



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

What's ahead in next TV season. p27

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Hill hearing on ABC-ITT seems certain. p44

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NEWSPAPER

25 Years of
Advertising
For The Public Good

14,362,407,000 TV IMPRESSIONS

To Help Sell U.S. Savings Bonds in 1966.

That's the impact Petry represented TV stations registered for this Advertising Council campaign. They believe in serving as well as selling.

THE ORIGINAL STATION REPRESENTATIVE

EDWARD PETRY & CO., INC.

THE PETRY REPRESENTED TELEVISION STATIONS—
—RESPONSIBLE AND RESPONSIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON
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dale bogard

We've Got



the Winner Every Week

Whether it's the Big A, Hialeah, Saratoga, Gulfstream Park, Garden State or Tropical Park, SNI-TV cameras are on the winner from starting gate to finish line 50 Saturdays a year plus Holidays, 'live' on "The Race of the Week" from New York or "Feature Racing" from Florida and New Jersey.

We've had the winners in over 400 Stakes Races in 6 years, and in 1967 all in color, we'll have the winners in \$3 million dollars worth of races including such classics as:

The Florida Derby
The Gulfstream Handicap
The Suburban
The Jersey Derby
The Hopeful
The Dwyer

The Garden State Stakes
The Jockey's Club Gold Cup
The Man o' War
The Coaching Club Oaks
The Champagne Stakes
The Mother Goose

The Widener
The Wood Memorial
The Metropolitan
The Travers
The Brooklyn
and many many more...

S.R.O. in 1966.

First in its time period in 7-channel New York Market
Outdrawing NCAA Football, NFL Countdown and Golf
(Nielsen Instant Audimeter—October 1966)

Now available in many new markets for 1967

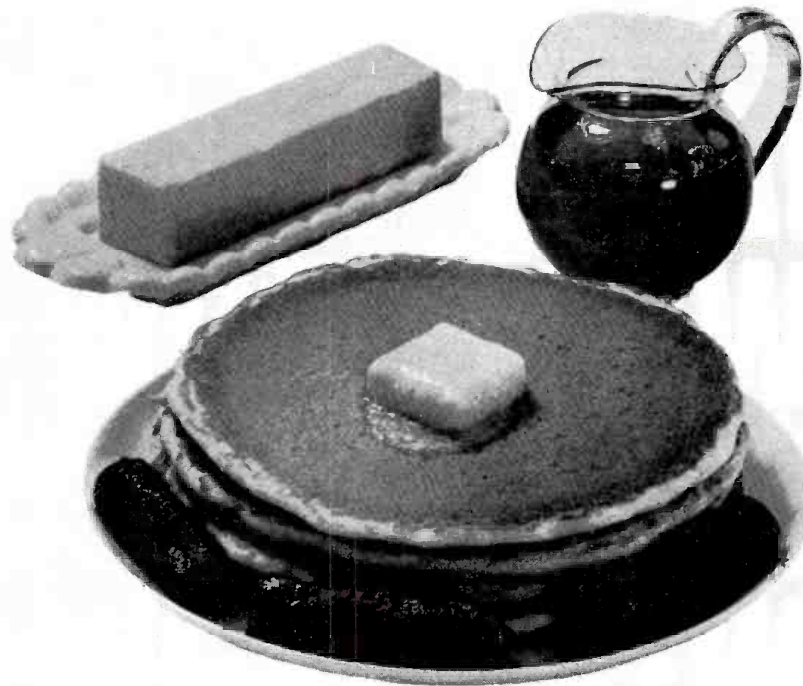


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When your business is food manufacturing,



WGAL-TV is an outstanding salesman for you

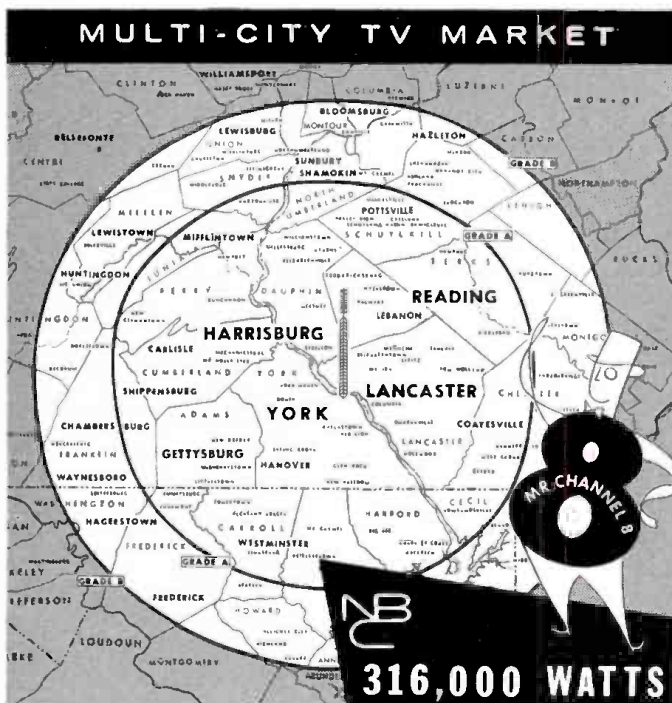
\$1,064,807,000 food sales—With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 23%* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

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

WGAL-TV

LANCASTER, PA.

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



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

Buy one, sell one

As sequel to its acquisition of ch. 13 KTRK-TV Houston for \$21.3 million (BROADCASTING, Dec. 12, 1966) Capital Cities Broadcasting is said to be in final drafting of contract to sell ch. 12 WPRO-AM-FM-TV Providence, R. I., to John B. Poole, Detroit attorney-broadcaster, for \$16.5 million. Because it has its multiple ownership quota of five VHF's. Capital Cities must dispose of one of its TV entities to comply with current limitations. Both transactions will be subject to FCC approval.

Lost are found

Trouble with American Research Bureau's New York TV audience figures in recent weeks has been traced to faulty computer system tape. ARB is recalling weekly reports covering period of Nov. 20 to Dec. 31 and will reissue them within week or two. Company says problem has been corrected and Monday (Jan. 9) report covering last week will be out as usual. ARB's recent homes-using-television (HUT) levels for New York had trailed A. C. Nielsen's figures by as much as 18-20% (CLOSED CIRCUIT, Jan. 2).

Big-shot one-shots

Wolper Productions is feeling strong push from such advertisers as Chemstrand Co., Celanese Corp. of America and Electric Companies of America for entertainment specials. Most of talk is about \$500,000-or-more-productions starring big stars never before seen in television productions. Wolper feels that such talents as Audrey Hepburn, Jack Lemmon, Shirley MacLain, Brigitte Bardot and Doris Day will play television specials within next couple of years.

Easing out

Word's circulating that John P. Blair, one of few "original" station representatives still active and also one of most successful of any era, plans to build home in Naples, Fla., giving rise to speculation he's getting ready to curtail his activities at John Blair & Co. It's considered unlikely, however, that he'll retire completely from firm he's built into one of biggest in its field and in which he is still largest single stockholder. Now 66, he told Blair stations over year ago, when firm went public, that he was planning

CLOSED CIRCUIT®

"orderly transfer of management." At that time he turned over responsibilities as chief executive officer to President Frank Martin, but retained chairmanship of board and of executive committee.

Time and place

One to paste in your hat: When 47th annual convention of National Association of Broadcasters is held in Washington, March 23-26, 1969, it's odd's-on bet that occasion will mark dedication of association's new \$2 million headquarters building. Final approval of site plans is expected at NAB's joint board meeting in Mexico City later this month, and expectation is that coincidence of convention and dedication should evolve.

Setting Maggie's stage

There's talk of making Senate Commerce Committee hearing room into showcase for TV coverage. Network lighting experts have looked into possibility of installing permanent illumination that wouldn't bother senators or witnesses during hearings. Indications are that Commerce Committee aides would like to see some action soon—apparently in anticipation of what they think will be newsy hearings.

It's evident that Commerce Committee chairman, Senator Warren G. Magnuson (D-Wash.), plans to be active on consumer-legislation front this year. He's been drafting major statement on subject for delivery soon. He's relinquished chairmanship of Subcommittee on Merchant Marine and Fisheries—important to his coastal constituency—to head new Subcommittee on Consumer Affairs. Hearings on consumer protection promise to generate wider interest than anything in merchant marine or fisheries field.

Pro prices

Sponsors of Super Bowl radio coverage on CBS and NBC are being charged more by NBC Radio (\$2,000 per minute) than by CBS Radio (\$1,500). Opposite is true of TV networks, where per-minute price is higher on CBS-TV (\$85,000) than NBC-TV

(\$65,000 to regular season AFL sponsors, \$75,000 to others). Rationale is same in both cases: CBS expects to have bigger TV audience, NBC expects bigger radio audience. One contributing factor in radio: CBS has 33 daytime-only affiliates, number of which cannot carry complete game before sign-off time, while NBC Radio says all its affiliates are full-timers with no such problem.

Dramatic exit

Blow has been dealt spot radio by American Tobacco Co. in sudden cut-back of schedules. Specific estimates on extent of cutback, ordered by Sullivan, Stauffer, Colwell & Bayles, New York, couldn't be determined though it's noted tobacco firm spent some \$4.2 million in spot radio in first half of 1966 for all its cigarette brands. American has pulled out all of its current schedule for Pall Mall Filters (more than \$1.3 million spent in spot radio in first six months) plus two other unidentified brands; trimmed "slightly" still another schedule placed for all its cigarette brands but hasn't touched its third campaign, on behalf of smaller spot-radio spenders, Montclair and Carleton.

All spot radio for American is placed through SSC&B on behalf of all agencies handling individual brands. Agency and client have maintained silence as to reason for cut-back, but there's talk that advertiser needed funds for other marketing purposes (couponing and sampling) with vague references to needs of "corporate acquisition." There's also speculation by some station representatives that budgets will be restored within weeks.

Bond booster

Massive promotion of U. S. savings bonds, to relieve inflationary pressures and help finance Vietnam war, is targeted to begin next April. Campaign is being designed by task force under direction of James S. Fish, vice president and director of corporate advertising of General Mills, Minneapolis, who's been spending average of three days a week in Washington since last October as special consultant to Secretary of Treasury. It's logical to assume radio and television will be drafted to carry heavy part of bond-selling load.

COMBO

Effective immediately, WKOW-LAND... the inter-connected ABC combo (WKOW-TV/WAOW-TV), blanketing Mid-Wisconsin, is being sold nationally by H-R Television.

Combo is a word we've been fostering and selling for years. Man-made markets... bringing two or more stations together to cover contiguous areas as a single entity... offer the advertiser the opportunity to efficiently buy one big important area market on a single order, one-bill basis.

...No other representative has had more experience in selling this concept.

...For the past ten years, H-R has sold the great KELO-LAND combo (KELO-KDLO-KPLO) covering South Dakota. For another ten, we've been selling the essential "GOLD COAST" combo (KSBW/KSBY-TV) that efficiently fills the gap between Los Angeles and San Francisco along the Pacific coastal area.

...And now H-R has been appointed to do the same kind of superior sales job in behalf of WKOW-LAND, the dominant influence combining Madison and Wausau, Wisconsin.

For a winning combination, dial H-R.



WEEK IN BRIEF

Networks seen spending less and expecting more from pilot programs for 1967-68 schedule. Selectivity is theme as industry is expected to trim pilot expenditures by \$10 million. See . . .

WHAT'S AHEAD . . . 27

Advocates of curbs on trial coverage are beset by opposition. Publishers, New York bar group challenge efforts to restrict reporting. Judge sees effects of pretrial publicity as exaggerated. See . . .

FAIR-TRIAL BATTLELINES . . . 60

FTC orders four manufacturers of hemorrhoid preparations to stop advertising their wares as hemorrhoidal panacea. Says surgery is only way to permanently cure hemorrhoids. See . . .

FTC SAYS . . . 39

By 3-to-2 vote, FCC refuses to make major changes in CATV rules. Citing unsettled situation in Congress and courts over CATV, commission rejects petitions urging reconsideration of March order. See . . .

MORE OF SAME . . . 50

NBC 'hopeful' that agreement can be reached with NABET on accepting Super Bowl video feed from CBS's IBEW technicians; talks continuing. Rozelle stands by decision to have blackout in Los Angeles. See . . .

SUPER PROBLEMS . . . 66

House Small Business Committee chairman comes out in favor of ABC-ITT merger study and says he will seek hearing by his committee. Nelson hints Senate committee may take look; Morse is silent. See . . .

HEARING SEEMS CERTAIN . . . 44

TV is not losing its high-income, well-educated audience, TIO's Danish tells Xerox's Curtin. Danish cites Nielsen data showing viewing on increase in upper and middle-income homes. See . . .

DANISH REBUTS CURTIN . . . 47

Subscription Television Inc., loser of \$16 million on California pay-TV gamble, receives new life and assets as New York investment house purchases 40% of STV's common stock. See . . .

NEW MONEY . . . 54

Anatomy of children's programming on TV is dissected by education group. Brands field as TV's 'stepchild' with local stations having to take brunt of responsibility. Finds many shows misdirected. See . . .

TOT SHOWS . . . 64

United Church of Christ begins fight for balanced viewpoints on radio-TV. Church, armed with new grants of \$85,000, plans to 'listen' to stations for alleged violations of fairness doctrine. See . . .

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Broadcasting

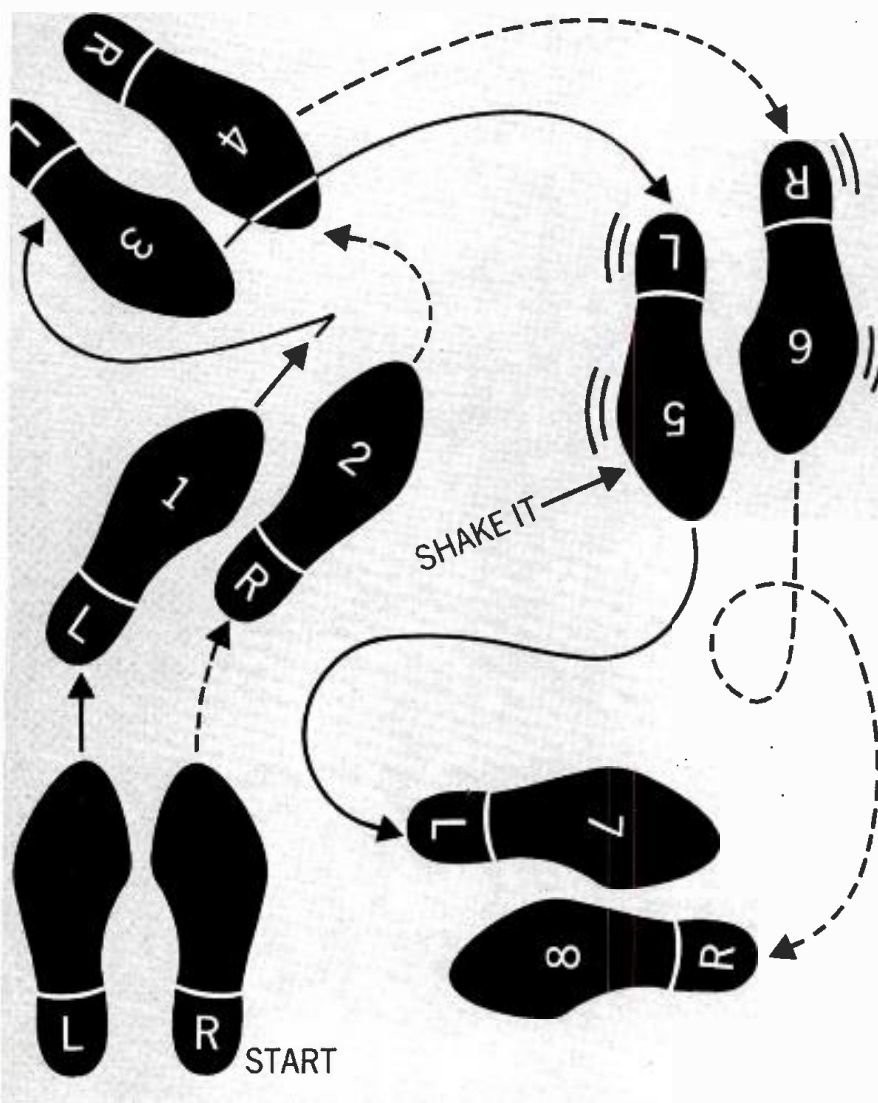
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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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 you can teach them the Bugaboo in 3 easy lessons.



