Box M-119, BROADCASTING.

Fired-up top 40, 24 hour mover with immediate opening for drive-time jock 3-7. Station in metro Pennsylvania—new from top to bottom. Rush tapes. Box M-153, BROADCASTING.

Number one rock station has immediate opening for combo man mid-night shift. First phone. No maintenance. Announcing experience preferred but not necessary. Rush tape and resume to: Box M-154, BROADCASTING.

Immediate opening small market radio night trick, some top 40, some MOR. Excellent opportunity for semi-beginner. Box M-155, BROADCASTING.

New Jersey adult format station in cosmopolitan market wants reliable staff announcer. Must be able to gather and write local news. Send tape and resume. Interview will follow. Box M-159, BROADCASTING.

Newsman-young hustler with "beat" coverage experience. Must have authoritative mature voice. Expanding news operation. Large Fla. Market needs aggressive man who can take directions. Send Tape & resume to Box M-169, BROADCASTING.

Outstanding New England metropolitan market station needs a dj to step into the shoes of one of the nations best known jocks. Modern operation. . . . Salary excellent . . . open, commensurate with ability. first phone preferred but not required contact Box M-170, BROADCASTING.

Three mature voiced, first phone jocks. Midwest medium market. Group operated, top benefits. Send resume tape, photo and salary requirements. Box M-178, BROADCASTING.

Announcer wanted; Middle-of-the-road music station in central Illinois. Experienced only. 3rd class with endorsement. If you are a Kook and/or a swinger please disregard. Box M-182, BROADCASTING.

Experience boardman announcer needed—Good music Station—midwest—must be stable: Send tape, resume and photo to Box M-185, BROADCASTING.

Announcer to join our staff Feb. 1st, 1967. Multiple station owners. Both AM and FM stereo. Most beautiful city in southwest. Full Blue Cross and life insurance paid. If you live in New Mexico or adjoining state send letter that tells about you and your goals as a professional broadcaster. Write Box M-187 BROADCASTING. Our staff knows of this ad.

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-200, 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.

Thinking announcer needed by 5kw CBS regional fulltimer MOR. TV opportunity included with 5 day week. Tape and qualifications to Doug Sherwin, KGLO, Mason City, Iowa.

Announcers—(Cont'd)

Can a classical music announcer from the east or west coast (or anywhere) find happiness in one of the great cities in the southwest, Houston? You'd better believe it! The most progressive city in the country. KLEF, Houston's only all-classical music station is now No. 1 (FM) week-ends and tied for No. 1 evenings in this exceptionally good FM market. This ad written December 7th. Temperature is 77. The Gulf is 45 miles away. We have "space" (literally and figuratively) and a future. But you must be good at classical music and radio. Send resume, photo, audition tape. Replies held confidential if requested. KLEF, Lamar Tower, Houston 77006.

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.

Need immediately—evening country music disc jockey with first class ticket, no maintenance, for WENO, Nashville, Experience necessary, send tapes, references, resume.

No. 1 station in Hudson River Valley—5000-watt daytimer with separate full-time FM Programing 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.

WREO, Ashtabula, Ohio has immediate opening for top 40 dj—personality. Full employee benefits. No selling. Send tape and resume to Manager, WREO, P.O. Box 738, Ashtabula, Ohio.

WRNL, CBS, Richmond, Va., looking for young, mature disc jockeys and newsmen. MOR music, extensive local news coverage. Apply immediately. Dave van Horne, Pgr. Dir.

Permanent position for announcer with first phone by newspaper owned good music AM-FM stations in northern Indiana's lake region. Emphasis on news and commercial announcing. Excellent opportunity. Call collect or send tape, resume, to Manager, WRSW, Warsaw, Indiana.

No. 1 Saginaw contemporary needs one more playboy. Contact Dave Hollis, WSAM.

WSBT & TV offers young announcer chance to move up to established top rated station. Good variety staff duties including AM dj, and program preparation for automated FM. Also sports backup as required. Attractive day schedule, stable operation plus excellent benefits. Send tape, photo to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Wanted: 1st phone for announcing & production. Small market with middle of road format. Call station manager. WSER, Elkton, Md. 301-398-3883.

Immediate opening. — announcer. Salary open. Contact Mr. Lubin, WVOS, Liberty, N. Y. 914-292-5533.

Possible PD 1st class ticket. Strong on production Aggressive MOR station, only fulltimer in area. Permanent position. Call collect 201-366-1510.

Announcers—(cont'd)

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, WWCW Radio, P.O. Box 227, Brazil, Indiana. Resume, Photo and tape.

Technical

Chief engineer—DA plus studio maintenance. Suburban N.Y.C. Immediate opening. Box M-121, BROADCASTING.

Experienced first phone engineer-announcer. Immediate opening. Please send resume, tape, snapshot, and salary requirements. Box M-142, BROADCASTING.

Successful deep-south radio station needs permanent chief early '87—Strong maintenance—limited announcing—top salary—generous fringes for man with professional capabilities and personal integrity. Box M-150, BROADCASTING.

Unusual opportunity for creative chief engineer who can supervise move to new quarters. Must be able to double as either announcer or salesman, and be plenty good at it. Send resume references to Box M-191, BROADCASTING.

Maintenance engineer for Florida radio and TV. Must have experience on TV studio maintenance. Reply Box M-196, BROADCASTING or call 813-949-4404.

Eastern major market AM-FM needs top drawer transmitter technician with 1st ticket. 5 day week, full benefits. Send resume & references to Box M-202, BROADCASTING.

First class maintenance engineer. Some announcing but maintenance comes first. 5000 AM and 1000 FM transmitters. WCEF 304-485-7048.

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.

Chief engineer, light announcing if desired. Southern Illinois am-fm. Good pay, small market. Now open. Telephone S. A. Hassan, Carmi, Ill. 618-382-4161.

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.

Metro Pennsylvania seeking young newsman for expanding staff. Fully equipped news room—three mobile news cruisers—24 hours operation. Box M-151, BROADCASTING.

Join our staff for an exciting challenge in medium market programming. 1st phone, announcing experience required. Send resume to Box M-160, BROADCASTING.

Young but mature news reporter wanted. Must be strong on newscasting and professional in approach. Outstanding opportunity for skilled radio newsman to break into television in large market. Send tape, resume to Box M-166, BROADCASTING.

News director for heavy news, sports, talk, MOR station in Great Plains. Write Box M-195, BROADCASTING or call 402-462-5101.

NEWS—(Cont'd)

News director for progressive N. J. station in N. Y. Metropolitan area. Emphasis on local coverage. Must be experienced in all phases of local news operation with mature delivery. Resume and tape to Box M-198, BROADCASTING.

Thinking reporter-writer-newscaster needed by 5kw CBS regional fulltimer. TV opportunity included with 5 day week. Tape and qualifications to Doug Sherwin, KGLO, Mason City, Iowa.

Newsman-gather, write, report local news. Experienced only. No beginners. Must be digger. Immediate opening. State salary. Rush tape full particulars. KUBA, Box 309, Yuba City, California.

Vacant: 1 mobile unit, needed: 1 radio journalist. Salary commensurate. Could use 1 M.O.R. Announcer too. Send tape and vital statistics to John Wydra, WAZY AM & FM, Box 1410, Lafayette, Indiana.