People in Boston believe WBZ knows what's happening. Because WBZ is where it's happening. Long ago, WBZ decided that you don't get to be Boston's favorite station by guessing what people want to hear. You have to ask them. (The last time WBZ asked, within two weeks 215,000 listeners called the station to say what kind of music they wanted to hear.) It's all a part of the WBZ philosophy of keeping tuned in to its town. That's why WBZ was the first station to introduce the Beatles. And adopt a station jingle with a swinging harpsichord. Like newsmen at other Group W stations, WBZ's reporters run themselves ragged to make news reports as up-to-the-minute as possible with 28 newscasts a day. And at 6:00 P. M. every night, there's a special half-hour news in depth, followed by Bob Kennedy/Contact, a 90-minute show of hot discussion on controversial issues Boston cares about. Like all Group W stations in their communities, WBZ has earned Boston's respect and believability, by catering to Boston's tastes. Now, when a man tries to please all of the people all of the time, you send him to a psychiatrist. But when a radio station does it, if you're smart you send them your product.

WBZ RADIO 103 **GROUP W**

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

Eyeball-to-eyeball confrontation seen

Group of government officials who have been making it rough for advertisers in past year will be on panel at annual advertising-government relations conference of newly named American Advertising Federation. Conference will be in Washington, Feb. 6-8.

AAF was created by merger of Advertising Federation of America and Advertising Association of West.

Taking part in panel discussion on government and advertising will be Senator Philip A. Hart (D-Mich.), chairman of Senate Monopoly and Antitrust Subcommittee; Donald F. Turner, assistant attorney general, antitrust division; Paul Rand Dixon, Federal Trade Commission chairman; Dr. James L. Goddard, commissioner of Food & Drug Administration; Ned Doyle, executive vice president of Doyle Dane Bernbach, New York; Bert C. Goss, chairman of Hill and Knowlton, New York; Charles Gould, publisher of *San Francisco Examiner*, and John Johnson, publisher of *Ebony* magazine.

Other participants at three-day session: Vice President Hubert Humphrey; Secretary of Commerce John T. Connor; Secretary of Treasury Henry H. Fowler; Ambassador-at-Large W. Averell Harriman; Representative Hale Boggs (D-La.), House majority whip; Representative Bob Wilson (R-Calif.), chairman of Republican National Congressional Committee; Earl Kintner, Washington attorney and former FTC chairman; Lee Bickmore, president of National Biscuit Co.

Radio attains status

Radio is climbing into front seat with television as medium with "glamour" and creativity in commercials.

Radio Advertising Bureau will soon announce it's sponsoring newly expanded radio commercials awards program in conjunction with annual American TV Commercials Festival.

Commercial awards competition will add radio to its title and awards for outstanding radio commercials bestowed concurrently with TV presentations next spring.

Sessions will also include annual Television Bureau of Advertising presentation: "TEL-empathy—the Language of Involvement"; and presentation of first annual AAF award for "improving advertising/government relations" to Senator Everett M. Dirksen (R-Ill.), Senate minority leader.

Seven million color TV sets predicted for '67

Electronic Industries Association sees more than 7 million color TV receivers sold in 1967, with black and white sales at only slightly lower levels than were sold in 1966.

Report issued today (Jan. 9) by EIA's marketing services department, says total consumer electronics sales to dealers in 1966 amounted to about \$4 billion, up from \$3.3 billion in 1965.

Highlights of report for 1966:

Television sets sold, 12 million units, of which color accounted for 4.7 million units, black and white, 7.3 million.

Radio reached 44 million units, including imports (a large proportion of which were produced abroad for U.S. manufacturers).

FM sales amounted to 11.7 million units, 27% of total U.S. radio market.

Report noted that Department of Labor Wholesale Price Index shows that all commodities were at 106.2 of 1957-59 base period but that TV, radio and phonograph section of index, however, stood at only 83.8.

Smoking is 315 issue

New York lawyer John F. Banzhaf III is pressing his demand that WGBS-TV grant him free time to "answer" cigarette advertising. His argument is that smoking is "a controversial issue of public importance," thus covered by FCC fairness doctrine (BROADCASTING, Dec. 5). Last week, WGBS-TV "respectfully rejected" his request, denying its "legal basis" (see page 41). Late in week, Mr. Banzhaf countered with formal complaint to FCC, citing alleged violations of Section 315 of Communications Act.

Agency executives in Anglo-American swap

America's Needham, Harper & Steers and England's Benson Advertising Group today (Jan. 9) announce exchange of directors pursuant to affilia-

tion of two agencies last November. Paul C. Harper Jr., NH&S president; John W. Spence and Blair Vedder, senior vice presidents, become directors of Benson. Mr. Vedder, who also has been corporate media director of NH&S, moves to London later this year to become resident director of NH&S in United Kingdom.

Philip L. Stobo, Benson chairman; H. Gilbert Hughes, managing director, and George Riches, formerly managing director of Benson International, join board of NH&S. Mr. Riches will move to U. S. as Benson resident director in America. Both Messrs. Riches and Vedder also become members of NH&S executive committee.

Sales up for nine months

Jerrold Corp., Philadelphia, has reported record sales and earnings for nine months ended Nov. 30, 1966. Consolidated sales were up 51% over 1965.

Robert H. Beisswenger, president of CATV equipment manufacturer which also owns and operates multiple cable system, noted that firm's backlog remains high, even with rising shipments. Unfilled orders at end of third quarter were at \$15.5 million level compared to \$10 million at same time last year, he said.

For nine months ended Nov. 30, 1966:

	1966	1965
Earnings per share	\$1.42	\$1.17
Consolidated sales	36,935,937	24,525,496
Net income	3,068,898	2,502,545
Average sales outstanding	2,176,318	2,130,616

Fairness question puts new twist on KTYM case

Anti-Defamation League of B'nai B'rith has leveled new charge in effort to persuade FCC to reconsider license-renewal grant to KTYM Inglewood, Calif. ADL's action might also jeopardize approval already given by commission to sale of KAIL-TV Fresno, Calif., to KTYM's owners (BROADCASTING, Dec. 26, 1966).

ADL, which is opposing KTYM's license renewal because of alleged anti-Semitic broadcasts carried on station, told commission last week that station had violated fairness doctrine in connection with program it aired Dec. 28.

ADL claimed that program, *Voice of Americanism*, conducted by W. S. McBurnie, attacked Institute for American Democracy and some of its officials, including Dore Schary, national

chairman of ADL. Mr. Schary, according to ADL, was said to have been accused of being present or past member of Communist front organizations. ADL said persons attacked had not been notified in advance and had not been furnished transcript of program, as required by fairness doctrine.

Commission had been expected on Thursday to deny ADL's opposing petition and affirm grant of station's license-renewal application (CLOSED CIRCUIT, Jan. 2). But, following receipt of new letter, it postponed action on reconsideration.

Commission also set up timetable for pleadings which would enable it—if evidence warrants—to set aside Dec. 24 approval of sale of KAIL-TV. ADL is to file material substantiating charges by Tuesday, and station has Friday (Jan. 13) deadline to reply. Commission, official noted, has until Jan 24 to set aside KAIL-TV action.

More Columbia Pictures stock bought by Banque

Purchase by Banque de Paris et des Pays-Bas of 332,154 additional shares of Columbia Pictures stock at \$40 per share was completed Friday (Jan. 6). Transaction brings bank's holding up to 726,236 shares or about 37% of Columbia's outstanding stock.

French bank has agreed to deposit newly-bought shares in voting trust with U. S. Trust Co. of New York, because of FCC restrictions on foreign control of broadcasting companies. Columbia owns 88% of Screen Gems, which owns three TV stations and one radio station.

By buying out shares owned principally by M. M. Clairmont and Mrs. Sylvia Martin, both of New York, Banque de Paris apparently ended incipient proxy battle against Columbia by dissident stockholders, which at one time included French bank (BROADCASTING, Oct. 31, 1966, et seq.).

Relief for discontent

Los Angeles football fans, up in arms because Super Bowl telecast will be blacked out in their area (see page 66) are being offered modicum of consolation. Local outlets of CBS and NBC will televise pro football championship on delayed basis, it was announced Friday (Jan. 6). CBS-owned KNXT(TV) will program game, to be played afternoon of Jan. 15, at midnight that day, while NBC-owned KNBC(TV) will present it at 3 p.m. next afternoon.

WEEK'S HEADLINER



Mr. Casey

William J. Casey, associate creative director, The Marschall Co., New York, elected senior VP. Mr. Casey, who has been in creative departments of Papert, Koenig, Lois; Doyle Dane Bernbach and Young & Rubi-

cam, conducts six-week copy writer training course for advertisers and prospective writers in association with several agencies.

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

Sales post for specials

CBS-TV network Friday (Jan. 6) created new executive post for sale of specials and named Richard Steenberg, formerly account executive with CBS-TV in New York, to fill position. Carl Tillmans, vice president and general sales manager for network, said new post reflected rapid increase in CBS-TV scheduling of specials. Mr. Steenberg becomes manager, special program sales. CBS-TV.

Commission spreads joy, sorrow in waiver actions

CATV operators could be either elated or upset over FCC decisions announced Friday (Jan. 6) with three grants and three denials of petitions for waivers of rules.

On favorable side, commission granted: temporary waiver of nonduplication rule for Boonville, Mo., to permit installation of automatic nonduplication equipment; limited waiver of nonduplication rule for Columbus, Neb., also to enable system to install nonduplication equipment; and limited waiver of local station carriage requirement and nonduplication rule to Teleprompter Corp., for Santa Cruz, Calif., to permit transition to 12-channel system.

On negative side commission denied petitions for waiver of nonduplication ruled filed for Anniston, Ala.; Burlington-South Burlington-Winooski, and Essex Junction, all Vermont; and Fairbury and York, both Nebraska.

FCC Commissioner Robert T. Bartley dissented to all six decisions with statement reaffirming his view that FCC lacked authority to adopt CATV rules

in first place. Even if commission did have such authority, commissioner said, he still wouldn't have voted for rules that were adopted.

FCC unravels WCIU-TV stock tangle by grant

FCC has adopted unusual order to resolve what officials consider complicated case involving ownership of WCIU-TV Chicago.

At core of problem was involved series of stock sales which resulted in unauthorized transfer of control of licensee from John Wiegel to some 300 stockholders.

Involved, also, was application for transfer of control of licensee to major stockholders John W. O'Connor and Howard Shapiro.

One commission official indicated issue was whether FCC would take hard line on unauthorized transfer question, and let channel 26 station, already in financial difficulty, expire, or try to pump new life into it through drastic action.

Latter course was adopted, and commission granted approval of unauthorized relinquishment of control by Mr. Wiegel. It then granted voluntary acquisition of positive control by Messrs. O'Connor and Shapiro. Commission also dismissed petition of J. G. Schatz, WCIU-TV stockholder, to deny transfer of control. Commission said he lacked standing.

But commission also notified licensee it faced \$1,000 fine for "repeated" unauthorized transfers of control.

Messrs. O'Connor and Shapiro, who already owned 48% of stock in licensee, will acquire positive control through acquisition of additional 5½% for \$25,800.

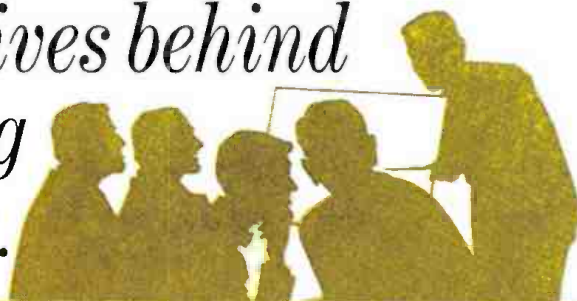
Hanson takes WMAQ reins

Change in executives at WMAQ-AM-FM Chicago disclosed Friday (Jan. 6), with Lee C. Hanson, formerly midwest sales manager in Detroit for Triangle Program Sales, appointed station manager replacing Mark Olds, who has resigned. Announcement of Mr. Hanson's appointment was made by Stephen B. Labunski, president of NBC Radio division.

SNI going for soccer?

Sports Network Inc., which in past has picked up successful "sleeper" sports (NCAA basketball, PGA golf), may package soccer telecasts in U. S. There are indications that SNI is exploring openings and when ready this year or next will undertake to syndicate soccer live and in color to lineup of 150 to 200 stations.

Meet the fine executives behind United Broadcasting Company.



Successful men like E. Carlton Myers of WOOK-AM/TV, Washington, D.C.

Community service is a two-way street in modern broadcasting which not only informs the community it serves but is the voice of that community as well. This is the way it works on WOOK Radio and WOOK-TV under the direction of Vice President and General Manager E. Carlton Myers, Jr. Listeners turn to WOOK Radio for news and service features as well as entertainment of particular interest to Washington's Negro community. At the same time,

the station is a voice for community leaders through hourly broadcasts of WOOK "Checkpoint on Community Action." In like fashion, WOOK-TV opens the door to community dialogue in such programs as "Washington Speaks" and "Critique". The whole story is told by the people who look at WOOK-TV, listen to WOOK Radio, and believe with Myers that successful broadcasting is a dialogue with the community you serve.

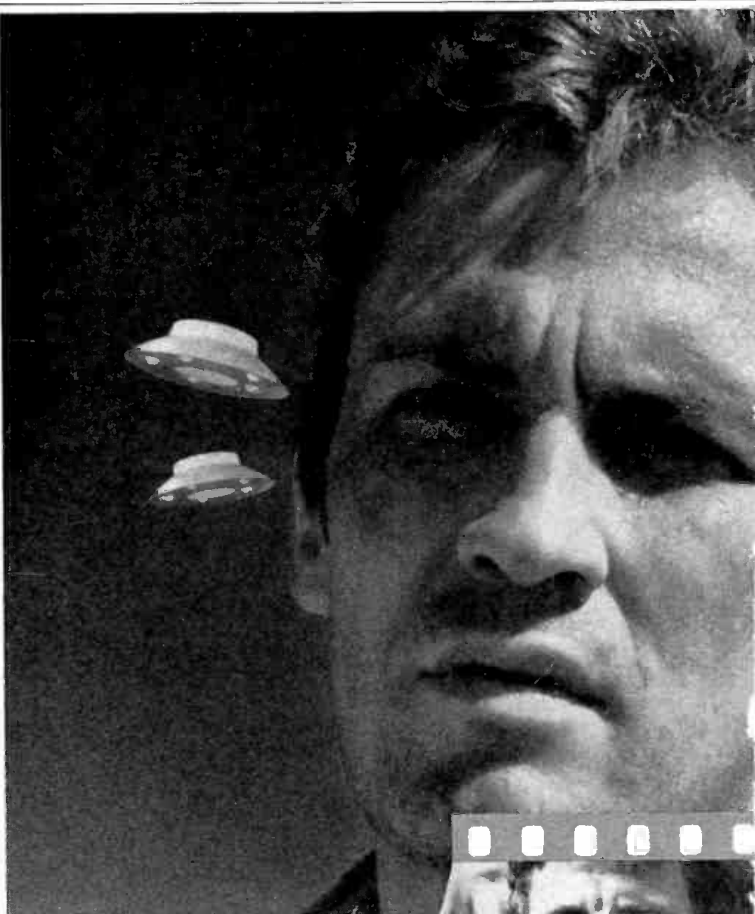


UNITED BROADCASTING COMPANY

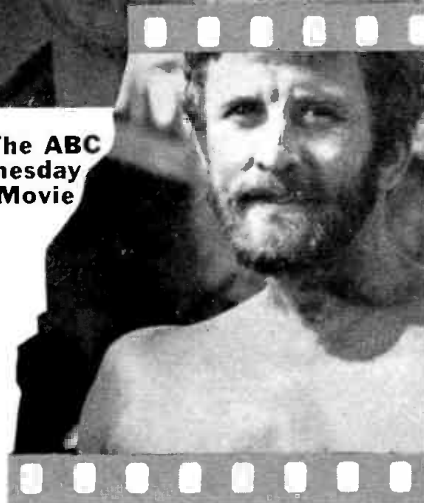
REPRESENTED NATIONALLY BY UBC SALES. / NEW YORK: BOB WITTIG, 7 E. 43RD STREET / CHICAGO: WARREN DANIELS, 410 N. MICHIGAN AVENUE, WRIGLEY BUILDING

The Invaders

The Avengers



**The ABC
Wednesday
Night Movie**



Rango



**The American
Sportsman**



An exciting new television season begins!

Here we are, at the turn of the year, and ABC is ready with a host of fresh, new shows. Roy Thinnes in an action thriller about the invasion of our planet by alien beings. An outlandish comic Western that brings rubber-faced Tim Conway back to television. And an unorthodox pair of smooth and deadly spy catchers, imported from England. Then there are first-rank movies never before seen on television. Big, bouncy game shows full of surprises. All pulled together in ABC's Second Season.

And the excitement spreads to all fronts. More complete early evening news, as Peter Jennings with the News expands

to a full thirty-minute report in color. And, in coming weeks, a wide range of all-family entertainment: specials, musicals, blockbuster movies, and all in brilliant color.