Newsman, authoritative, to write in-depth news, local features. Good pay, good working conditions, paid life and disability. Advancement to News Director, in Spring. Apply John Rohwer, WJVM, Box 237, Sterling, Illinois.

Production—Programming. Others

Attention air personalities in markets of 150,000 or less. 50,000 watt good music station in top 30 markets wants to discover you. Send tape and resume to Box M-161, BROADCASTING.

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

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.

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed, earning high five figure income. Box M-124, BROADCASTING.

Program manager now in top ten interested in locating as manager small market. Box M-140, BROADCASTING.

Looking for new fields to conquer in southwest. General Manager for one of south's most successful 5,000 watt, C&W. Strong sales and public relations. Specialist in low overhead, high cash flow operation. Also personality on nationally recognized country program. Young, stable, excellent references. Any size market considered if price is right. Box M-149, BROADCASTING.

Strong, dedicated, top market pro seeks challenging career opportunity with commensurate earnings. Highly knowledgeable all phases of radio. Profit oriented, 17 years sales and group management experience. Family man, 41. Journalism degree. Box M-199, BROADCASTING.

Situations Wanted—Announcers

Controversial, telephone talk man available, currently top 10 market. Tapes on request. Box M-47, 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.

Versatile, mature, married announcer. Experience in TV and Radio. Pleasant, personable neat and talented. Details available. Box M-138, BROADCASTING.

Experienced Announcer-salesman. Currently retail copy writer, desires return to broadcasting. AM-FM background with some metro-market experience. Will offer hard work for security and money. College, early 30's. Will relocate. Box M-139, BROADCASTING.

Florida, other location in need of country announcer? Write Box M-143, BROADCASTING.

Announcer. Negro. Very ambitious. Light experience. Tape available. Box M-144, BROADCASTING.

Announcers—(Cont'd)

Now working New York Metro area. Warm, richly experienced talent, first phone. Wants greater opportunity this market; adult oriented format. Box M-145, BROADCASTING.

Interested in markets like Chicago, Detroit, Indianapolis etc. Five years in radio, including news gathering. Worked in Atlantic City and N. J.—New York City Metropolitan area. Draft Exempt. Mature, personable sound. Box M-157, BROADCASTING.

Experienced midwestern radio announcer. First class license. Good references with pioneer station. Married. State salary. M-168, BROADCASTING.

Announcer—over 7 years experience. Married. Prefer Nebraska, South Dakota, Iowa area. Box M-174, BROADCASTING.

Disc jockey-announcer. Would like top forty rock or MOR. Young and ambitious. Draft exempt. Have third class license with endorsement. Will travel. Call 212-456-3090 or write Box M-175, BROADCASTING.

Top fight man available in January. Any type show. Box M-183, BROADCASTING.

Modern country stations nationally known p.d. & entertaining no. 1 rated morning man now in top 15 markets. 15 years all phases, great production. First phone. Box M-184, BROADCASTING.

Personality d.j. announcer, single, first phone, radio tv major in college. Prefer top forty. Medium to metro market. Non drinker, floater or prima donna. Military exempt. Strong on production. Innovations Inc. Now employed in five station market. Easy to get along with. Box M-186, BROADCASTING.

One years' experience. Some college, third, speech trained. Box M-201, BROADCASTING.

Negro dj/announcer—beginner, but well trained, 3rd phone, willing to work hard. Will relocate. William McRae, 522 West 138 street, New York City, 10031.

DJ 2½yrs in MOR, rock and soul 1 yr in associated field. 3½ yrs total; 22 and draft exempt, 1 wife, 1¾ kids 3rd phone. Looking for job with future and chance to move into management position. Plenty of sales experience and great production. Will relocate anywhere call, wire or write today to John Rowe, 12620 Ward, Detroit, 48227, 1-313-WE 3-6910.

Versatile beginner, 3rd endorsed. Conn. broadcasting school. Prefer groovy station. Ready now. Take any format except C&W. Call or write now. Joe Sherman, 242 Orange St., Waterbury, Conn. 203-753-6666. Negro.

Young dj, experienced in M.O.R. and C&W wants rock job with emphasis on R&B. Low-keyed, non-screamer; warm and intimate. Write to Don Cook, P.O. Box 393, Milford, Pa 18337. Please include details.

Single at 24. Mildly mellow, buoyant air delivery smooth lustre. Lent news: with certain cinnamon could sail for sports—Just dial 315 RE 6-1538.

Michigan area-dj, top 40 or MOR, 3rd endorsed, tight board, beginner, Detroit Broadcast School graduate Adnan Chirri, 6403 Chase, Dearborn, Michigan, 313-581-2775—Call after 5 p.m.

Announcer with first seeks contemporary or modern country, 28 years old, 6 years experience, family. . . . Johnny Thomas, 1309 Howard, San Angelo, Texas, 949-1105.

Strong on production spots, news delivery and run tight board. 3rd class ticket. Experienced in top 40, also MOR and country format. 11 years experience. Family man. Contact: Richard Hoff, 130 12th Ave., Green Bay.

Technical

High caliber take charge technical-director available soon. Box M-164, BROADCASTING.

Combo-chief, maintenance, directionals, proofs, Georgia, Florida. Immediately available. 704-851-5580.

First ticket beginner. Married. Mid-thirties. Non drinker. Communications trained. Desires position anywhere No announcing. D. M. Rivera, 8360 Janet, Riverside, Calif.

NEWS

Major market newscaster—reporter on one of the Nation's most successful stations wants challenging news directorship. Leading MOR or contemporary station. Box M-190, 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—Programing, Others

PD tired of having imaginative and promotional ideas shot down by short sighted management, available—employed top ten. Box M-48, BROADCASTING.

Program director would like to relocate. 12 years TV; interested in all offers. Now in top fifteen. Box M-141, BROADCASTING.

Soundsational program director. Good man looking for good station. Employed. Box M-173, BROADCASTING.

TELEVISION

Help Wanted

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.

Thinking announcer needed by VHF, CBS affiliate. Radio opportunity included with 5 day week. VTR or audio tape and qualifications to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

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.

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.

We're looking for engineers to run camera, projection, video-tape. 1st ticket or can be close to getting one. Medium market in midwest. Chance to learn operations. Send resume to Box M-177, BROADCASTING.

VTR supervisor — \$7,400-\$8,500/year. New equipment. Government benefits—Virginia. Box M-180, BROADCASTING.

Maintenance engineer for Florida radio & TV. Must have experience on TV studio maintenance. Reply Box M-197, Broadcasting or call 813-949-4404.

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.

California VHF . . . experienced/unexperienced engineers needed for expanding station on California's central coast. Transmitter and studio engineers. Usual company benefits, 2 weeks vacation after first year. Send salary requirements with first application and available date to Rod Funston, KCOY-TV, P.O. Box 1299, Santa Maria, Calif. 93454.

If you are a "displaced midwesterner," here is your opportunity to return to "God's country!" KWWL-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.

Technical—(Cont'd)

Wanted: Man with 1st class FCC license for studio/transmitter operation. Permanent position with unlimited opportunities for advancement. Contact Chief Engineer, WEJA-TV, Box 813, Binghamton, N.Y. or call collect: 607-772-1122.

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.

Television maintenance engineer—first class phone—experienced in installation, maintenance and operation of tube type and solid orthocon camera. Ampex 1000 A, film cameras and projectors. — Submit resume and salary requirement in first letter. Liberal fringe benefits. Contact Dr. M. W. Ellerbroek, College of the Desert, 43-500 Monterey, Palm Desert, California 92260.

Crew chief responsible for operation and maintenance of mobile video taping unit of the Pennsylvania State University's E.T.V. station. I. O. Cameras, quad recorders. Three man crew. Many liberal benefits including educational privileges for you and your family, excellent retirement, paid holidays and vacation. Year around assignment. Write Employment Division, 304 Old Main Building, University Park, Pa., 16802. An Equal Opportunity Employer.

Major new england TV station has openings for FCC first class licensed engineers. Write P. O. Box 1859, New Haven, Connecticut.

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.

Television newsreporter wanted. Must be strong on airwork. Outstanding opportunity to advance your profession in large television radio combination. Prefer young man with a mature, professional approach. We will train employee in all phases of the radio-TV news profession if he is willing to work for his future. Send VTR, which can be returned or audio tape & resume Box M-167, BROADCASTING.

Medium market, midwest looking for newsmen to air 10 pm TV news. Write, edit, report as part of news staff in radio TV operation. Send VTR, SOF or audio tape and picture to Box M-171, BROADCASTING.

Experienced radio reporter-writer-newscaster needed by VHF CBS affiliate for TV preparation and on camera. Radio opportunity included with 5 day week. VTR or video tape and qualifications to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WENS-TV, Columbus, Ohio.

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: Ralph Renick, Vice President, News, WTVJ, Box 2440, Miami, Fla. 33138

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

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.

Production—Programing, Others

Continued

Two immediate openings small market VHF. One switcher-director, one film director. Experience required. Pleasant community. Box M-156, BROADCASTING.

Medium market, 100% color, group owned NBC affiliate has immediate opening for studio cameraman. Possible advancement to control board operations. Prefer person with small to medium market experience or will consider graduate of trade school. This is an opportunity to work with the latest color studio facilities. Box M-178, BROADCASTING.

Network-owned VHF station in top 10 market needs three experienced personalities—a newsmen, a weatherman and a sportscaster. Must be able to write, report and air own material. Send resume, salary range and VTR, if available. VTR's will be returned. Box M-179, 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-film producer director to assume major responsibility for developing a program of instructional television and film to support undergraduate education. Involvement at all levels of programing process, including analysis of objectives, selection of content, scripting, and production. Requires training and experience in the television-film media and training and/or experience in the process of instruction. Salary range \$667-823 per month. Excellent opportunity with growing new campus in ideal location. Please send resume to the personnel office, University of California, Santa Cruz, California 95060, an equal opportunity employer.

Communications Production Supervisor A challenging & rewarding long range opportunity. Responsible for scheduling and production of all TV programs for instruction, research, magnification, archives and broadcast. Includes supervision of writing, performing directing staging and production staff. Make accurate budget estimates. Degree in theater arts, TV or related and 2-5 years experience in TV production and directing. Salary range \$746 to \$999 mo. Send resumes to: University of California Personnel Dept. Rm. A-328, Adm. Bldg., 405 Hilgard, Los Angeles, Calif. 90024. An equal opportunity employer.

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.

Television station manager available for small to medium market. Write Box M-188, BROADCASTING.

NEWS

Radio-TV sportscaster and newsmen seeks relocation. Reliable. Box M-128, BROADCASTING.

Very interested in documentary news work—columnist, editorial writer, major metropolitan daily; 28, married; Who's Who in America, 1966. Box M-147, 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.

Production—Programing, Others

continued

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.

Program-operations mgr.—presently in top 6 market independent operation. 15 years experience; 10 years in independent operation. Wish to relocate with heads up station or group. Market size or location not of prime importance. Experience includes film buying, producing, directing, former production mgr.—engineer complete knowledge IBM traffic operation remotes. etc., contact Box M-194, 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.

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.

Wanted: 800 to 1000 foot guyed television tower. Box M-148, BROADCASTING.

Dependable, complete 16mm outfit for TV news coverage by stringer, including various size lens and light equipment. Box M-152, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliex, Styroflex, Spirolina, 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 pickoff. Available immediately. Call or write John A. Carroll, Chief Engineer, WNYX-TV, Channel 9. Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Available at once—Western Electric 406-B2, 5 kilowatt AM transmitter, frequency modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Check our listings for your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

550 feet of used Andrews-737 64 ohm 7/8" copper coax. 75¢ per foot plus freight. KJET, Box 8067, 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.

Speech input console RCA BC 3C, 8 mix channels—4½ yrs old in excellent condition. Self-contained PWR sply, \$950. FOB Washington, D.C. Contact: Paul Tharp, National Education Association, 1201 16th St., N.W., Washington, D.C. Ph 202 223-9400, Ext. 289.

FOR SALE—Equipment

continued

Ampex 350-C console 7.5 and 3.75 ips new appearance, good condition \$750. Phone 309-342-2360.

Television studio equipment—TK 60 cameras, TR-11 VTR, sync generators, lighting equipment, lenses, monitors, I.O.'s, speakers, etc. Box M-165, BROADCASTING.

Fairchild dynalizer—brand new-solid state—useful for recording and broadcast application. Cost new \$303 will sell \$250. Paul Tharp, National Education Assoc., 1201 16th St., N.W., D.C. Ph 202 223-9400. Ext 289.

For sale—One 50KW DuMont type 12000 transmitter. Will tune from Channels 7 through 13. Contains negative offset. Many spare parts, tubes and other ancillary equipment goes with package. In excellent condition. Can be inspected on location at the Empire State Building. In operation until approximately the beginning of 1967. Will be available at that time. For further details please contact: Steve de Satnick (Director of operations & engineering) at 212-581-6000 or write 304 West 58th St. New York City.

Ampex 601 privately owned; excellent. Best offer over \$275. Takes it F.O.B. Box M-162, BROADCASTING.

Copper in stock—Sheet, plate, bar, rod, strip, strap and wire. Swager Tower Corp., Fremont, Indiana.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

We have for sale, The Mike Edwards Radio Commentary. For free information and audition tape, write us today. Box M-19, BROADCASTING.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

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 16 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.

INSTRUCTIONS—(Cont'd)

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 4, & March 8. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute. REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combe-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

ACCOUNT EXECUTIVE

Key position in solid, growing midwest agency. To handle important accounts, one industrial and one consumer, who have been with the agency many years. Plenty of room to grow. Good salary to start, more as your efforts pay off. Write to:

Box M-158, Broadcasting.

RADIO—Help Wanted—Sales

A GREAT SALESMAN

We are looking for a great sales-
man interested in becoming a Station
Manager with a substantial stock inter-
est 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

WANTED:

Announcer for Springfield, Mass. Good
music station. Call or Write:

Mort Roberts, P.D.
WTYM Radio
East Longmeadow, Mass.
413-525-4141 No Collect Calls.

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.