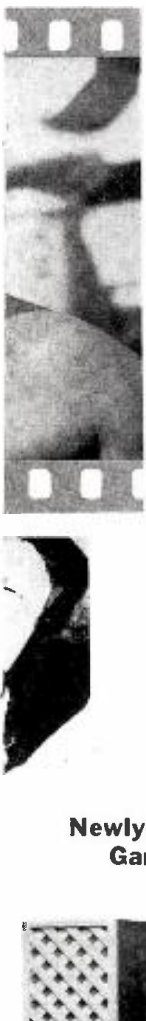
There's a full season of winter sports with ABC's celebrity hunting and fishing series, The American Sportsman; the Pro Bowlers Tour, with a half-million dollars in prizes; and this and every Sunday right through the championship playoffs, ABC's exclusive live telecasts of NBA Basketball.

It's an exciting new television season crowded with good things. And it starts January 9. When there's something new worth seeing, you'll see it first on all-color ABC.

ABC's Second Season



Peter Jennings
with the News
A full half hour
In color

A large black and white portrait of Peter Jennings, a man with dark hair, wearing a dark suit, white shirt, and dark tie. He has his arms crossed and is looking directly at the camera.

Newlywed
Game

A vertical strip of film on the left side of the page, showing several frames of a scene. Below it, a small inset photo shows a man and a woman in a close embrace, likely from the Newlywed Game.

NBA Pro Basketball

A black and white action shot of three basketball players. Two players are jumping high in the air, one attempting a shot or layup while the other defends. A third player is on the ground to the right, watching the play.



Chicago. The new Hotels Ambassador. The now hotel for you.

You're an action man — a busy, successful executive. You want a hotel that complements your personality. Chicago's Hotels Ambassador is now the hotel for you. You'll find the Ambassador completely new. Excitingly so. Credit the magic touch of Loew's Hotels. Credit famed designer Richard Himmel. New guest rooms and suites. New corridors and lobbies. New restaurants, cocktail lounges, and coffee shop. New function rooms. New air-conditioning. New, too — Loew's

style of service known the world over. (The only thing unchanged is the famed Pump Room.) Mere minutes from the Loop and the world of commerce, the new Hotels Ambassador is the now hotel for you.

HOTELS

Ambassador
CHICAGO

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DATEBOOK

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

■ indicates first or revised listing.

JANUARY

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—Luncheon meeting of the Advertising Club of Houston. Charles R. Standen, president, Tatham-Laird & Kudner, New York, speaks on "ETV—another government dole?" Houston Club, Houston.

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.; Dinetri Kececioglu, University of Arizona; Charles Lipson, University of Michigan; and W. H. Von Alven, ARINC Research Corp. Sheraton-Park hotel, Washington.

Jan. 11—Annual meeting of the stockholders of C-E-I-R Inc. to elect eight directors and to transact other business. Marriott Twin Bridges motor hotel, Arlington, Va.

■ Jan. 11-12—Executive committee meeting National Community Television Association. Madison hotel, Washington.

Jan. 13-15—Annual meeting of the Florida CATV Association. Hawaiian Inn, Daytona Beach, Fla.

Jan. 14 — Deadline for comments on proposed FCC rulemaking to amend part 13 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—Deadline for entries for the 1967 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. The awards are open 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.

Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Speakers include Robert Cahill, legal assistant to FCC Chairman Rosel H. Hyde. Skrivin hotel, Oklahoma City.

Jan. 16—Annual winter meeting and election of officers of Idaho Broadcasters Association. Downtowner motel, Boise.

Jan. 16-17 — 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. 17—Luncheon meeting of the New

BROADCASTING, January 9, 1967



The plot to bury the Bell System

We're going underground. Bit by bit we're burying our telephone lines in many parts of the country to give you better service.

Our purpose is not just to unclutter the landscape, although neighbor-

hoods will look neater. Underground cables are rarely affected by storms. And they're never kayoed by falling limbs or wayward autos.

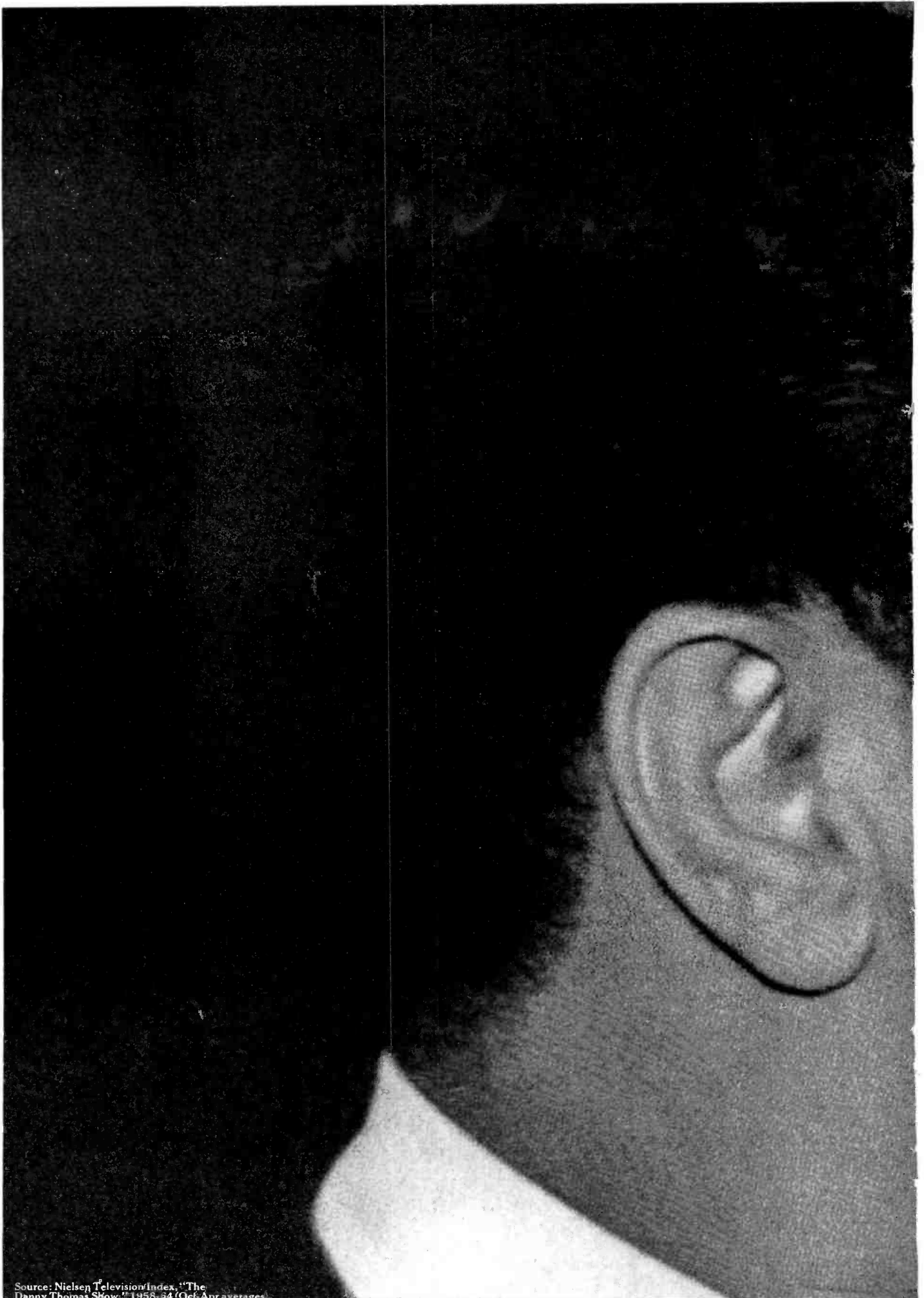
Our service is good but we keep trying to make it better. And ourselves

more welcome than ever around your home. Going underground is one part of that effort. We may be the only



AT&T
and Associated Companies

phone company in town, but we try not to act like it.



Source: Nielsen Television Index, "The
Danny Thomas Show," 1958-59 (Oct-Apr averages)



Make room for
the comedy hit that
was first in its prime
evening time period
for every one of its
seven seasons on CBS...
the only situation
comedy in television
history to rank in
the top 12 for seven
consecutive years:

**"MAKE
ROOM FOR
DADDY"**

starring
Danny Thomas
in his most
famous role.

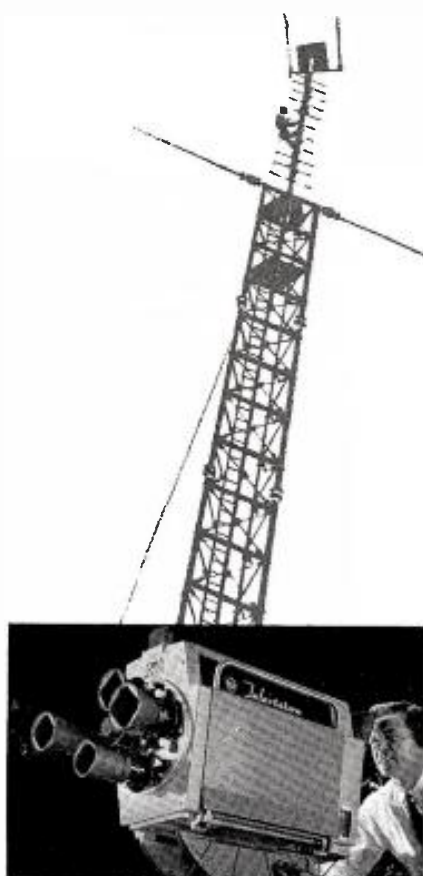
Plus guest
appearances
by Bob Hope,
Andy Griffith,
Lucille Ball
and dozens
more. Here
is one of the
most potent
vehicles ever to
enter syndication

(just ask General

Foods, full sponsor of the
series during its entire
run on CBS). Better make
room for Danny Thomas
on your schedule.

CBS FILMS

New York, Chicago,
San Francisco, Dallas
and Atlanta



Command Performance?

RCA SERVICE DELIVERS

Expert, Repair
and Overhaul
Service

- FOR: ■ Video tape recorders
■ TV Cameras
■ Antennas
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■ Console
■ TV Projectors
■ Microwave

Dial either of these offices for full information about fast, dependable broadcast equipment maintenance service from RCA:

Chicago (312) WE 9-6117
Philadelphia (215) HO 7-3300

Or write:
RCA Service Company
a Division of
Radio Corporation of America
Technical Products Service,
Industrial Center, Camden, N. J. 08101



The Most Trusted Name
in Electronics

York City chapter of the American Women in Radio and Television. Program will be on "The Sex Syndrome." Plaza hotel, New York.

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

Jan. 19—Broadcasters day in North Dakota. Vincent Wasilewski, president of National Association of Broadcasters, will address joint legislative session. Legislative reception to be sponsored by North Dakota Broadcasters Association. Bismarck.

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. 20—Annual dinner, Federal Communications Bar Association. Shoreham hotel, Washington.

■Jan. 20—Deadline for entries, 1966 Radio Free Europe Reporting Award. Cash award (\$500) in three categories—newspaper or wire services, radio or TV programs and magazines—for outstanding coverage (broadcast or published) in U.S. dealing with one or more East European countries. Entries to Reporting Award, Public Affairs Division, Free Europe Inc., 2 Park Avenue, New York 10016.

■Jan. 23—Business meeting. Illinois-Indiana Cable TV Association. Ramada Inn, Terre Haute, Ind.

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

Jan. 24-28—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. 25—Deadline extended for U.S. entries in the American TV Commercials Festival. Competition is open to all commercials introduced during 1966, and judging will be by 10 regional panels of advertising executives. Entry forms are available from the festival office, 6 West 57 Street, New York 10019.

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

■Jan. 26-28—Annual winter convention and election of officers of South Carolina Broadcasters Association. Speakers include George Smith, chief, FCC Broadcast Bureau. Hotel Wade Hampton, Columbia.

Jan. 26-29—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

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, Los Vegas.

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

FEBRUARY

Feb. 1—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 Drive, Chicago 60601.

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

■Feb. 1—Meeting, Alabama CATV Association. Guest House, Birmingham.

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. 2—Annual meeting of the Minnesota AP Broadcasters Association. Minneapolis.

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.

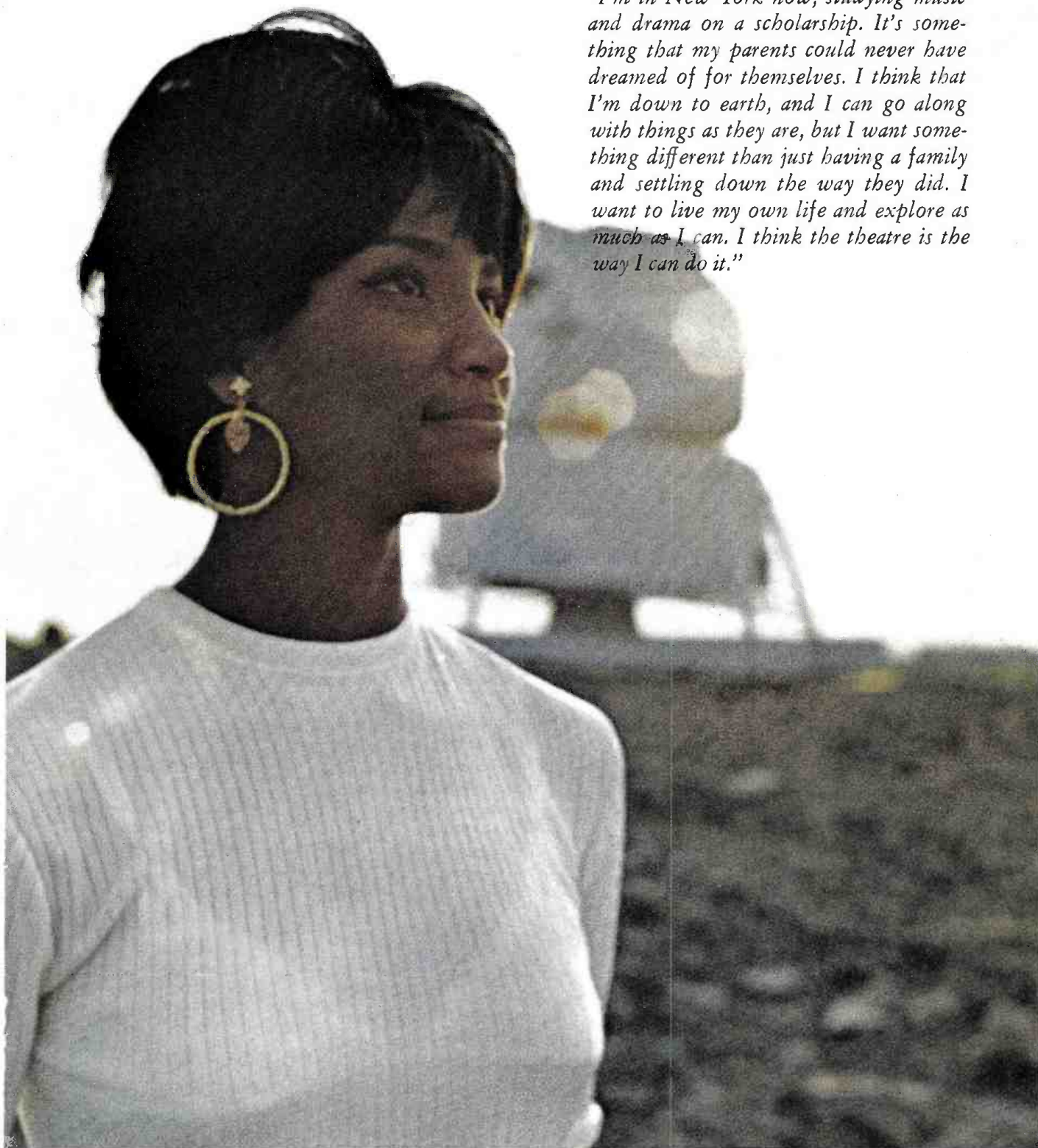
Feb. 13—Mike Award dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre, New York.

■Feb. 13—New 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 mc through 91.9 mc).

Feb. 15—Deadline for reply comments

■Indicates first or revised listing.

BROADCASTING, January 9, 1967



Eloise Laws in LOOK:

"I'm in New York now, studying music and drama on a scholarship. It's something that my parents could never have dreamed of for themselves. I think that I'm down to earth, and I can go along with things as they are, but I want something different than just having a family and settling down the way they did. I want to live my own life and explore as much as I can. I think the theatre is the way I can do it."

The September 20th issue of LOOK Magazine presented in picture and word the attitudes and aspirations of the "Open Generation...the 25 million young Americans straining to take over." Among the young people shown was Corinthian KHOU-TV's "Campus Talent" winner Eloise Laws (pictured here as she appeared in LOOK) who now is studying in New York on a Corinthian Performing Arts Scholarship.



BEST GULF COAST COMBO!

BEST RATINGS • BEST RESULTS • BEST COST PER THOUSAND



K-Que represented in New York, Detroit & Philadelphia by QMI
In Houston Call Dave Morris JA 3-2581



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. 17-19—Fifteenth annual meeting of the New England chapter of the American Women in Radio and Television. Hotel Statler-Hilton, Boston.