NEWSMEN

What 2½ million listeners want we get. We
have the knowhow, equipment, location, money.
We want experience, permanence, ability &
vigor. Dominant south Florida. East Coast
station. Tape, picture, resume, references and
salary requirements. Box M-192. Broadcasting.
Floater will not be considered.

Production—Programing, Others

Good Music Personality

for

Top-Rated, Middle-of-Road
Station in Top 30 Markets

Somewhere there must be a man
who has something different to
say . . . usuals, too.

Jim Long
Program Director
Radio Station, WIBC
Indianapolis, Ind.

Situations Wanted—Sales

NATIONAL REPS . . . GROUP OWNERS
SALES PROBLEMS IN L.A.?

You can solve them by hiring young . . . 41
years . . . experienced . . . 18 years . . .
former VP West Coast Major Rep. Back-
ground includes all aspects of broadcast
sales, TV & Radio. Nat'l Sales Mgr. Gen'l
Sales Mgr. Radio Station. Also agency,
newspaper & Ad Mgr. experience. Excellent
Agency/Client reputation for West Coast.
Headquartered L.A. Native L.A.

Dick Leader
17506 Mayerling St.
Granada Hills, California 91344
(213) 360-5361

TELEVISION—Help Wanted—Sales

BROADCAST AND TV EQUIPMENT SALESMAN

The continuing growth of RCA's Broadcast and Communication
Products Division has created an excellent opportunity for an indi-
vidual who can prepare extensive AM-FM-TV equipment proposals,
present them to station management and secure orders.

Qualifications include a BSEE degree or equivalent, and recent TV
station technical experience—design, installation or operation. Previous
sales experience is not a prerequisite.

Salary and related benefits are excellent, and there is a bonus arrange-
ment. Relocation to an assigned exclusive sales territory.

Send your resume to:

Mr. C. F. Zangardi, Empl. Mgr.
RCA Broadcast and Communication Products Division
Bldg. 3-2
Camden, New Jersey 08102
An Equal Opportunity Employer



The Most Trusted Name in Electronics

CALIFORNIA

TELEVISION NATIONAL SALES MANAGER

We're looking for a young, aggressive
Sales Manager who knows how to get
the new business we don't already
have. He must be extremely compe-
tent in sales, research and all other
facets of the National Spot Business.
The right man can make an excellent
salary. The wrong man should not
apply. Send photo and resume to:

Box M-172, Broadcasting.

TELEVISION

Help Wanted

HAPPY HOLIDAYS



Broadcast
Personnel
Consultants

645 N. Michigan Ave., Chicago, Ill. 60611

TELEVISION—Help Wanted—Technical

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 & Petro-
chemical center.

If interested send *AIRMAIL* Resume of
experience, family status & salary re-
quired.

Ray Herndon, Gen. Mgr.

KMID-TV

Midland, Texas

TECHNICIANS

Need experienced studio and
master control technicians
with at least 2nd class license
for Major Northeastern Mar-
ket VHF station. Send com-
plete resume and salary re-
quirements to:

Box M-181, Broadcasting.
An Equal Opportunity Employer

NEWS

METEOROLOGIST-NETWORK OWNED TV STATION

Forecast is for a bright '67 at network owned station.
Our man for all seasons will be featured in top-rated
news programs on leading station in major market.
Rush TV Tape and tell us why you believe you are the
one for this career position.

An Equal Opportunity Employer
Box M-193, Broadcasting.

Situations Wanted

Production—Programing, Others

PRO TV PROGRAM EXECUTIVE

Consistently first in any sized market. Profit, production, personnel, prestige aware. Multi-awarded for News, Public Affairs, film documentaries, local live. Presently career-blocked yet employed in top dozen city. Want a future to win. Recognized references—no skeletons.

Write Box M-189, Broadcasting.

BUSINESS OPPORTUNITY

TIRED OF MAKING MONEY —FOR OTHER PEOPLE

?

If you're responsible for your station's top rating and advertising success, yet without equity—would you like your own broadcasting operation—with a major publishing organization as your partner?

The best young blood in radio or TV is desired. A management team will be considered.

All purchase price and money requirements for applications, all working capital, credit, overhead will be provided for you.

You will get substantial equity painlessly, your present or improved basic earnings and incentives. Also help, backing, prestige of a major success organization.

You must be a top pro, steady and stable. It's desirable if you have definite ideas of specific station acquisition or application opportunities.

Write in confidence, giving your past background, present situation.

Box M-137, Broadcasting.

FOR SALE—School

PRICED

for IMMEDIATE SALE

Radio announcing school in New York City. Licensed by the state of New York. Approved by Federal Government for GI bill. Asking \$75,000. \$22,000 cash needed. If interested in partnership, have equal partner willing to run school.

Box M-163, Broadcasting.

FOR SALE—Equipment

Color monitors for sale RCA TM-21's

Contact:

Don Collins
VIDEOTAPE CENTER
101 W. 67th St., New York City 10023
Phone 212-TR 3-5800

4 1/2" I.O. Cameras

with 10 to 1 zooms—

Pedestals and heads for

50 cents on the dollar

Four GE—PE 29 solid state 4 1/2"

I.O. cameras in service less than 9

months including 4 Angenieux

Zoomar 10 to 1 zooms—pneumatic

pedestals—pan and tilt heads—

600'-800' camera cable. Package

price \$60,000 or \$18,000 per chain.

Telephone 212-279-5865

FOR SALE—Stations

KCFT-TV

CH 42

CONCORD, CALIFORNIA

OFFERED FOR SALE

ON A BID BASIS

BY JANUARY 6, 1967

CONTACT

JOHN M. ENGLAND

Trustee

155 Montgomery St.

San Francisco, Calif.

Phone

Area Code 415-421-4327

(Continued from page 77)

Baylor University KWBW(FM) for waiver of Sec. 73.211(a), minimum power requirements and returned its application to change from its noncommercial educational FM ch. 210 (89.9 mc) to class C commercial FM ch. 248 (97.5 mc), 870 w. ant. height 65 ft., in Waco, Tex. Action Dec. 7.

CALL LETTER APPLICATION

■ KCUL-FM, John B. Walton Jr., Fort Worth. Requests KBUY-FM.

CALL LETTER ACTIONS

■ KLFM(FM), McCray Broadcasting Co., Long Beach, Calif. Granted KNAC(FM).

Translators

ACTIONS

*Chinle, Ariz., Chinle Common School District No. 24—Broadcast Bureau granted CP's for new UHF TV translators to operate on ch. 70 to serve Chinle and on ch. 74 to serve Newcomb, Naschitti and Sheep Springs, all New Mexico, by rebroadcasting programs of KNME-TV, ch. *5, Albuquerque, N. M. Action Dec. 1.

K78CA Chester, Westwood, Greenville and Susanville, all California—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 78 to ch. 80; change call letters to K80CI. Action Dec. 8.

ACTION ON MOTION

■ Hearing Examiner Gifford Irion on Dec. 7 in proceeding on CATV applications of Video Service Co., Atlanta, Ga. continued prehearing conference from Dec. 15 to Feb. 15, 1967 (Doc. 16865).

Ownership changes

APPLICATIONS

KARK-AM-FM-TV Little Rock, Ark.—Seeks assignment of license from Arkansas Radio & Equipment Co. to Mullins Broadcasting Co. Assignor is wholly-owned subsidiary of assignee company. No consideration. Ann. Dec. 14.

WJRC Joliet, Ill.—Seeks transfer of control from Harold B. Rothrock, Ray F. Knoche, Dean George Hill and John W. Evans to Joliet Radio Corp. for \$150,000. Principals: John W. Evans, vice president and treasurer and Harold B. Rothrock, president. Ann. Dec. 14.

WILD Boston—Seeks assignment of license from Noble Broadcasting Corp. to Dynamic Broadcasting Inc. Principals: Leonard E. Walk, president (50%), James H. Rich, vice president and Bernard M. Fried-

FOR SALE—Stations

Continued

\$80,000 down

Buy West Coast A.M. 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. Romeysa Dr., Anaheim, Calif. 92806.

Fix Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

N.E.	small	daytime	\$150M	terms
GULF	medium	fulltime	130M	cash
SOUTH	medium	daytime	263M	terms
M.W.	metro	AM-FM	1.3MM	cash
SOUTH	chain	CATV	1.5MM	cash



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

man, secretary-treasurer (each 25%). Mr. Rich is president, director and majority stockholder in leasing company, majority stockholder in air freight company and stockholder in Audio Associates Inc., Pittsburgh, background music. Mr. Friedman is owner of Friedman Advertising Inc., Pittsburgh. Mr. Walk is president, director and stockholder of Dynamic; president, director and secretary of Dynamic Broadcasting of New York Inc., licensee of WUFO Amherst, N. Y.; president and director of Latin Broadcasting Corp., licensee of WOAH Miami, which has an application to change frequency and increase power pending, and is partner in Upper Broadcasting Co., applicant for new AM on 1510 kc at Upper Arlington, Ohio. Mr. Rich and Mr. Friedman have interest in and are officers of Latin and Dynamic of New York Broadcasting. Consideration \$300,000; \$275,000 to seller and \$25,000 to Noble Publishing Co. Ann. Dec. 12.

WLKW Providence, R. I.—Seeks transfer of control from Radio Rhode Island Inc. and Camden Broadcasting Inc. to Alexander M. Tanger for 1,200 shares of common stock and 600 preferred stock with \$100 par value each, plus obligations. Mr. Tanger is self-employed broadcasting consultant and has interest in Boston Herald Traveler Corp. Ann. Dec. 14.

Collerville, Tenn.—Seeks assignment of license from Paul Piper tr/as Piper Broadcasting Co. to Piper Broadcasting Co. Applicant to share ownership with his son, Paul Piper Jr. (49%). Ann. Dec. 12.

KIXX Provo, Utah—Seeks assignment of license from KIXX Inc. to Western Broadcasting Inc. Principals: German Smith Ellsworth, vice president, director and chairman of board (52%), Thomas Arthur Griffiths, secretary, treasurer and director, Joseph Kent Dana, president and director (each 24%). Mr. Ellsworth is real estate broker and agent. Mr. Griffiths is chief announcer and program director at KIXX. Mr. Dana is staff announcer and advertising salesman for KIXX. Consideration \$85,000.

WISV Viroqua, Wis.—Seeks assignment of license from Parks Robinson to Robinson Corp. Principals: Parks (100% before, 51% after) and Lenora Robinson (none before, 49% after). No consideration. Ann. Dec. 9.

KBLU-AM-TV Yuma, Ariz.—Seeks assignment of license from Desert Telecasting Inc. to Eller Telecasting Co. of Arizona. Principals: Karl Eller, W. Alfred Hayes Sr. and James E. Rarick, each 21½%, Robert Crites, president and Paul E. Morgan, vice president (each 10%). Mr. Eller is stockholder, president-treasurer and on board of Eller Outdoor Advertising Co. of Arizona. Mr. Rarick is stockholder, secretary and board member of investment company; stockholder, director and vice president of Eller Advertising; stockholder, director and vice president of Alabama Outdoor Advertising Co.; stockholder, director and vice president-secretary of Eller Realty and Investment Co.; stockholder, director and secretary of Underwood Realty Co.; stockholder, director and secretary-treasurer of H & R Realty Co.; and stockholder, director and vice president of composite wood products company. Mr. Crites is general manager and stockholder of Desert Telecasting. Mr. Morgan is partner of Bailey-Morgan Co., producers of radio and TV commercials and syndicated radio and TV programs, director and shareholder of Pacific Media Corp., applicant for UHF ch. 42 in Palm Springs, Calif. Mr. Hayes is chairman of board of consultants company, stockholder and chairman of board of Eller Advertising; director and secretary of Alabama Advertising; director and vice president of Piedmont Outdoor Advertising Co.; stockholder, director and vice president of Talley Neon and Advertising Co.; director and stockholder of electric utility company; stockholder and chairman of board of Eller Realty and Investment Co. and stockholder, director and vice president of Underwood Realty Co. and H & R Realty Co. Consideration \$470,000; \$100,000 down payment, \$345,000 at closing and \$25,000 ninety days later. Ann. Dec. 12.

KMVT-TV Twin Falls, Idaho—Seeks transfer of negative control from Alhambra Corp. to Klix Corp. Stock transfer. Principals: Michael Gene Hatch and Phyllis O. Glasmann plus owners. Ann. Dec. 12.

ment of license from Kosciusko Broadcasting Inc. to Jackson Telecasters Inc. Principal: Cy N. Bahakel, sole owner. Consideration \$100 each; assignment and

transfer. Ann. Dec. 12.

WITI-TV Milwaukee—Seeks assignment of license from Storer Broadcasting Co. to WITI-TV Inc. Principal: Warren C. Zwicky, vice president. Stock transfer.

ACTIONS

KFWB Los Angeles—FCC granted assignment of license from Crowell-Collier Broadcasting Corp. to Westinghouse Broadcasting Co. Consideration \$10,750,000. Action Dec. 9.

KNGI Paradise, Calif.—Broadcast Bureau granted assignment of license to Butte Broadcasting Co. (W. P. Ledbetter president and director). Consideration \$50,000. Action Dec. 9.

WYFE Rockford, Ill.—Broadcast Bureau granted transfer of control from William R. Walker, Philip Fisher, John R. Livingston, Joseph D. Mackin and Value Radio Corp. to Heart O' Wisconsin Broadcasters Inc., licensee of WISM Madison, Wis. Application arises out of desire of individual minority stockholders in Town and Country Radio Inc., who are also stockholders in Heart O' Wisconsin, which is a minority stockholder in Town and Country, to transfer their holdings in licensee WYFE to Heart O' Wisconsin so as to make that company majority stockholder. Mr. Walker is president. Consideration \$162,840. Action Dec. 12.

WSER Elkton, Md.—Broadcast Bureau granted transfer of control of WSER Inc. to Wyoming Valley Broadcasting Co., a Pennsylvania firm for \$85,000. Principals: Roy E. Morgan, Mrs. I. C. Morgan, Leon Schwartz and Mitchell Jenkins (each 1.8%), Robert L. Casper, William W. Davis, Lee Vincent and Samuel N. Wolfe Jr. (each 8.3%) and R. J. Morgan (1%). Mr. Casper is in real estate. Mr. Davis is postmaster and decorator. Mr. R. J. Morgan is news director-program director at WILK Wilkes-Barre-Scranton, Pa. Mr. Wolfe is in insurance. Mr. Jenkins is president WILK and lawyer. Mrs. Morgan is widow, Roy Morgan is executive vice president-secretary WILK. Mr. Schwartz is attorney. Wyoming Valley Broadcasting Co. is licensee of WILK. Consideration \$85,000. Action Dec. 8.