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

Feb. 21-22—Meeting of National Association of Broadcasters television code board. Camelback Inn, Scottsdale, Ariz.

■Feb. 28—New 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 mc through 91.9 mc).

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 9-10—Annual spring convention of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

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

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

APRIL

April 2-5—Forty-fifth 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 7-8—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

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 Street, 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 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

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

■Indicates first or revised listing.

OPEN MIKE ®

Step forward

EDITOR: Congratulations on another forward step in your leadership of service to the broadcasting industry.

The CATV directory will be of tremendous value to a lot of people. I am looking forward to getting my copy.
—Harry K. Renfro, vice president, D'Arcy Advertising Co., St. Louis.

(Television Magazine will carry a comprehensive CATV directory, now in compilation from official FCC records, at no additional charge to subscribers. Copies may be ordered by nonsubscribers at \$3 each, or yearly subscriptions to Television, which would include the directory issue, may be entered for \$5 each. Details of the directory issue appear on page 90.)

Open season

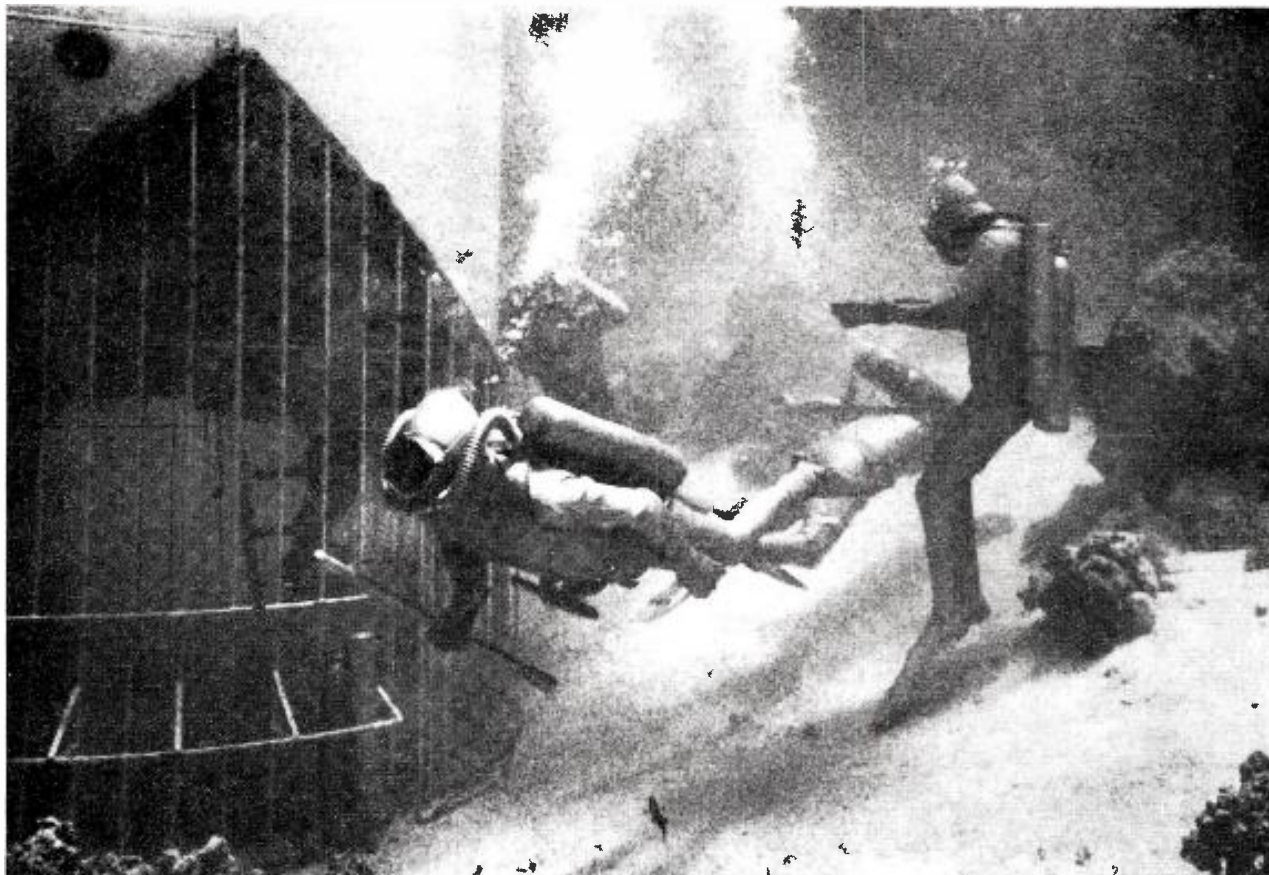
EDITOR: Re the editorial, "Get with it, guys" [BROADCASTING, Jan. 2, about material derogatory to TV-radio found in current so-called comic strips]:

Would you believe one morning, not too long ago, I heard Captain Kangaroo advising my son that the best place for a merchant to advertise was in his daily newspaper. . . .

Honest . . . —Michael J. Cuneen, vice president-general manager, WDLA Walton, N. Y.

In the air, everywhere

EDITOR: I had gotten quite concerned about the FCC remark in the Oakland [Calif.] radio case about its plan to "stiffen" its station-identification rule, therefore, I read with much pleasure your editorial, "Rule without a reason" [BROADCASTING, Dec. 26, 1966]. I want to thank you for starting [the discussion] along a good common-sense line, and, hopefully, more consideration of the matter by the members of the FCC will produce a real common-sense out-



A scene from Jacques-Yves Cousteau's *WORLD WITHOUT SUN*, a Columbia Pictures Release.

Republic Steel anticipates steel needs for future harvesting of deep-sea wealth

Despite the forbidding dangers of the ocean depths, man is beginning to extract the tremendous wealth of food, fuel, and minerals held captive for billions of years.

Republic has developed superstrength steels forecasting dramatic possibilities for underwater operations. These steels have twice the water-pressure resistance of steels of the same weight presently being used. Also, we are now perfecting such advanced fabricating methods as electron beam welding for fabricating steel structures to be used underwater.

Republic is aware that rapidly changing markets, like harvesting the ocean's wealth, are creating rapidly changing problems and opportunities for customers. Basic suppliers, like Republic, must, for the national welfare, anticipate customer needs and build far in advance of demands.

That's why Republic Steel Corporation is investing hundreds of millions of dollars in new and improved facilities. These funds are available as internally generated cash and as bank 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.

**a
CAPITAL
idea!
buy WTEN/10 and
reach ...**

the Capital District's capital people. A state worker in Albany. An industrialist in Schenectady. A student in Troy. And many, many more. As individuals, they are people on the go. Together, they are a market on the grow.

Whether you're looking for a test market, or a tested market, you're missing a bet if you don't look at Albany-Schenectady-Troy. The Northeast's Capital District.

**WTEN/10 IS SETTING THE PACE!
ALBANY, NEW YORK**

A BASIC CBS AFFILIATE

CAPITAL CITIES BROADCASTING CORPORATION

come.—J. Lee Johnson III, executive vice president and general manager, Fort Worth Star-Telegram, Fort Worth.

EDITOR: I applaud your editorial . . . and wish that the FCC could find it within its scope to agree with the sound reasoning behind it.—Joe S. Fields, Riverdale, Md.

(The editorial protested the FCC's announced intention, arguing that stations should be able to claim coverage of areas their signals actually cover.)

Metaphorical money

EDITOR: OOPS RE [James] GERITY [Jr., president and general manager, WNEM-FM-TV Flint-Saginaw-Bay City, Mich.] STORY IN DEC. 26, 1966 ISSUE. MR. GERITY DOES NOT, REPEAT, DOES NOT PAY DUES. TELEGRAM READ: "AS AN HONORARY MEMBER YOU ARE NOT CALLED UPON TO PAY ANY DUES, YET IT IS ON THIS POINT THAT YOU ARE UNIQUE. YOU PAY YOUR DUES WITH YOUR KINDNESS AND CONSIDERATION WITH A SELF-IMPOSED OBLIGATION THAT SAYS 'I AM MY BROTHER'S KEEPER', YOUR PAYMENTS CONTINUE TO MOUNT HIGHER."

OBVIOUSLY PUNCTUATION IN THE ORIGINAL TELEGRAM LED TO THIS MISINTERPRETATION.—Jack Parker, Parker Advertising, Saginaw, Mich.

(The story reported a tribute to Mr. Gerity from Local 48 of the National Association of Broadcast Employees and Technicians, which had previously granted him an honorary membership.)

BOOK NOTES

"The Bettmann Portable Archive"
Editor: Doctor Otto L. Bettmann; art director: Herbert Migdoll; typographic consultant: Martin Solomon. Picture House Press, 136 East 57th Street, New York City 10022. 3,669 illustrations; 232 pp. \$25.

The volume attempts to stimulate ideas and inspiration, principally for those specializing in the creative aspects of the communications arts by pictorial presentation of some 185 major subjects. Pages measure 10 by 10¼ inches, with layouts varying from a half-page to six-page spreads; the volume cloth-bound and slipcased for permanent reference. Edited by Otto Bettmann, author and co-author of picture books on music, American literature, sports, family life and medicine, and graphic consultant in the communications field, the book includes prints, photographs and graphics including images of the past, ranging from cave drawings to classic art including movie stills of the flapper era as well as contemporary op and pop art along with a sprinkling of camp. The book should be particularly useful to art directors and can benefit anyone who must think in visual terms.

BROADCASTING, January 8, 1967

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TELECASTING® was introduced in 1946.

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WDOZ

GREEN BAY, WISCONSIN

BEN A. LAIRD, President

AM
FM

NUMBER 1*

GREEN BAY'S ONLY
24 HOUR STATION

IN GREEN BAY

*PULSE, Inc.
Green Bay, Wisc.
Metro Area
May-June, 1965

32% MORE RADIO HOMES...

43.3% MORE MEN...

19% MORE WOMEN...

26.6% MORE ADULTS than other 2 stations combined

STONE REPRESENTATIVES, INC.

NEW

FROM

EMCEE

1KW

TRANSLATOR

UHF

1KW

TRANSMITTER

UHF

1 WATT

TRANSISTORIZED TRANSLATOR

VHF ONLY

Send for full details . . . now.

EMCEE

Electronics Missiles & Communications Inc.
160 EAST THIRD STREET, MT. VERNON, NEW YORK 10580
TELEPHONE: (516) 666-3612

Squashing the traffic bug

The problem of late arrival of commercials, always a small part of every day's problems, has now begun to grow into a major thorn for the industry.

Television stations, alarmed at a sharp increase of missed air dates, have started to charge advertisers for purchased time when commercials do not arrive, even though the time period may eventually house Smokey The Bear.

Nothing is more frustrating than to miss an air date after working long and hard to build a strong media schedule.

It is amazing how many stories people can come up with for failure to air proper commercials on time. The range of excuses starts with agency production schedules, to film-house failures in meeting timetables, to stations' inability to properly read labels and instructions once the film is received.

One station in upstate New York, after receiving a late print labelled CH-28, had to take additional time to screen the commercial to determine whether the product was Chevrolet, Cheer, Cheerios or Chesterfield.

The complexities of color, computerization of network and station programming operations and the greater use of piggybacks have all contributed to the need for longer lead times both in commercial production and commercial scheduling. Here is an area where agencies can re-evaluate their system of trafficking in order to remove this problem once and for all.

The D-S-F position is that the task of providing commercials on time is the responsibility of the agency.

At D-F-S, procedures have been worked out and have been transmitted to all parties concerned. In essence, the ground rules are simple. Commercial material and written instructions must be at the network on an average of four weeks before air date and at the local stations one week before air date.

Requirements ■ Education is the secret to a successful implementation of this procedure. Internally at D-F-S, we have set up specific requirements to insure that commercial material is at its destination in time to be screened, logged in and incorporated in the computerized system for proper airing. Under this system, the D-F-S media department assumes a greater responsibility as the master controller to assure smooth, error-free operations.

Our procedures are outlined as follows:

Network

- 1) Media informs TV traffic, in writing,

of schedules five weeks before air date.

- 2) The appropriate account group simultaneously informs TV traffic, in writing, of the specific commercials to be scheduled. The commercials scheduled must be in release-print form.
- 3) The TV traffic department provides the network with the published commercial schedules no later than four weeks plus two working days prior to air date.
- 4) Written instructions are sent to the appropriate film supply house to place the required commercials in network hands no later than four weeks before air date. Written confirmation from the film house and the network is requested.
- 5) In the event that the network does not have commercial material on hand by the required date, a substitute commercial is designated. The substitute commercial is inserted into delay prints. If and when the originally scheduled commercial material is received by the network, it may be positively edited into network feed prints with appropriate late charges.

Spot

- 1) When the spot buying section receives authorization to buy, the media supervisor immediately checks the commercial production department, to insure that commercials will be ready for shipping 10 working days before air date. *In the event commercial production advises that film will not be ready, the spot group will not make the buy.*
- 2) Prior to the buy, the spot supervisor advises TV traffic as to how many prints will be needed.
- 3) Three days prior to the planned

shipping date, the buyer calls the appropriate traffic contact to insure that prints will be shipped as planned.

- 4) If commercials are not available 10 days prior to air date, a substitute commercial is shipped for use until the new commercial is ready.
- 5) The traffic department is to keep an inventory of prints on hand. As the supply is depleted, new prints are automatically ordered.
- 6) Explicit instructions are forwarded to the stations, in writing, one week before the first air date. As of Nov. 1, 1966, stations no longer accept verbal changes.
- 7) All written instruction must include the name of the product, commercial number, length of the commercial, the parent company, and whether the commercial is in color, video-tape, black and white, etc.

Takes Time ■ The procedures described above incorporate many of the things we have been doing over the last few years, plus a new system of checks and balances. As with all new systems, it will probably take a little time before it runs smoothly, but we have already seen a vast improvement.

The problem of trafficking is but one of many areas where agencies and stations come together to complete a buy. While as an agency we may not agree at all times with a station's policy, we believe that meeting for mutual understanding usually will provide a point of view for the best solution to any area of disagreement.

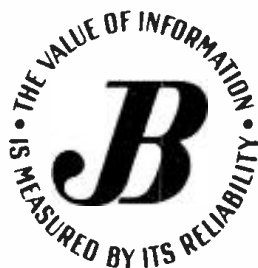
Television constitutes a very large investment for most of our clients. Through better controls, we can significantly reduce our out-of-pocket costs and insure that our clients receive the advertising they pay for.



Avram (Ave) Butensky, vice president-senior associate media director of Dancer-Fitzgerald-Sample, has spent his entire career with the agency in New York headquarters. He started in the mail room in 1955 and left D-F-S only for a two-year hitch in the Army. He has worked in traffic, operations and in media at D-F-S and was elected a vice president in May 1965. He helped organize the spot buying section within the media department and has been active in computer systems study.

KPOL appoints Blair Radio

KPOL, Los Angeles, the top-quality powerhouse in the country's second largest market, has appointed Blair Radio as national representative effective January 1, 1967. Now to buy the Capital Cities station in dynamic Los Angeles, call the number one station representative, John Blair & Company. **Blair Radio** 



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What's ahead in next TV season?

As 'second season' of 1966-67 begins, networks begin serious work on 1967-68; there's sharper buying, less risk money being put into pilots

The TV networks, now moving into the "second season" after a generally disappointing new-program performance in the first quarter of the 1966-67 schedule, will be spending less and expecting more from programs which are at present under development for 1967-68.

A shotgun approach, which saw some 110 pilots—costing approximately \$40 million—in various stages of development at this point last year, has been replaced by more selectivity.

The final pilot draws for insertion in 1967-68 schedules will be dealt from a deck of some 90 program hopefuls, only 60 of which are expected to have network money behind their original development.

With pilot production costs soaring—about \$250,000 for a first half-hour episode and twice that for an hour—and hits hard to come by in increasingly competitive schedules, it's estimated the

industry will cut its expenditure for pilots by \$10 million, down to \$30 million this year.

New Programs ■ Only a handful of shows are being mentioned as having firm network commitments for 1967-68. Among these is *Off to See the Wizard* for ABC-TV (unconfirmed by the network), an hour program out of MGM, growing out of Wizard cartoons and incorporating both live and animated production.

For CBS-TV only the *Carol Burnett Show* was reported officially as firm although three other programs were said to have definite places in the networks' plans. These are *Doc*, *Sinbad* and *Carol Channing* (see program descriptions beginning on page 29).

NBC-TV's only definite commitment for 1967-68 is said to be for a new hour-length Danny Thomas program.

It seems clear that the networks are no longer prepared to sustain the kind

of extensive infant-program chopping that is built into a system calling for so many more shows than there are vacancies to fill.

ABC-TV produced some 35 pilots last year and programed 15 new shows. NBC-TV turned out about 30 pilots and put on 10 new programs while CBS-TV made more than 20 pilots and scheduled nine new series.