KCGM Columbia, Mo.—Broadcast Bureau granted assignment of license from Barrington Broadcasting Co. to Tiger Broadcasting Co. for \$135,000. Purchasers are (16.6% each): William M. Bryan, owner KGMO Cape Girardeau, Mo.; Robert Neathery Jr., manager KUKU Willo Springs, and KALM Thayer, both Missouri; Laurel R. Thompson, engineer, KWPM West Plains, Mo.; M. Richard Bailey manager, Magic Circle Advertising Agency Springfield Mo.; Ralph J. Bitzer, minority owner WCVL Crawfordsville, Ind., and KCII Washington, Iowa, and St. Louis consulting engineer, and Louis W. Shelburne, motor-inn owner in Columbia. Stockholders also have interest in KALM-FM Mammoth Springs, Ark. Action Dec. 8.

WMRN-AM-FM Marion, Ohio—Broadcast Bureau granted assignment of license of

Marion Broadcasting Co. to Ellsworth Communications Inc. Principals: Worth Kramer, president (57.5%) and Elliot Shumaker, vice-president-treasurer (42.5%). Mr. Kramer is majority stockholder Worth Communications Inc., licensee of WSPB-AM-FM Sarasota, Fla. Mr. Shumaker is advertising coordinator Knight Newspapers Inc., publisher of Detroit Free Press. Consideration \$535,000. Action Dec. 7.

KNBQ(FM) Bethany, Okla.—Broadcast Bureau granted assignment of license from Edwin Powell Nall db/as Nall Broadcasting Co. to Nall Broadcasting Co. Individual to corporation. Action Dec. 8.

KOKE Austin, Tex.—Broadcast Bureau granted assignment of license from Iva Lea Worley, individually, and as guardian of estate of David R. Worley Jr., tr/as Travis County Broadcasting Co. to KOKE Inc. Travis is owned by Mrs. Worley individually as 66⅔%, and as guardian 33⅓%. Interests will remain same. No consideration. Action Dec. 8.

KOHN Logan Utah—Broadcast Bureau granted assignment of license from KLGW Radio Inc. to Glacus G. Merrill for \$3,000. Consideration is for license only of KOHN, which is off the air. Physical property of station is involved in lawsuit. Mr. Merrill is licensee of KVISI Montpelier, Idaho and has interest in WKLP Keyser and WHAR Clarksburg, both West Virginia. Action Dec. 7.

KEDO Longview, Wash.—Broadcast Bureau granted voluntary transfer of negative control of KEEDO Inc. from Forrest H. Bishop, Russell O. Hudson and Donald L. Veith to KEEDO Inc. Mr. Veith has 21% before, 8% after. Majority control is held by Mr. Hudson, president, and Mr. Bishop. Consideration \$5,000. At completion of transfer, KEEDO INC. will hold 13 shares, Mr. Hudson & Mrs. Bishop will each hold 4. Action Dec. 8.

KREN Renton, Wash.—Broadcast Bureau granted assignment of license from Stephen C. Wray and Raymond H. Pounder db/as Washington Broadcasting Co. to Washington Broadcasting Inc., owned by Raymond H. Pounder, Stephen C. Wray (49.9% each), Joseph A. Salvatore and Laneta J. Pounder (each 0.1%). Principals wish to form corporation. Consideration \$10,000. Action Dec. 7.

WNAM Neenah-Menasha, Wis.—Broadcast Bureau granted assignment of license of WNAM Inc. to Kimball Broadcasting Inc. with immediate liquidation of WNAM Inc. into Kimball. Principals: Alberta S. Kimball, president-director of Miles Kimball Co., Oshkosh, Wis. (100%), manufacturer of set-up boxes, real estate, oil and gas properties. Kimball Broadcasting Inc. is wholly-owned subsidiary of Miles Kimball Co. Two corporations, Godshall Paper and Corp. and Kimball Ventures Inc., hold greater than 10% interest in Miles Kimball Co. Assignee is permittee of WMKC-FM Oshkosh, Wis. Consideration \$1,060,000. Action Dec. 8.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 14. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Jonesboro, Ark.—Jonesboro Cable Television Corp. (majority stock held by the Amon Carter family, Fort Worth, Tex., owner of WBAP-AM-FM-TV-Fort Worth Star-Telegram) has been granted a franchise. The maximum installation charge will be \$25 with a monthly fee of \$4.95. The city will receive 4% of the annual gross receipts, and 6% of the system's receipts for over 3,000 subscribers. Channels from Jonesboro, Memphis, and Little Rock will be offered, along with weather, time, public service, FM and an emergency alert. Other applicants were American CATV Services, Kingsport Tenn.; Telecom Cable Inc., Amarillo, Tex.; George Herrreich, owner of KAIT(TV) Jonesboro, Ark., and Uel Smith, head of a local group.

■ Boise, Idaho — The city council has passed an ordinance stating the terms for

a 10-year franchise. Valley Cable Television, Mountain Home Idaho (John P. Wolfe, president) has applied for the franchise. Boise Valley Broadcasters Inc. (KBOI-TV Boise) and KTVB Inc. (KTVB-TV Boise) had previously applied.

Willingboro, N. J.—General CATV, Mercer Community TV and Tri-County Cable TV (a subsidiary of Sunbeam Publishing) have each applied for a franchise. The firms offer to install an 18-channel system.

Millbrook, N. Y.—Arthur J. Barry Jr., Town of Washington, and Dutchess R and R Cablevision Inc., Poughkeepsie, both New York, have each applied for a franchise.

Shelby, Ohio—United Transmission Inc. (CATV multiple owner), a subsidiary of United Utilities Inc., and Direct Channels Inc. of Akron have each applied for a franchise. United will charge a \$5 monthly fee and will pay 4% of monthly gross receipts. Direct Channels will charge \$10 installation and \$4.75 monthly fees.

Nesquehoning borough, Pa.—Carbon Television Service Co., Palmerton, Pa., has applied for a franchise. Company will charge a \$3.95 monthly fee and provide 12 channels plus several FM. Nesquehoning Electronics Inc., current franchise operator, has sold the firm to Panther Valley Television Co., a recent CATV applicant.

Medina City, Wash.—Teleable Inc. (multiple CATV owner) has applied for a franchise.

Washougal, Wash.—Radiant TV Service of Portland has applied for a franchise. The monthly charge would be approximately \$5.

WHEN he was 13 years old, Gene Wilkin locked himself in his room for what seemed a day at a time and listened to phonograph records, leading his mother to believe he would never be "worth a damn."

He says with a smile, "You might say that ever since, I've been trying to convince her that it is an ingrained sense of music that has helped me in my career."

Mr. Wilkin implies that one's interests ought not be limited to only a few experiences. "Life," he notes, "is a continual situation of sharpening one's ability, of using the eyes and ears."