An example of the more cautious approach to pilot development this year is evident at NBC. Early in 1966 the network tied up the proved talents of producers Sheldon Leonard, Norman Felton, David Dortort and Bob Finkel in an exclusive arrangement. For the next several seasons (the exact length of the contract has not been disclosed) NBC will get all the TV output of these seasoned producers.

Similarly ABC-TV has arrangements with the team of Danny Thomas and Aaron Spelling and with Quinn Martin.

The 'second season' shuffle begins

This year's "second season" of television network programing, currently getting under way, will offer viewers a new set of program choices in 51% of the 49 half-hours programed between 7:30 and 11 p.m. each week.

In all, 12½ hours are being changed, eight by the introduction of new programs and four and a half by rescheduling of continuing programing.

ABC-TV is introducing four new shows totaling four-and-a-half hours and rescheduling four hours of continuing shows; CBS-TV is introducing three new programs totaling two-and-a-half hours and shifting one half-hour program, and NBC-TV is

introducing two new half-hour shows and moving none of the old programs.

These figures are taken from a compilation prepared by Avery-Knodel, station representative, for the mid-season edition of the TV Network Guide that it has published twice a year since 1962 as an industry service.

The 12½-hour total of new or shifted programing this year is one hour more than was changed at mid-season a year ago.

Since each network programs 49 half-hours between 7:30 and 11 each week, the changes represent about 17% of all programs offered in that span.

The second-season new-program introductions get under way this week. ABC starts *The Invaders* on Tuesday night (8:30-9:30), begins its second movie night on Wednesday (9-11), and introduces *Rango* on Friday (9-9:30). Its fourth new entry, *The Avengers*, starts Jan. 20 (Friday, 10-11).

CBS puts in *Mr. Terrific* tonight (Monday, 8-8:30) but will wait until Jan. 26 to introduce *Coliseum* (Thursday, 7:30-8:30) and until Feb. 5 to start the new Smothers Brothers show (Sunday, 9-10).

NBC introduces *Capt. Nice* tonight (Monday, 8:30-9) and *Dragnet* three nights later (Thursday, 9:30-10).

WHAT'S AHEAD IN NEXT TV SEASON continued

CBS-TV too, has a preferred position with Filmways, Talent Associates and Don Fedderson, among others.

For their part, the program producers and packagers have bargained for—if not demanded—more of a commitment from the networks than they have gotten in the past before going ahead on new projects.

Comedy is Style ■ Production companies have been reluctant this year to develop pilots without a reassuring smile from a network.

Half-hour comedy apparently will remain the staple of prime-time network television, though it may be losing ground to longer-form entertainment.

There are perhaps 35 new hour programs under active consideration or development for the new season. Most are in the action-adventure category and at least one, David Dortort's *High Chaparral*, is a candidate for 90-minute presentation.

CBS and NBC program executives see a trend away from fanciful shows and toward realism, but there are few new thematic approaches in sight.

Michael Dann, CBS-TV senior vice president, programs, said CBS expects to maintain the approximate ratio of three-to-one between pilots produced and new programs placed on the air.

Mr. Dann acknowledged that fewer pilots in total are being produced for network TV this year.

CBS, he said, appears to be in a fortunate position with most of its star personalities (Jackie Gleason, Red Skelton, Ed Sullivan etc.) expected to continue in the schedule next fall. But Mr. Dann noted that a quest continues for star personalities to "front" live variety shows.

Of CBS's 20 pilots, eight are one-hour shows and 12 half-hour programs, Mr. Dann said, adding that network TV series are "heading to a more realistic

presentation in storyline and away from the James Bond syndrome and the gimmick comedy."

Among the half-hour pilots confirmed by CBS-TV as under active consideration are General Foods' *Carol Channing Show* and *Doc*, Desilu's *Alfred of the Amazon*, and *Shoestring Safari*, and Talent Associates' *He and She*, all comedies.

In the one-hour category, the active pilots include: *Call to Danger* (adventure), *Gentle Ben* (spinoff from Ivan Tors movie he's producing), *Cimarron Strip* (adventure), *Mannix* (private detective), *Lassiter* (Filmways' dramatic series about a magazine journalist), *Dundee and The Culhane* (lawyer in the West), *The Freebooters* (action-adventure series via Sheldon Leonard), *Sinbad* (MGM adventure about a romantic swashbuckler), *Braddock* (private detective with scene set 10 years hence).

Other Hopefuls ■ Though tied to CBS, several pilot hopefuls are seen as "iffy," among them a half-hour Phil Silvers comedy, a half-hour Don Fedderson *When in Rome* comedy, General Foods' *I Married a Bear* half-hour comedy about a professional football star; MGM World War II half-hour comedy (*Don't You Know There's a War On?*), *Dr. Jekyll and Mr. Clyde* half-hour situation comedy and two by Warner Bros., a half-hour *Moon Platoon* science-fiction story and a one-hour *The World of Bada* elephant-boy production.

Mort Werner, vice president, programs and talent, NBC-TV, noted that pilot production, particularly at his network, is veering toward "spin-offs" from existing network programs and cited the "World Premiere" presentations of feature films and *Chrysler Theater* as outstanding examples of pilot incubators. He added that a spe-

Gleason will be back

CBS-TV's well-rated *The Jackie Gleason Show* will return to the network for the 1967-68 season in the same period it has held for the past five seasons (Saturday, 7:30-8:30 p.m.).

Returning with the famed comedian and entertainer will be Art Carney, Sheila MacRae and Jane Kean, who are spotlighted in "The Honeymooners" segments of the series. In announcing the renewal of the Gleason program last week, CBS-TV noted it will originate in Miami Beach, Fla., as it has for three years. The network pointed out that the series has been among the top-five programs on TV this year.

cial, *Jack and The Bean Stalk*, spawned a pilot for *The Adventures of Huckleberry Finn*, in which the main characters will be in live action and the others in animation.

NBC-TV has completed eight pilots and 17 others are in various stages of planning and development, according to Mr. Werner. He added that it is conceivable that additional pilots would be made to supplement those already scheduled.

Mr. Werner envisions fewer half-hour programs on the networks next season, largely an outgrowth of the six-nights-a-week feature film spread. At NBC-TV, he foresees a strengthening of programing he termed "realistic character rather than far-out," pointing out the network already is represented by such nontraditional series as *The Man from U.N.C.L.E.*, *Get Smart* and *The Monkees*. He said he had strong hopes for the new *Danny Thomas Hour*, which will spotlight the well-known entertainer in comedy and dramatic roles.

Mr. Werner pointed out that a smaller number of pilots under consideration are likely to make the NBC-TV schedule than in previous years. He added that his associate, Grant Tinker, vice president, programs, reported recently that up to 75% of NBC-TV nighttime programs would return for the 1967-68 season.

No Comment ■ ABC-TV's program vice president, Leonard Goldberg, declined to comment on the programing outlook for the next program year.

Unlike last year, no new serials are being mentioned. Color, too, has ceased to be an item of speculation. Today all TV production is in color. New York production is still another traditional pilot-season question-mark no longer

One turn too sharp for 'The Rat Patrol'

The Rat Patrol, after making a shambles of the German Afrika Corps in 25 filmed segments of its ABC-TV series, came a cropper in the 26th episode. The crew of the Mirisch-Rich TV production was filming near Edwards Air Force Base in California last week when a jeep carrying some of the cast overturned. It was involved in a chase scene and turned a corner too sharply. The casualty list was heavy. At last report, series star Chris George has

a possible displaced disc and concussion, while featured player Gary Raymond suffered a broken ankle and actor Justin Tarr has a fractured arm. Stuntman Charles Picerni came away with what were described as injuries of a minor nature.

Production on the series has stopped. There are still seven more episodes to be filmed to fill out the full network commitment of 32 for the season.

of much pertinence. Only David Susskind's Talent Associates is making a big thing out of producing a New York pilot *NYPD*, (see below).

But Herbert B. Leonard, who once took *Route 66* to good advantage on location is producing the pilot of *The Freebooters* for CBS on locations in Athens and Crete.

There seem to be only three bona fide westerns among 1967-68's new product and only two science-fiction, one spy, two animated and three variety series. Mystery shows are coming along strong and just about everybody is taking a crack at private eyes.

Last year at this time many of Hollywood's comedy writers were offering situation shows where a schnook-type guy suddenly inherits great position or wealth. CBS-TV's current second-season entry of *Mr. Terrific* is the product of such imagination. Last season's overnight king has become this season's Tarzan spoof. Desilu is working on *Alfred of the Amazon*, Universal has *Walter of the Jungle* and Screen Gems is developing *Taygar of the Jungle*.

Comic sheriffs also seem to be in vogue. There's one already playing around on *Pistols 'N' Petticoats* and another coming in the second-season *Rango*. Not dismayed, Mirisch-Rich TV is preparing *Sheriff Who?*

Elephant boys, too, are getting the call from more than one direction. MGM-TV is producing *Maya* on location in India, while Warner Bros. Television is hoping to present *The World of Bada*.

Feature films, having all but taken over network prime time, are now spewing forth pilot spinoffs in increasing numbers. *Gentle Ben*, *Hondo*, *Mastermind*, *Outsider*, *Ironside* and *I Love a Mystery* all may be series possibilities after being produced and shown as features on television. *Time of Flight*, another spinoff is a derivative of the *Bob Hope Presents the Chrysler Theater* series.

There are some hopefuls in the drama category. The likeliest possibilities probably are *Judd* from 20th Century-Fox TV, *Lassiter* and *Dundee* and *The Culhane* from Filmways and *The Outsider Man* from QM Productions.

But all of these shows must vie for what shapes up to be a minimal number of openings in the network schedules.

Following is a list of program projects for the 1967-68 season:

ABC-TV

The Pickle Brothers ■ Half-hour series styled for a Marx Brothers-like comedy combo called "The Uncalled for Three." The series was created by Gerald Gardner and Dee Caruso and will be produced by Ed Sullivan's Sullivan Productions Inc. for the network.



Pam Austin
In 'The Perils of Pauline'

The Perils of Pauline ■ Half-hour comedy series starring Pam Austin, the girl in the "Dodge rebellion" commercials.

Mrs. Thursday ■ Half-hour comedy series starring Joan Blondell in the title role. Series will be produced by Richard Crenna's Nepenthe Productions in association with the network.

Spellbound ■ An hour mystery based loosely on the Alfred Hitchcock movie of the same name. Larry Cohen created the series.

An untitled series ■ Half-hour pilot to be shot within the next few days. It's a situation comedy to be produced by Selmur Productions for the network. Paul Ford stars as the operator of a fancy "fixit" shop, with other regulars being Mabel Albertson as his landlady, Bruce Hyde as his son-in-law and Carole Demas as his daughter.

ARENA PRODUCTIONS

Two Young Men and a Girl in the Meat Grinder ■ An hour mystery that is currently casting and soon will be shooting. This is one of the projects being produced by Norman Felton under an exclusive long-term contract with NBC. Series is concerned with three young attorneys—one a girl and one of the men a Negro—who have just graduated from law school and have opened offices adjacent to each other.

Two for the Money and No Place to Go ■ Half-hour comedy series created by Dean Hargrove. The series would be developed by Norman Felton for NBC-TV under terms of his exclusive contract with the network.

7 Baker Street or an American in the Court of St. James ■ An hour mystery possibly to be filmed on location in

London. The series would be developed by Norman Felton for NBC-TV.

DESI ARNAZ PRODUCTIONS

The Carol Channing Show ■ Half-hour comedy starring Carol Channing. This is the first new series to be set by General Foods for the coming season. It marks the first major deal for Mr. Arnaz since his return as an independent producer following a three-year retirement.

Land's End ■ An hour adventure series being produced for Procter & Gamble. It stars Gilbert Roland, Rory Calhoun and Sonny Tufts.

CBS-TV

Call to Danger ■ An hour adventure series about a man picked by computer for dangerous missions. Peter Graves will star in the wholly owned network project.

Aphrodite Jones ■ Half-hour situation comedy that Sol Saks is producing for the network. It stars Shirley Jones and Marvin Kaplan.

Bel Air Patrol ■ Half-hour comedy series to star Phil Silvers as a patrolman. The series was created by Irving Pincus, who will produce for the network.

Gentle Ben ■ An hour spinoff from movie *Ivan Tors* produced in Florida. A pilot presentation is being prepared by Mr. Tors as a separate film from his motion picture.

Cimarron Strip ■ An hour adventure series to star Stuart Whitman. Christopher Knopf, who wrote the pilot, will be executive producer. Project is a co-production deal between network and Mr. Whitman's Cherokee West Productions.

Carol Burnett Show ■ An hour musical variety series to star Carol Burnett. The series will be a co-production of Bob Banner Associates and Burngood Inc., in association with the network.

ROGER CORMAN PRODUCTIONS

What's In It For Harry ■ An hour action-adventure series to be shot in various locales around the world. It's said to be headed toward ABC-TV.

CORONET PRODUCTIONS

To Catch a Spy ■ An hour espionage series to be produced in Germany by Fred Brogger, formerly executive producer of ABC-TV's *The Monroes* series. This project could be packaged as a feature film instead of as a TV series.

BING CROSBY PRODUCTIONS

Wild Man ■ Half-hour comedy developed by Robert Van Scoyk.

Blood and Miss Thunder ■ Half-hour comedy developed by Phil Reisman.

R ■ Half-hour action series developed by Irving Punick.

Jungle Jenny ■ Half-hour comedy.

WHAT'S AHEAD IN NEXT TV SEASON *continued*

action show developed by George Baxt.

Two Faces West ■ Half-hour western developed by Roger Hiron.

Double Trouble ■ Half-hour comedy-western developed by Howard Leeds.

DESILU PRODUCTIONS

Alfred of the Amazon ■ Half-hour comedy series being turned out for CBS-TV. Arnie Rosen, producer of



Wally Cox
In 'Alfred of the Amazon'

Get Smart!, created the project which is a jungle spoof taking place on a rubber plantation on the Amazon River. Wally Cox will star in the show.

Mannix ■ Hour private detective series, created by Richard Levinson and William Link, being produced for CBS-TV. Pilot of series is shooting in Palm Springs with Mike Connors starring and Bruce Geller, creator and executive producer of *Mission: Impossible*, producing.

DON FEDDERSON PRODUCTIONS

Two untitled series: Both will be half-hours and are set for CBS-TV. Under long standing policy, producer does not divulge plots and titles of his project before they are approved.

FILMWAYS TV PRODUCTIONS

Lassiter ■ An hour dramatic series to be produced for CBS-TV. It's about a magazine journalist who assumes different identities in his pursuit of exclusive stories. The pilot is now filming. It stars Burt Reynolds. Richard Alan Simmons is creator-producer.

Doc ■ Half-hour situation comedy believed to already have been bought by CBS-TV without the benefit of a pilot. The series, about a country doctor, has Jay Sommers as its producer.

Dundee and the Culhane ■ Hour dramatic series being produced for CBS-

TV. John Mills has been signed by creator-producer Sam Rolfe to star in the program. He will play Dundee, the elder of two San Francisco-based lawyers, who travel through the West in hopes of seeing justice done. The pilot is now being shot.

FOUR STAR TELEVISION

Manley and the Mob ■ Half-hour comedy-detective series created by Gerald Gardner and Dee Caruso. The pilot is being filmed for ABC-TV. Fred de Cordova is producer-director of the show.

I Married a Bear ■ Half-hour comedy about a professional football star. General Foods is understood to be putting up the development money for the project.

GOODSON-TODMAN PRODUCTIONS

Borderline ■ Half-hour western. It's said to be attracting sponsor interest.

Mastermind ■ Hour spinoff from a two-hour feature. It's a mystery starring Michael Dunn.

Rhubarb ■ Half-hour development project with ABC-TV. It will star Groucho Marx as "permanent special guest star." He will play "J. Paul Greedy, richest man in the world."



Groucho Marx
In 'Rhubarb'

Hunt Stromberg Jr. is the executive producer and Sammy Jackson stars.

HANNA-BARBERA PRODUCTIONS

The New Adventures of Huckleberry Finn ■ Half-hour live-action and animated series for NBC-TV. It will mingle

live performers with animated characters against a cartoon background.

HILL TOP PRODUCTIONS

Shoestring Safari ■ Half-hour situation comedy being produced in association with Red Skelton's Van Bernard Productions and CBS-TV.

HERBERT LEONARD PRODUCTIONS

The Freebooters ■ Hour action-adventure series to be shot on locations in Athens and Crete. Mr. Leonard plans to use actual locations throughout the world. Plot concerns treasure hunters. Pilot, starring Ben Cooper, Tige Andrews, Bo Svenson and James Stacy, is for CBS-TV.

SHELDON LEONARD ENTERPRISES

Everywhere a Chick Chick ■ Half-hour situation comedy series to star Jerry Van Dyke and Lois Nettleton. This series will be produced by Sheldon Leonard for NBC-TV under terms of the exclusive contract he has with the network.