Eugene Welch Wilkin is vice president, a member of the board and director of corporate development, Guy Gannett Broadcasting Services, Portland, Me. Of his management team, he says, "We have a loose group of specialists who have a great respect for each other as individuals."

He easily confesses to being a practical broadcaster who has a "soft heart but a reasonably hard nose." He says, "We are building a medium-sized group operation. We are not a big-market group, we have two markets now, seek possibly one other in an \$8-10 million area—we mean not to be so big as to play 'executive suite,' not so big as to be cutting each other's throat."

Lineup ■ Guy Gannett Broadcasting Services owns WGAN-AM-TV Portland, is adding an FM service on Jan. 1: has pending before the FCC the purchase of WHYN-AM-FM-TV Springfield, Mass., and owns Cumberland Cable Inc., Portland, CATV franchise applicant in 10 Maine communities.

Broadcasting is administered separately from the publication of five newspapers in Maine by the Guy Gannett Co. Though there's a similarity in name and function with the Gannett broadcasting-newspaper chain in New York state, there's no connection nor direct family relationship.

Gene Wilkin was graduated from Dartmouth College with a Bachelor of Arts in Psychology, tried his hand selling insurance and graphic arts until a turning point came. In the early 1950's, he read Wendell White's "Psychology in Living" and took an American Association of Advertising Agencies' examination held in Boston. These convinced him that advertising should be his career.

He was a copywriter for an advertising agency in Providence, joined WPRO Providence, R.I., where he sold radio time and wrote commercials, became its local sales manager, and when WPRO-TV went on the air in 1955, he was appointed national sales manager.

In 1961 when he moved to Portland as WGAN-TV general manager, the station, he recalls, was \$130,000 "in the

Guy Gannett VP seeks diversity at home, on job

hole." The station now substantially exceeds that amount in the black. "Our share of the business in the market was less than 18%, now it's in the 40-plus category."

More growth is underway. Mr. Wil-

WEEK'S PROFILE



Eugene Welch Wilkin—VP, board member and director of corporate development, Guy Gannett Broadcasting Services; b. North Attleborough, Mass., May 14, 1923; New York Military Academy, The U. of Mich. School of Advanced Standing, Dartmouth College, BA in Psych, 1948; surety rep, Aetna Casualty Insurance Co., Boston and Providence, R. I., 1949-1950; assistant to president, graphic arts salesman J. C. Hall Co., Pawtucket, R. I., 1950-51; copywriter, T. Robley Louttit Adv. Agency, Providence, 1951-52; sales rep, local sales mgr., WPRO Providence, 1952; sales mgr., WPRO-AM-TV, 1953; natl. sls. mgr., WPRO-TV, 1955; gen. mgr., WGAN-TV Portland; VP and board member, Guy Gannett Broadcasting Services, 1963; dir. corporate development, 1966; m. Anita Drake in 1949; children: Judith, 17; Laurence, 13; Diana, 10; memberships: pres., Northeast Hearing and Speech Center, Portland; immediate past chairman for Maine, Radio Free Europe Fund; president ex officio, Maine Assn. of Broadcasters; chmn., Greater Portland Chamber of Commerce legislative affairs committee; editorial committee, Natl Assn. of Broadcasters; state liaison committee, Assn. for Professional Broadcast Education; Advertising Associates of Maine; Adv. Fed. of America; Broadcast Pioneers; Broadcasting Executives Club of New Engl.; Les Amis du Vin (wine club), Wash., D. C.; author, "Where Does Daddy Go," (children's book, 6-10 age group); hobbies and special interests: 35-mm portrait photography; oil painting; woodwork; embroidery (crawel and cross-stitch); reads nonfiction (military history, period AD 800-1100).

kin, accompanied by a lawyer and a station broker, negotiated the \$3.85-million purchase of the Springfield stations in 28 days. On approval of the sale, Mr. Wilkin will become directly involved with the stations' management, available "wherever I can be of help."

Aside from his business acumen and a love for broadcasting, Mr. Wilkin has a passion for the arts and an insatiable "desire to try things." His is a mixed bin of interests and pleasures that often fall outside of the general tastes of the Maine milieu.

Yet the enterprising Mr. Wilkin feels he's one of the in-people in Maine, albeit "one of the advanced guard of guys who people here will have to live with."

He speaks the broadcaster language of 1966 and beyond. "We won't be able to recognize broadcasting in five years. There'll be a proliferation of sources of information. It is not right that a small town be denied the freedom of choice. This is the direction that the broadcast business is going.

"There's going to be an accommodation with CATV," Mr. Wilkin notes and adds forcefully, "let's cut out the fighting and get down to business. We must find the right legal words to define communications, a definition that will accommodate the rapid advances that are tumbling one after another."

Fortunate Balance ■ Though perhaps Mr. Wilkin, born and bred a New Englander, doesn't consider himself cast in a rigid Maine mold, he has a deep compassion for the state and its residents, feels privvy to their interests and development in the rush toward the computer age. He's lucky too, he reflects, to be able to strike a balance between the sophistication of the big city and the "undisturbed nature" of Maine, with the comfort of his seashore home at Cape Elizabeth, just outside Portland, and with his many diverse interests.

Mr. Wilkin likes to work out problems while using his hands. He engages in woodworking ("bookcases and odds and ends"), paints in oils, is expert in embroidery ("got interested because my wife is a seamstress"), and is a bug on 35-mm photography ("mostly portrait work, it took 20 years of lousy pictures before I got an acceptable portrait").

The myriad of interests reflects Mr. Wilkin's "venturesome" spirit—"I like to try things in areas where people don't like to venture"—and explains in part the impetus toward expansion at Guy Gannett Broadcasting.

He sees opportunity as well as challenge ahead for the broadcaster, believes the new breed should be more technician than "just a free-swinging sales type," who understands better his fellow broadcasters and who keeps astride a business that's becoming "more complex, larger and more competitive."

EDITORIALS

Rozelle rides again

IT'S too bad that "supercalifragilistic-expialidocious" has been taken. Because somebody is going to have to start inventing adjectives to describe the prices that television is paying for its big program attractions. "Fantastic" and "astronomical" will no longer do. "Incredible" began to lose its accuracy, oh, about 10 or 15 movie deals ago.

We were induced into this little reverie by last week's news that Pete Rozelle, commissioner of the merging National and American Football leagues, had outdone himself in disposing of rights to the "Super Bowl" game between the champions of the two leagues. Not only did he arrange, apparently without bloodshed, to have this season's Super Bowl carried by both CBS and NBC, collecting \$1 million from each of them in the process, but he also arranged for alternating exclusivity for the next three Super Bowls at a price of \$2.5 million a game.

Blockbuster movies and blockbuster sports do command huge audiences. But the way prices are escalating, how long can anybody afford them? Some years ago, when sports prices were merely out of hand, we suggested that broadcasters might be smart to buy their own football teams. Today, when four Super Bowl games can bring \$9.5 million while a pro football franchise goes at roughly \$2 million less, the networks might find the idea really attractive—if only to get their hands on some of that fabulous television money.

Is the sky the limit?

THE emphasis on noncommercial television in the FCC's current inquiry into the use of satellites for domestic communication has attracted common discussion on three essentially unrelated problems. All of the problems involve public policy of critical importance and all need to be studied in meticulous detail.

The first problem is the one the FCC set out to study originally: whether satellites ought to be employed for long-range communications in the United States. All by itself that problem is complicated enough. It becomes unmanageable when the future of noncommercial TV is tied into it.

The Ford Foundation, of course, is the precipitator of the ETV issue in the satellite inquiry. In its amplified position paper filed last week, the foundation has made a strong attempt to justify its theory that a specialized satellite system for television transmission of all kinds must be built for the primary purpose of fashioning a national ETV facility and of throwing off additional revenue for ETV programing.

The foundation's filing last week was its own best indicator of how small a tail Ford would use to wag the dog. By Ford's own calculations the maximum benefit that noncommercial television would derive from the satellite system would be national interconnection plus some \$35 million a year to supply programing. That is a trivial sum compared to the multi-billion-dollar system of national communications that is under study in these proceedings. It is also only a fraction of the money that ETV itself is forecast to need, according to Ford's own consulting economist.

If the satellite system can provide no more than about 17% of the \$200 million of annual operating revenue that Ford's consultant says ETV ought to have, the system does not seem important enough to ETV's future to justify the emphasis it is getting in the FCC inquiry. Here the second of the three big problems gets into the act: how much money ETV really needs and where the money is to come from. That problem has nothing whatever to do with the satellite proceedings at the FCC.

As the Ford Foundation pointed out, the Carnegie Com-

mission on Educational Television will soon report its recommendations on ETV financing. Presumably it will project ETV requirements and suggest sources of support. Once the Carnegie report is in, the debate over ETV money will begin in earnest. It will be surprising if the Carnegie Commission does not recommend some form of federal support.

If the federal government is to supply a significant sum of operating revenue to ETV, that raises the third big problem: how the money is to be managed and disbursed. Is there to be a central authority for noncommercial broadcasting on a national scale? If so how can individual licensees of ETV stations preserve their independence? Can a noncommercial broadcasting system take its principal support from the federal government without becoming the captive of the government? Most basic of all, what is ETV to be: an instructional service, an information service, a medium of journalism, a purveyor of all of the performing arts, a propaganda instrument?

No more intricate problems than these are apt to confront the next Congress—which is the proper forum for the debate and the decision on ETV's future.

The Bond precedent

WHEN the Supreme Court earlier this month decided that the Georgia legislature had violated Julian Bond's rights of free speech by refusing him the seat to which he had been elected, it did far more than settle a constitutional question affecting a Negro politician in a southern state.

It produced a landmark First Amendment case that might cut through the regulatory jungle that has prevented broadcasters from achieving their full constitutional rights as a free medium. What the court said in its unanimous opinion was that Julian Bond was entitled to express his opinions, right or wrong, on our Vietnam involvement and the draft, because that protection was afforded him by the First Amendment.

Where broadcasting is concerned, what the decision implies is that the right to comment or to editorialize, under the First Amendment, is the right to be wrong.

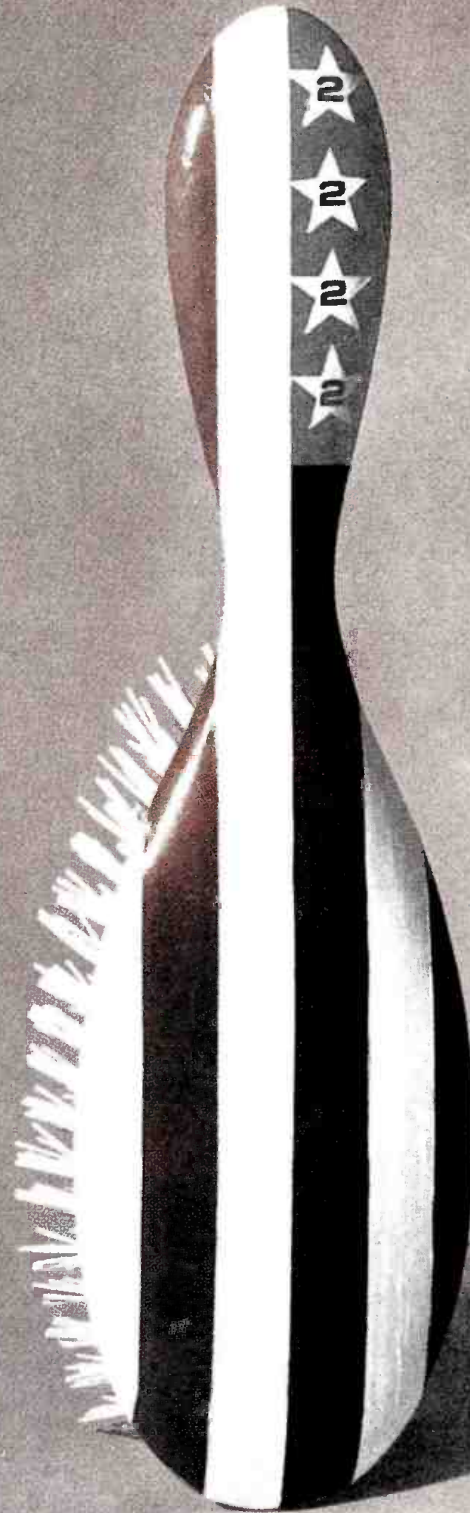
The editorializing privilege spawned the fairness doctrine, which had the effect of inhibiting if not negating the editorializing privilege which the Supreme Court now suggests is a First Amendment guarantee.

When that "ideal" First Amendment case involving broadcasting goes to the Supreme Court, it will find the climate much more comfortable in the light of the unanimous decision in the Bond case.



Drawn for BROADCASTING by Sid Hix
"He either changes his name or his number. . . . Another oil company's sponsoring this game!"

Everything looks like the 4th of July when you sell it on KPRC-TV, Houston



Courtesy S. D. Warren Company



IN HOUSTON, EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

Collins could sell FM transmitters for 20% less



BUT then they wouldn't be the best in the world

All Collins transmitters could be sold for less.

- Corners could be cut on transformers (narrowing safety margins for continuous operation).
- Less shielding could be used against spurious radiation (sacrificing some degree of stability).
- Standards on components, wiring, cabling and switches could be lowered.
- Collins' rigid testing could be bypassed.
- Meeting proper load conditions could be left to luck.
- Money devoted to research and development could be saved.
- Collins' 2-year warranty could be cut to the 1-year period of other manufacturers.

All these compromises could lower the price—as well as the *quality, performance* and *reliability* of the product—about 20%. But then Collins transmitters wouldn't be known for their careful engineering, conservatively-rated components, and precision manufacturing techniques.

Collins gives the broadcaster a discount in the form of quality and service. And that's worth a lot more than 20%.

For technical information on any FM transmitter ranging from 250w to 20kw, contact Collins Radio Company, Broadcast Communication Division, Dallas, Texas. Area Code 214, AD 5-9511.

COMMUNICATION / COMPUTATION / CONTROL



COLLINS RADIO COMPANY / DALLAS, TEXAS • CEDAR RAPIDS, IOWA • NEWPORT BEACH, CALIFORNIA • TORONTO, ONTARIO
Bangkok • Beirut • Frankfurt • Hong Kong • Kuala Lumpur • Los Angeles • London • Melbourne • Mexico City • New York • Paris • Rome • Washington • Wellington