My Friend Tony ■ Half-hour comedy-mystery produced by Sheldon Leonard for NBC-TV as part of his exclusive agreement with the network. Series may be put off until 1968-69 season.

MGM-TV

Sinbad ■ Hour adventure series produced by the King Brothers Productions at MGM for CBS-TV. It will star Michael Stefani as a romantic swash-buckler.

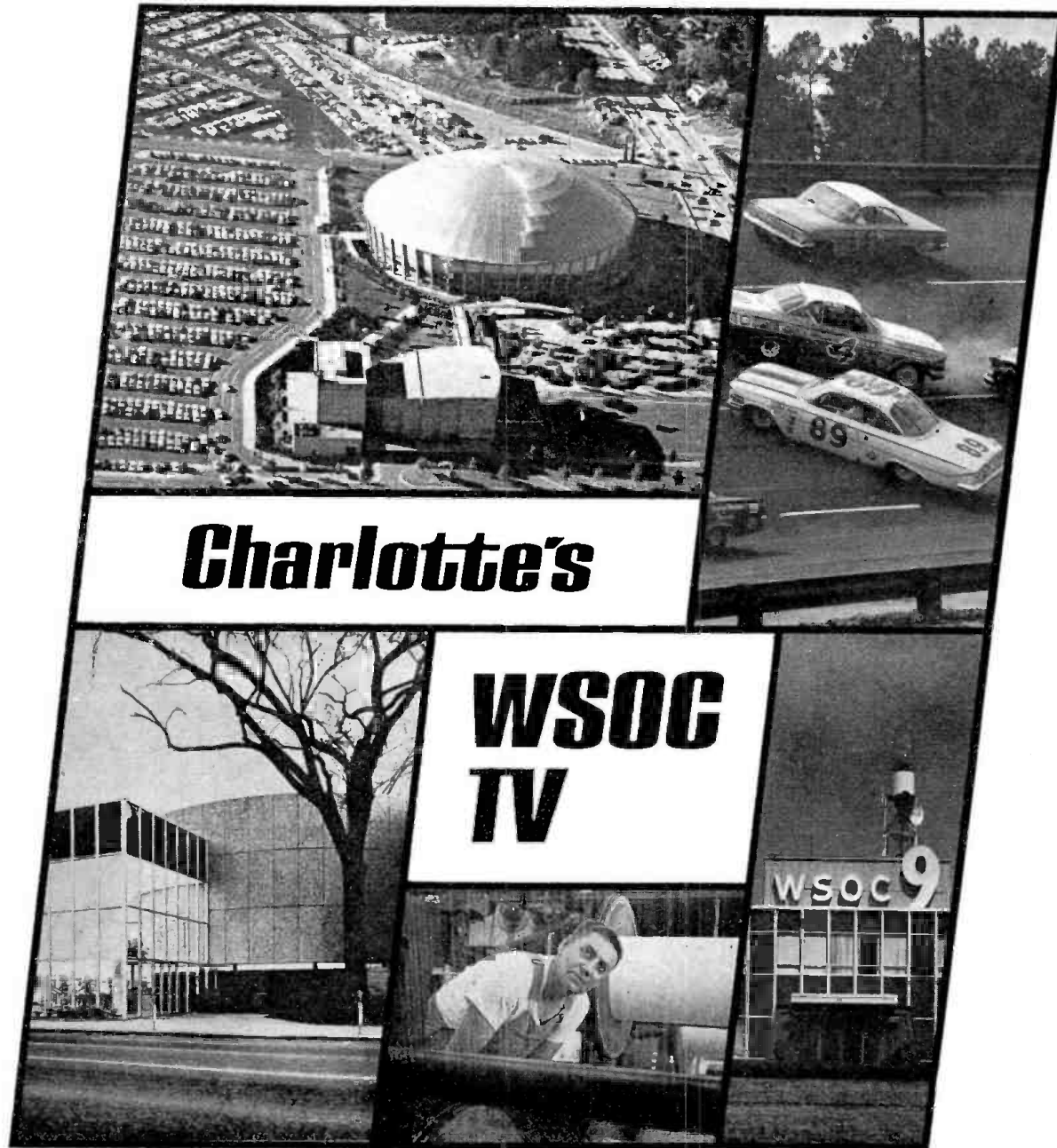
Off to See the Wizard ■ Hour early evening series already accepted by ABC-TV, is said to be "a new concept in entertainment." Specially produced animated characters will host live-action films, some of which will come out of the film company's library but have never been shown on television before.

Maya ■ Hour adventure series to be filmed entirely on location in India for NBC-TV. The series is based on the MGM motion picture of the same title and stars Jay North and Sajid Khan as two teen-age boys. Sterling Silliphant is the story editor. Production starts in February.

Don't You Know There's a War On? ■ Half-hour comedy about World War II being produced for CBS-TV. The series stars the comedy team of Jack Burns and Avery Schreiber. Bud Yorkin is the producer.

Hondo ■ Hour western spinoff from a two-hour feature to be shown first on ABC-TV's *Off to See the Wizard* series. Andrew J. Fenady produced his own screen play from an original movie released in 1953 by Warner Bros. and

The action station in the action city!



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WHAT'S AHEAD IN NEXT TV SEASON continued

starring John Wayne.

QM PRODUCTIONS

Paul Pine ■ Hour contemporary action adventure series about a private detective with a Chicago background. It's targeted for ABC-TV.

The Outside Man ■ Hour drama about a man who studies law while in prison, is freed on parole, and joins forces with a retired judge to aid others who, like himself, were convicted of crimes they did not commit. ABC-TV has first crack at this series.

MIRISCH-RICH TELEVISION PRODUCTIONS

Sheriff Who? ■ Half-hour comedy filmed for NBC-TV. It was written by Jerry Belson and Garry Marshall, who also will produce.

PERSKY & DENOFF

Good Morning, World ■ Half-hour comedy series developed by producer-writers Sam Denoff and Bill Persky. A firm 26 segments of the series have been announced as sold to Proctor & Gamble, although a network has not been set. Joby Baker will star.

REDWOOD PRODUCTIONS

Dr. Jekyll and Mr. Clyde ■ Half-hour situation comedy series developed by executive producer Sherwood Schwartz in a co-production deal with CBS-TV. Plot is about a person who drinks a potion and turns into a handsome young man.

SCREEN GEMS INC.

Taygar of the Jungle ■ Half-hour Tarzan caricature created by the writing

team of Gerald Gardner and Dee Caruso and being produced by Harry Ackerman. Nightclub comic George Kirby plays an African native chief and one-time Tarzan, Mike Henry, stars.

The Medicine Men ■ Half-hour comedy series co-produced by Lester Colodny and Ed Simmons for ABC-TV. The pilot film for the series already has been completed.

The Mad, Mad Scientist ■ Half-hour comedy series created by Norm Liebmann and Ed Haas and produced by Lester Colodny for NBC-TV. The pilot film is now being shot.

Three's a Crowd ■ Half-hour comedy series starring Bill Bixby, produced by Bert Schneider and Robert Rafelson, who created the property. Buck Henry wrote the pilot script. The series is about a young man married to two women at the same time. The pilot has been shot.

Peace in the Family ■ Half-hour comedy written by Danny Simon and produced by Lester Colodny. Production on the pilot has been completed.

The Second 100 Years ■ Half-hour comedy for ABC-TV. Ed Simmons wrote the script and Harry Ackerman is executive producer. A schedule for filming of the pilot has not been set.

Signed: Anxious ■ Half-hour comedy series being developed by Harry Ackerman for NBC-TV. A pilot has yet to be scheduled.

The Flying Nun ■ Half-hour situation comedy is one of four pilots being prepared by executive producer Harry Ackerman. Pilot film is now before the cameras.

TALENT ASSOCIATES

He and She ■ Half-hour comedy be-

ing made for CBS-TV. Jack Cassidy has been signed to star with Paula Prentiss and Dick Benjamin.

My Husbands, Tom and John ■ Half-hour comedy series reportedly financed by R. J. Reynolds Tobacco Co. Julie Sommers stars in the series, which is produced by Daniel Melnick.

NYPD ■ Hour dramatic series based on New York City Police Department files. It stars Robert Vaccaro and Bobby Hooks. The pilot deal is with ABC-TV. Series would be shot entirely in Manhattan.

TERAM PRODUCTIONS

Salute ■ An hour video-tape series to be produced on the West Coast by Bob Finkel for NBC-TV under terms of his exclusive agreement with the network. The series will feature top show business personalities performing in surprise tributes to important entertainment figures.

The House of Vanderhous (or—The Adventures of Julius Vanderhous and His Multi-million-Dollar Corporation) ■ Half-hour satire on big business and automation to be produced in association with Cy Howard productions. Bob Finkel will develop the project for NBC-TV under terms of his exclusive contract with the network.

THOMAS/SPELLING PRODUCTIONS

Guns of Will Sonnett ■ Half-hour western co-created by Aaron Spelling and Dick Carr. It stars Walter Brennan. ABC-TV already has made a commitment for the series without the benefit of a pilot.

The Monk ■ An hour series about a private detective created by producer-writer Blake Edwards. No network commitment as yet.

Wait for the Dark ■ Half-hour tongue-in-cheek treatment of private eyes. No network commitment as yet.

The Danny Thomas Hour ■ Hour series of live and filmed shows, comedies, dramas filmed in various locales. NBC-TV has a firm commitment for the series.

20th CENTURY FOX TELEVISION

Braddock ■ Hour series about a private detective set in Los Angeles in 1977 being produced in association with Vanadas Productions for CBS-TV. It was created by Paul Monash. Tom Simcox plays the title role. A pilot has been shot.

Judd ■ Hour contemporary dramatic series being produced in association with Paul Monash's Vanadas Productions for ABC-TV. Carl Betz has been signed for the title role. Pilot is now before the cameras.

The Hardy Boys ■ An hour series based on teen-age detectives. Richard

Stars to shoot pool against 'Minnesota Fats'

A half-hour series in color, titled *Celebrity Billiards* and featuring the legendary "Minnesota Fats" (Rudolf Wanderone) playing the game with entertainment personalities, will be offered this week for network sale by Harold J. Klein Films Associates, New York.

Mr. Klein reported last week that the first three half-hour segments have been completed with James Garner, Milton Berle and Mickey Rooney pitted against "Fats." He said negotiations are in progress to have Jackie Gleason, Dean Martin and Frank Sinatra in other episodes of the projected series. Alan David is producing *Celebrity Billiards* in

Hollywood.

Mr. Klein, who was vice president in charge of worldwide sales for ABC Films until he resigned early last year and formed his own distribution firm, said *Celebrity Billiards* represents his first network undertaking. For syndication, the Klein company has assembled two packages of 25 features (17 in color) from overseas sources and dubbed in English; two half-hour short subjects starring Peter Sellers; a 15-minute short, *The Peppermint Tree*; 13 half-hours (in color) of *Golf with Sam Snead*, and *Gung Ho* and *Strictly Hot*, two one-hour programs on surfing (in color).



Walter Brennan
In "Guns of Will Sonnett"

Murphy is the writer. Project apparently is being developed for NBC-TV.

Laura ■ Hour detective series based on 1944 movie release of the same name. It will be produced by William Dozier's Greenway Productions in association with 20th Century-Fox TV for NBC-TV.

Dick Tracy ■ Half-hour series based on the cartoon strip. It's being produced in association with William Dozier's Greenway Productions for NBC-TV. A pilot film has been completed.

Custer ■ Hour action series produced by David Weisbart for ABC-TV. Pilot deal is still being negotiated.

Christopher Clubb ■ Half-hour comedy series for NBC-TV. Pilot deal is still being negotiated.

UNIVERSAL TELEVISION

It Takes a Thief ■ Hour adventure-drama currently being produced for ABC-TV. It stars Robert Wagner and Susan Saint James. Plot deals with a master thief.

Ready, Willing and Pamela ■ Half-hour comedy series for NBC-TV. It stars Jack Weston, Don Gordon, and Melodie Johnson.

Walter of the Jungle ■ Half-hour comedy series produced in association with Joe Connelly's Kayro Enterprises. Presentation film is now before the cameras with no network commitment as yet. Jonathan Daly stars in the jungle spoof, with Rose Marie playing his mother and Nipsy Russell another regular on the series.

Benjie and Me ■ Half-hour comedy produced in association with Joe Connelly's Kayro Enterprises for NBC-TV.

Return of the Original Yellow Tornado ■ Half-hour comedy series developed by the writing team of Sam Bobrick and Bill Idelson. The series is being prepared by Bert Granet for NBC-TV.

Time of Flight ■ Hour science-fiction spinoff from a segment of the *Bob Hope Presents the Chrysler Theater* series on NBC-TV. Jack Kelly, who

starred in the original play on television, would get title billing in the series. Project was created by Stanley Chase and Richard Matheson. It has no network commitment as yet.

Outsider ■ Hour detective-drama created by Roy Huggins. It stars Darren McGavin and Sean Garrison. Series would be a spinoff from two-hour "World Premiere" movies Universal TV is making for NBC-TV.

Ironside ■ Hour police-drama starring Raymond Burr. Series would be a spinoff from two-hour "World Premiere" movies Universal TV is making for NBC-TV.

I Love a Mystery ■ Hour mystery starring Ida Lupino and Les Crane. Series would be a spinoff from two-hour "World Premiere" movies Universal TV is making for NBC-TV.

WARNER BROS. TELEVISION

The World of Bada ■ Hour series about an elephant boy for CBS-TV. The project was created by Joe Kotler and is being produced by Leon Benson.

Great Crimes of the Century ■ Hour anthology series for ABC-TV.

Moon Platoon ■ Half-hour science-fiction situation comedy series for CBS-TV. Project was created by Hy Averback and Arthur Julian.

The Scamp ■ Half-hour comedy series created by Joseph Stefano and to be produced in association with his Villa di Stefano Productions. No network commitment as yet.

The Sheik ■ Half-hour spoof on Rudolph Valentino movies created by the team of Gerald Gardner and Dee Caruso. No network commitment as yet.



Raymond Burr
In 'Ironside'

Animal lookout

The American Humane Association is spending almost twice as much time supervising animal participation in television shows as it does for movies. The situation comedies, with domestic pets; the westerns, with horses galore, and the jungle-adventure series, with all types of animals, took up almost 1,000 days in a one-year period.

AHA reports that from Oct. 1, 1965, to Sept. 30, 1966, it spent 992 supervision days on 448 television shows. During that period it read 380 TV scripts. The comparable figures for motion pictures were 512 supervision days for 128 productions and 91 script readings.

The AHA's Hollywood office supervises animal sequences to make sure they are in compliance with motion picture and television codes.

XANADU PRODUCTIONS

The High Chaparral ■ An hour outdoor adventure set in Arizona. It already has been filmed as a two-parter by David Dortort under his exclusive contract with NBC-TV. There's a chance this series may be extended to 90-minutes.

NET sets its cast for State of Union special

National Educational Television (NET) has a line-up of "stars" set for its *State of the Union—1967* coverage of the presidential address this month.

Historian Arthur Schlesinger Jr., and political scientist Clinton Rossiter will be the program's general analysts.

Other specialists who will appear include foreign affairs pundits George Kennan and George Ball; civil-rights spokesmen Dr. Kenneth B. Clark and James J. Kilpatrick, editor of the *Richmond (Va.) News-Leader*; James Reston of the *New York Times*; sociologist Daniel P. Moynihan; economists Milton Friedman and Walter Heller, former chairman of the President's Council of Economic Advisers, and Detroit Mayor Jerome P. Cavanaugh, chairman of the National Council of Mayors.

The entire program, plus exclusive live coverage of the Republican news conference from the Capitol, will be seen on an interconnected network of 75 noncommercial stations nationally (BROADCASTING, Dec. 12, 1966).

...now No. 200 joins the RCA ships 200th TK-42



“Big Tube” Color Camera

No. 200 went to Kaiser Broadcasting Corporation, one of an order of 15, for stations in Boston, Philadelphia, San Francisco, Los Angeles and Detroit. Others have gone to similar group-owned stations, independent and network-owned stations, U.S. Government and foreign broadcasters.

The overwhelming preference for the “Big Tube” TK-42 among top stations that have carefully researched their color camera requirements has created an unprecedented demand. This has now stepped up production to such a rate that over 300 are expected

to be in service by NAB, April 1967.

Use of a 4½-inch image orthicon in the separate luminance channel is an exclusive feature. Besides improving color picture quality, the “big tube” assures highest quality pictures on black-and-white sets.

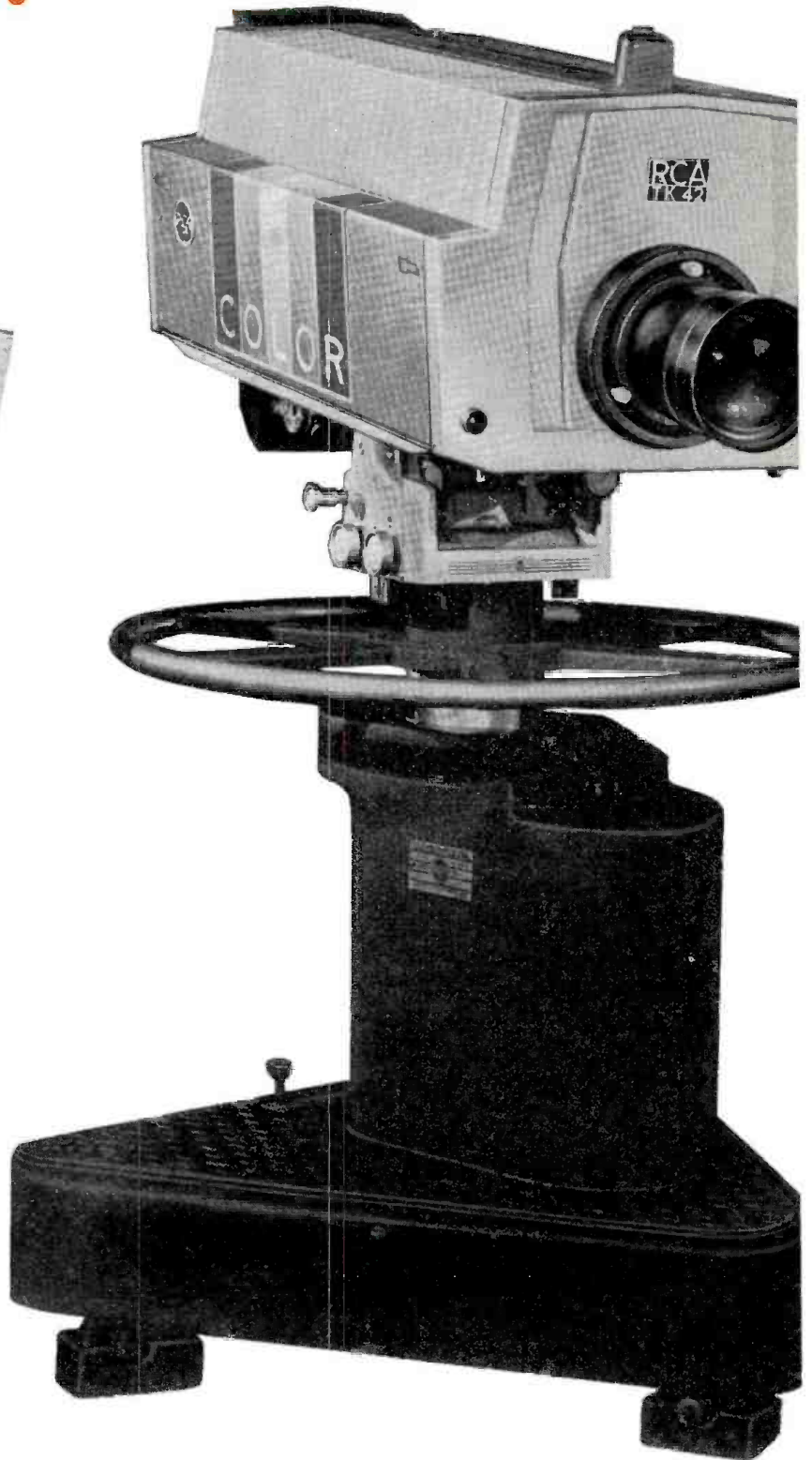
Broadcasters everywhere who are now using the TK-42 tell of its superiority in producing consistently better color pictures—including ability to handle details too fine to be passed by the chrominance circuits. No wonder color pictures are getting better and better!

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



THE MOST TRUSTED NAME IN ELECTRONICS

Big Parade!



Soft sell takes softer voices

Announcing schools geared to meet changing demand; teach subtlety, new style

Three to five years ago the style of radio and TV commercials began to shift. Old-style announcers have been running from behind ever since, trying to catch up.

The trend is away from high-pressure stridency and pompously pearl-shaped tones. In great demand is practically any voice whose subtlety, "naturalness," or human interest can create a unique image for one of a range of nearly identical products, or capture the imaginations of increasingly sophisticated consumers. "Announcers are not being considered," as a casting director's catch-phrase has it.

Bob Bergman, executive vice president of Filmex Inc., New York, a commercial film producer, thinks that "basically, we began to realize we were speaking to one person in the privacy of his living room, not anonymous millions assembled in some kind of nationwide auditorium. You can't shout at a man in his own living room. It's not polite and it doesn't move merchandise."

"Voices," he says, "are becoming quieter, more emotional, friendlier, even intimate. Sometimes too damn intimate."

BDDO casting director Nancy Marquand thinks the shift toward "a more sophisticated approach" began about three years ago. Her agency, like others, has turned heavily toward legitimate actors to fill the voice gap. In fact, she says, commercials have largely replaced the "soaps" as the main source of rent-money for up-and-coming actors.

Hollywood Watching ■ Chuck Tranem, a talent agent who supplies many voices for the new style, emphasizes another angle: "Hollywood watches TV commercials with its talent-scouting glasses on."

While the new style may have made the residual fortunes and fame of some actors and even rank amateurs, it steadfastly denies its benefits to many beginners and experienced professional announcers. In their race to catch the gravy train, they might have recourse to one of the growing crop of commercial acting schools.

cial acting schools.

On the Sunset Strip in Los Angeles, Maxine Anderson's "Commercial Way" offers a \$100, six-week course in being "natural" to actors at the children's, beginners' and advanced levels. Miss Anderson, the daughter of oldtime cowboy star Bronco Billy Anderson, operates a commercial casting agency during the day.

On East 79th Street in New York, the Weist-Barron School teaches "the mechanics, rather than the 'Method' of commercial acting," according to Bob Barron. Founded several years ago with 18 models from the old Hartford Agency, the school currently boasts an enrollment of 280 and an impressive array of hardware, including a videotape machine and prompters.

Kebbe Approach ■ A more individual than mechanical approach is taken at the Charles Kebbe School at 18 East 60th Street in Manhattan. Mr. Kebbe and his partner, Mike Fitzmaurice, started the school with a conviction born of experience on both sides of the commercial casting desk. Mr. Fitzmaurice is an announcer with better than 20 years experience who made the shift; Mr. Kebbe is the former casting director of Ted Bates & Co.

In an intensive 10-week course at

the school, they cover everything from how to handle an audition to poetry reading, "to bring out the strictly personal individual style that can get jobs in today's market."

In addition, they are currently working on a 24-lesson taped correspondence course for announcers on local stations around the country who wish to improve their on-the-air performance, or make the leap to freelance work in New York. The approach here, too, is intensive, individual and result-oriented. The student will listen to instruction tapes, read written supplements for each lesson, and make "homework" tapes of his own to be mailed in for constructive criticism.

Xerox sets up another network for TV special

Xerox Corp., Rochester, N. Y., will sponsor a 90-minute TV documentary, *China: The Roots of Madness*, in nighttime periods between Jan. 30 and Feb. 4.

As with previous specials, Xerox is organizing an independent lineup of stations, 106 in 100 markets (three stations in both New York and Los Angeles), that will carry the show in prime time.

The show was written by Pulitzer Prize-winning author and historian Theodore H. White, and produced and directed for David L. Wolper Productions, a Metromedia subsidiary, by Mel Stuart.

More TV, revised slant planned by Continental

Continental Airlines, Los Angeles, is switching its advertising approach in 1967. For almost the last year, Continental's advertising has suggested to travelers that they "shop around . . . compare airlines . . . and feel the difference pride makes on Continental."

Now the company's advertising will say "comparison is no longer necessary. Pride is a quality that can't be compared." Indications are that this "turn the corner" advertising, as the new campaign is being called, will mean that Continental's television activity "will be stepped up."

It's estimated that Continental spent a little over \$1 million in spot TV last year. That figure alone represented an increase of more than 45% over 1965.

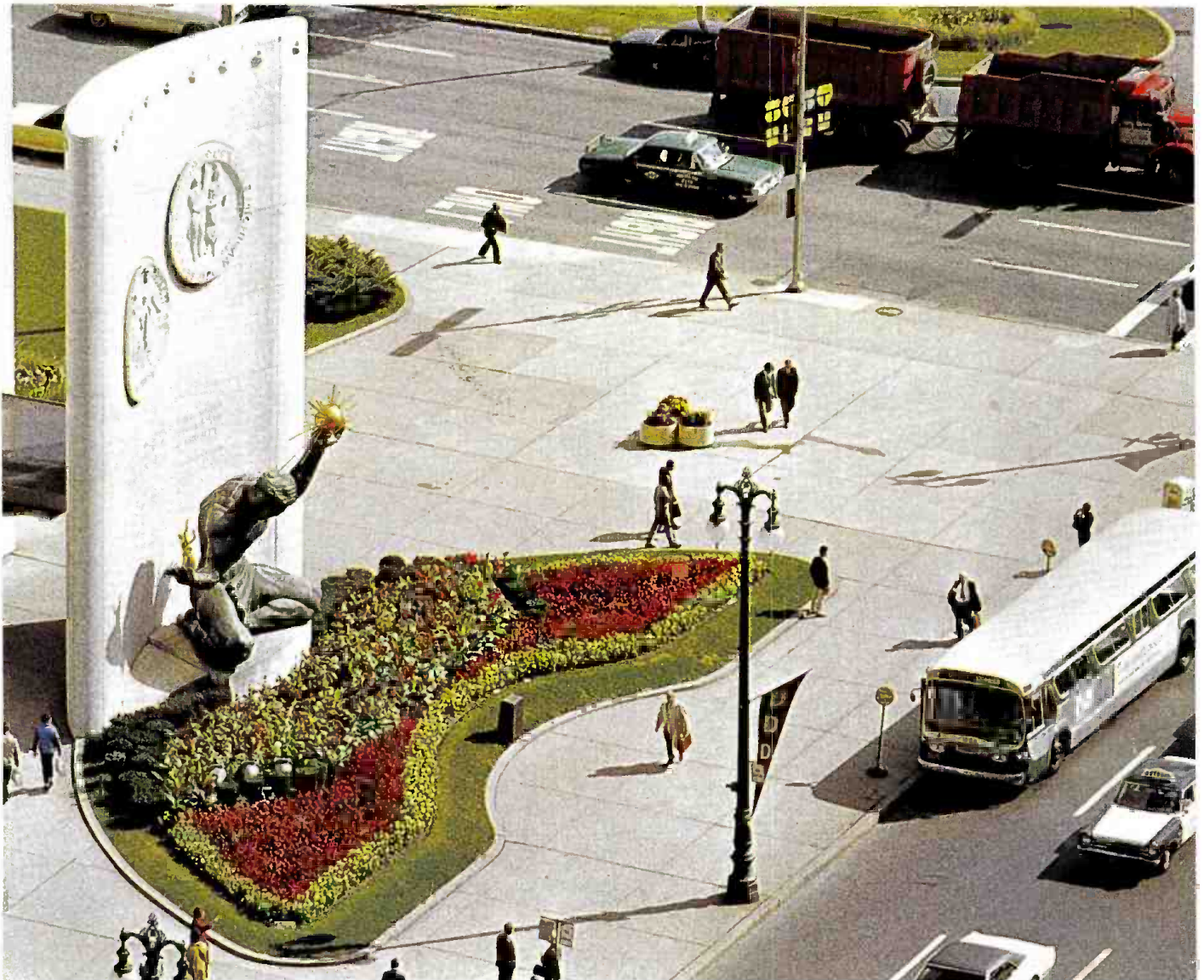
Continental's agency is Needham, Harper & Steers Inc.

Petry spots service ads

In a departure in advertising by a station representative, Edward Petry & Co. is launching a campaign in trade publications this month spotlighting the contributions in air time made to specific public service projects by the Petry-represented TV stations. The campaigns featured are 11 of those sponsored by The Advertising Council.

A typical headline reads: "12,092,724 reminders to help prevent forest fires." Though the advertisements, focus on the Petry client stations' efforts in the field of public service, they mention spot-TV's role as a major advertising medium through use of either the phrase, "they believe in service as well as sales" or "they believe in serving as well as selling." The advertising campaign was prepared by Wesley Advertising under the supervision of Robert L. Hutton Jr., vice president of promotion and advertising for the Petry Television Division.

DISTINCTIVELY DETROIT



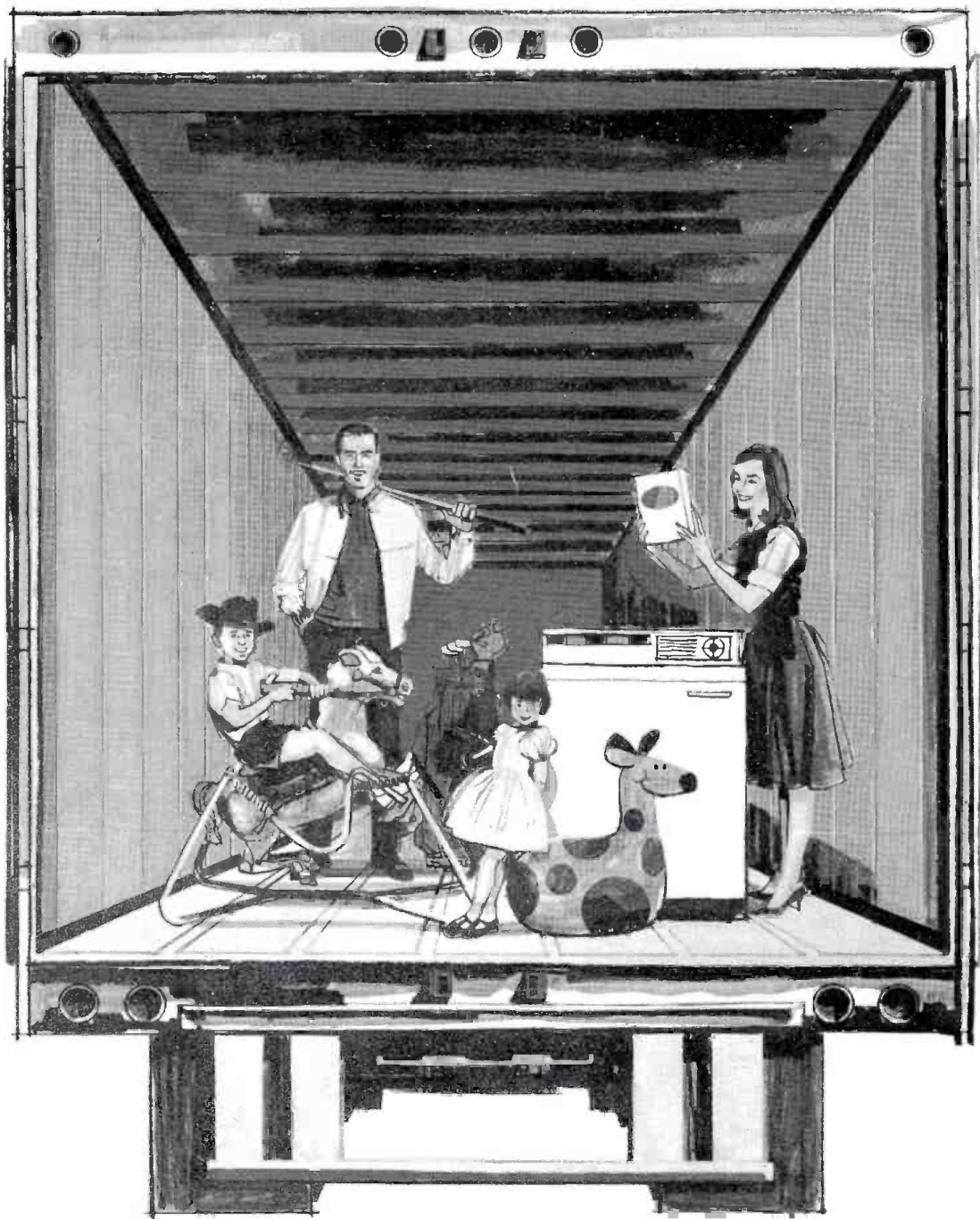
Photograph by Klrsh Studios

'THE SPIRIT OF DETROIT,' designed by famed Detroit sculptor Marshall Fredericks, represents "the universal spirit of man as an expression of God." The 16-foot, 8-ton green patined bronze welcomes visitors to the City-County building. Detroiters affectionately call it "Jolly Green Giant."

Just as Detroiters regard this symbolic sculpture as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.



What have trucks done for you lately?

Look around you. Do you see anything that has not come to you by truck? Take food for example. Clothes, cosmetics, garden tools, fuel, sporting goods—or you name it.

Just thought we'd mention this since it's an idea that might not have occurred to you.

ATA
AMERICAN TRUCKING INDUSTRY
The Wheels that go Everywhere

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON, D.C. 20036

FTC says surgery only hemorrhoid cure

OBJECTS TO AD CLAIMS OF SEVERAL PROPRIETARY DRUGS

The Federal Trade Commission has ordered four manufacturers of hemorrhoid preparations to stop advertising their products as cures. The FTC objected to claims that the advertised products would reduce or shrink hemorrhoids; avoid the need for surgery as a treatment for hemorrhoids; eliminate all itch and relieve all pain due to hemorrhoids; heal, cure or remove hemorrhoids, and cause them to stop being a problem.

The companies cited by the FTC were American Home Products Corp., New York (which makes Preparation H ointment and suppositories); Humphreys Medicine Co., New York (Humphreys Ointment); E. C. DeWitt & Co., New York (DeWitt's Stainless Man Zan Pile Ointment, Man Zan Pile Ointment and DeWitt's Stainless Man Zan Suppositories), and The Mentholatum Co., Buffalo, N. Y. (Mentholatum M.P.O. Medicated Pile Ointment).

"Surgical removal is the only means by which either internal or external hemorrhoids can be permanently cured," the FTC said. "Any measures short of surgery merely provide palliation and do not effect a cure." The hemorrhoidal preparations could have "some effect upon edema or swelling in the tissue overlying hemorrhoids" although they "cannot reduce the size of the hemorrhoidal veins" or have any "beneficial effect when the swelling is due to thrombosis."

The FTC stated that the products "will at best only afford temporary relief of minor itching associated with hemorrhoids" and "may afford some temporary relief against some types of pain associated with certain types of hemorrhoids."

The order specifically mentioned Preparation H, the product of American Home Products Corp., a firm which, Commissioner Mary Gardiner Jones said, "is hardly a stranger to commission proceedings." The FTC issued a complaint against AHP in 1964 that objected to claims in Preparation H advertising (BROADCASTING, Sept. 14, 1964). Years earlier the commercials for the product had been banned by the television code board of the National Association of Broadcasters (BROADCASTING, June 22, 1959, et seq.).

Other Products Covered ■ The order also prohibited American Home Products from misrepresenting the effectiveness of any other products as well. Commissioner Jones stated that the extended prohibition was necessary because, she said, the "law is clear that an order issued by the commission need

not be confined to the particular product or even type of products sold by a respondent, particularly where the respondent has, by past conduct, demonstrated that the misrepresentations with which it has been charged are not isolated examples of its practices."

According to figures of the Radio Advertising Bureau for the first six months of 1966, the following was spent by hemorrhoid companies on advertising: E. C. DeWitt (pills)—\$119,000 spot; Mentholatum (ointment)—\$134,000 network and (product unspecified) \$23,000 spot; Preparation H (American Home Products)—\$1,353,000 spot, \$37,000 network.

The Television Bureau of Advertising reported the following amounts spent for the first three quarters of 1966: Mentholatum—\$644,010; Preparation H—\$777,140, both for spot TV. In 1965 Preparation H put a total of \$1,326,850 in spot TV, and Mentholatum spent \$925,950 in spot. No network TV is listed.

Commercials in production . . .

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

Logos Teleproductions, 3620 South 27th St., Arlington, Va. 22206.

Marriott Motor Hotels, Washington (motor hotels); one for TV, live, on tape, color. Len Levin, director. Agency: VanSant, Dugdale and Co., Baltimore. Peter Twaddle, agency producer.

Virginia Electric & Power Co., Richmond, Va. (electric service); four for TV, on tape. Len Levin, director. Agency: Cargill, Wilson & Acree, Richmond. Rudy Ward, agency producer.

Potomac Electric Power Co., Washington (electric service); three for TV, on tape, color. Len Levin, director. Agency: Henry J. Kaufman & Associates, Washington. Jeff Abel, account executive. Fred Sellers, agency producer.

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

Gordon Foods, Atlanta (snack foods); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Harris & Weinstein Associates, Atlanta. Abe Weinstein, account executive.

Kentucky Fried Chicken, Charlotte, N. C. (chicken); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Seven-Up Bottlers, Birmingham, Ala. (Seven-Up); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Ashland Oil & Refining Co., Ashland, Ky. (gasoline); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Ralph H. Jones Co., Cincinnati. Ed Carder, account executive.

Nevada Savings Bank (services); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Wenger/Michael Inc., San Francisco. Martin Michael, account executive.

Unimart (department store); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Wenger/Michael Inc. Martin Michael, account executive.

Florida Celery Advisory Committee, Orlando, Fla. (celery); one 60 for radio, jingle. Jerry Clements, production manager. Agency: Botts Advertising, Orlando. Willard Botts, account executive.

Manpower Inc., Milwaukee (temporary help); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Fromstein Associates, Milwaukee. Mitchell Fromstein, account executive.

Giant Food Stores, Memphis (food); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Ragland-Potter, Memphis. Joe Hyde III, account executive.

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

Lane Co., Altavista, Va. (Sweetheart chests); one 60, one 30 for TV, live on tape, color. Jack Cox, production manager. Agency: Doyle Dane Bernbach, New York. Fred Underhill, agency producer.

Hertz Corp., New York (car rentals); two 60's, one 20, one 10 for TV, live on tape, color. William Aucoin, production manager. Agency: Carl Ally, New York. Emil Gargano, agency producer.

General Foods, White Plains, N. Y. (Birds Eye frozen vegetables); three 60's, five 30's for TV, live on tape, color. Samuel J. Cox, production manager. Agency: Young & Rubicam, New York. Bob Waters, agency producer.

Pacquin, New York (Silk 'n Satin lotion); one 30 for TV, live on tape, color. Albert Becker, production manager. Agency: LaRoche, McCaffrey & McCall, New York. George Gage, agency producer.

278 toy commercials got NAB code review

The National Association of Broadcasters Code Authority closed the books on the 1966 Christmas season announcing it had reviewed 278 toy and game commercials for 39 manufacturers last year. Comparable 1965 figures were 293 commercials for 47 manufacturers.

The commercials are screened for compliance with the television code and toy advertising guidelines.

Among some of the typical problem areas the code finds in toy commercials: failure to clearly show what the buyer is getting in advertised product as opposed to items that must be purchased separately; over-glamourization of the product through shots that distort the size of the toy, elaborate settings that are not common for the average child's play environment, use of costumes and props not available with the toy, not clearly disclosing the toy's method of operation and source of power, and safety claims for electrical toys that have not been tested under all conditions.

ABC Radio had its best year since TV

ABC Radio reported last week that 1966 had been its "finest" sales year since the advent of TV. The volume was not disclosed, but Theodore M. Douglas Jr., vice president in charge of sales said it represented a 265% increase over 1960 sales and gave ABC Radio an average yearly increase of 18.1% over the past six years.

Mr. Douglas also reported that business to date indicates the first quarter of 1967 will match and perhaps exceed ABC Radio's post-TV high sales quarter, the first three months of 1966. Programs sold out, he said, include *Paul Harvey News*, *Tom Harmon Sports*, *On the Line with Considine*, *Speaking of Sports* and *Breakfast Club*.

He said continuing sales gains stemmed from "many things" including improved station lineup, strength in major markets and better clearance by affiliates, "plus our ever-increasing schedule of audience-loyalty programs and advertisers' continuing acceptance of ABC Radio's strong news and sports

programming."

Mr. Douglas said 22 advertisers invested between \$200,000 and over \$1 million in ABC Radio during 1966, together accounting for 74.1% of the network's 1966 advertising. Biggest spenders, he said, were Campbell Soup, General Motors, Glenbrook Laboratories (Sterling Drug), Liggett & Myers Tobacco and Reynolds Tobacco. Nineteen new advertisers also contributed to the year's record, he reported.

Business briefly . . .

AAMCO Transmissions Inc., King of Prussia, Pa., through local agencies, will increase its 1967 advertising budget to more than \$6 million, approximately 50% above last year's figure. Spot radio and television will continue to be used heavily by the firm, which has 350 franchised automatic-transmission service centers nationally.

Southern California Rapid Transit District, through Russell R. Rullman Advertising, Los Angeles, has signed \$442,042 in broadcast media contracts to be used during the first six months of 1967. During January alone, RTD will use 1,704 60-second radio spots and

212 minute and 10-second TV announcements. According to RTD officials, total media exposure for 1967 will be "well in excess of a million dollars."

B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, and Griswold-Eshelman, Cleveland, has renewed sponsorship of eight one-hour ABC News documentary specials in 1967. Each will be seen once during weekday prime time, and again on a later Sunday afternoon. First will be *Hall of Kings*, on London's Westminster Abbey, to be telecast initially Tuesday, Feb. 14 (6:30-7:30 p.m.). Others include *Ivan Ivanovitch*, a visit with a Soviet family; *Mark Twain*; a study of the medical crisis, and another of the source of modern music, and a documentary on man's future.

Admiral Corp., Chicago, through Campbell-Ewald Co. there, is doubling its network TV participations during first quarter of year compared to same period of 1966. Set maker also is making its biggest newspaper buy for period to date.

CBS Radio sets new sales record

The CBS Radio division's revenues in 1966 were the highest since 1958, with network sales up 11% from 1965 while combined sales of the seven CBS-owned radio stations rose 6% to set a new record.

Arthur Hull Hayes, president of the division, reported last week that advertising revenues for radio as a whole "may approach the billion-dollar mark during the next 12 months," and noted that "this milestone has already been reached if advertiser expenditures for programs and commercials are added to time costs."

Radio time sales in 1965, latest year for which official FCC figures are available, totaled \$827.8 million, the highest in history.

Mr. Hayes thought it probable that "there will be close to five [radio] receivers per family by the end of 1967 if the radio-set population continues growing, as it is now, six times faster than the population itself." He said the public currently is "spending at the billion-dollar annual rate for new radio sets and maintenance."

A total of 108 companies used the CBS Radio network to advertise 129 products in 1966, according to the year-end summary, as compared with 105 companies and 113 products in 1965.

The CBS-owned radio stations, which as a group expanded their news-talk-



Shell goes spot route with ski feature

Talking over details of a new five-minute ski feature syndicated by Shell Oil Co., New York, are Fred M. Thrower, president of WPIX(TV) New York, flanked by Richard Schops (l), media supervisor, and Krishna Gangadeen, media buyer, both of Ogilvy & Mather Inc., Shell's agency. The oil company's color film, titled "Ski With Stein Erikson," features ski instructions with the

former Olympic star in the Italian Alps. It is reportedly being used by Shell to supplement the company's sports buys on network TV. The film was first exposed in smaller markets close to Canada, and last week was introduced in New York; Portland, Ore.; Washington; Indianapolis, and Milwaukee. Shell is expected to continue the local campaign throughout 1967.

Cancer society film hits TV cigarette ads

Cigarette advertising comes under heavy attack by the American Cancer Society in an 18-minute animated film released last week.

In a sequence of the film, a cartoon character is depicted as a heavy smoker who makes a firm resolution to quit. He does. But then a barrage of cigarette advertisements from print media and radio plague him. Derogatory titles on cigarette packs chase him. Running home, he slams the door, mops his brow and turns to face a beam of light from his TV set. He screams out: "Not again. Even in my own home I can't escape."

He then begins thinking about the cigarette messages with "all those beautiful people" in the open country or sailing on boats, all smoking. He, too, wants to be like them. At that point a hand stretches out from the TV set offering him a cigarette. Puffing away, he sighs with relief.

The narrator on the film comments: "It sure is hard to quit cigarettes—when over \$200 million a year is spent to keep you smoking."

The film includes the voice of Dr.

Louis F. Fieser, a Harvard professor of chemistry and member of the U.S. surgeon general's committee responsible for a 1964 report relating smoking to health. Dr. Fieser presents himself as a two-pack-a-day smoker who believed "it would never happen" to him. It did, he said, and "I am positive that cigarette smoking brought on my bronchitis, heart disease and emphysema. There is little doubt that the lung cancer was the result of my smoking."

At the end of the film, it is suggested that all cigarette advertising be required to carry a health warning and a list of harmful ingredients, or that all cigarette advertising be banned, voluntarily, or "as a public health measure."

"A Time for Decision," produced by Hanna-Barbera, will be distributed to 1,500 local chapters of the society. According to a spokesman, these chapters will be instructed to organize community leaders to visit local TV stations, urging use of the film. "It will be seen by millions of people," he predicted.

CBS News ran a short clip from the film on CBS-TV's Walter Cronkite news show last Wednesday (Jan. 4), along with a comment by Howard Bell, director of the National Association of Broadcasters Code Authority.

Mr. Bell said he thought the cancer society was "unfair" to "single out radio and television for such severe attack" particularly in light of the NAB codes' provisions that "specifically prohibit health claims of any kind and that seek to reduce the appeal of cigarette advertising to young people."

He noted the recent cigarette-advertising guidelines of the code that deal with portrayal of athletic activity and with tar-and-nicotine statements. Today's commercials, he stressed, "are generally limited to talking about taste."

"We have taken concrete steps in broadcasting," he added, "but we recognize that the problem is by no means solved. More needs to be done by all concerned ('government, the public, advertising, as well as all media') with the problem."

information programing to an average of 80% of their broadcast schedules in 1966, are WCBS New York, KNX Los Angeles, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis and KCBS San Francisco.

A new department, CBS/FM, was set up within the CBS Radio owned-stations unit in 1966 to develop, program and sell "The Young Sound," a syndicated music service that the report said has been sold to FM stations in Oklahoma City; Detroit; Seattle; Cleveland; Chattanooga; Richmond, Va.; Jacksonville, Fla.; Boise, Idaho, and a number of other cities in addition to CBS-owned FM stations.

Free time to reply to ads rejected

WCBS-TV New York has turned down a request that it make time available for the presentation of an antismoking point of view. The station said it has presented a well-rounded discussion of the smoking controversy.

The request was made by John F. Banzhaf III, of New York, who cited the FCC's fairness doctrine in requesting time for reply to what he

said were the prosmoking messages in the cigarette commercials the station carries (BROADCASTING, Dec. 12, 1966).

Mr. Banzhaf said he would file a formal complaint with the FCC if his request were rejected. And in a subsequent letter he asked that he be given time "as a responsible spokesman" for antismoking interests.

The station, in a letter denying the request, did not concede that the fairness doctrine is applicable to "commercial announcements solely and clearly aimed at selling products and services." The station said the doctrine was not conceived "as a vehicle for giving the commission power to indirectly regulate product advertising when other governmental agencies are directly charged with the regulatory responsibility over such advertising."

But the station also said that its coverage of the health ramifications of the smoking issue has been consistent with the fairness doctrine. It said it has provided "accurate information" on the question, "as well as the significant contrasting viewpoints held by responsible authorities."

The station said its coverage of the issue included three *CBS Reports*, one of which predated the report of the surgeon general's committee on smoking on Jan. 11, 1964, as well as "numerous

reports" on CBS News programs, and five special programs by the station's science editor.

WCBS-TV also noted that in the last few months it has broadcast without charge five one-minute spots, provided by the American Cancer Society, that "advance the view that cigarette smoking is undesirable."

Also in advertising . . .

N. Y. merger ■ Hutchins Advertising Co. of Rochester and Farquhar, Anderson & Seeds, Utica, N. Y. have affiliated, and the Utica firm will operate as Anderson Hutchins & Seeds. Clients of AH&S include Mohawk Airlines, Savings Bank of Utica, Rome Savings Bank, D. B. Smith Co. and Hurd Shoe Co.

New commercial-makers ■ A musical arranger, an ad man and a film producer have joined forces to form Peabody, White, La Salle Inc., for the creation of radio and TV commercials. The new production company has opened offices at 9460 Wilshire Boulevard, Beverly Hills, Calif. The partners are John La Salle, formerly with Capitol Record; Stanford White, once with Kenyon & Eckhardt, New York, and Richard Peabody, formerly with United Film Service and Alexander Films.

Ford buys 'Robe'; will have one spot break

Another blockbuster motion picture, *The Robe*, will be presented on ABC-TV under the full sponsorship of the Ford Motor Co. on Easter Sunday nights in 1967 and in 1968.

In a major departure from previous practices, Ford will interrupt the film only once. It will have a middle intermission period of seven or eight minutes during which Ford commercials will be run. Special commercials will also precede and follow the film. Spots, ordinarily inserted on station breaks, will be eliminated.

The scheduling of *The Robe* on ABC-TV is a sequel to Ford's sponsorship on the same network of the three-hour *Bridge on the River Kwai*, which overwhelmed its competition in the ratings race last fall (BROADCASTING, Oct. 3). Ford paid approximately \$1.8 million for his single showing on ABC-TV and was loudly criticized for running its commercials in the usual manner—cutting in every 15 or 20 minutes for a spot.

ABC-TV acquired *The Robe*, a color feature starring Richard Burton and Jean Simmons, from 20th Century-Fox six months ago for an estimated \$2 million. It was reported that Ford will pay \$2.1 million for the two showings and ABC-TV will make a profit on a third presentation, to which it is entitled under its contract with Fox.

The two-and-a-half-hour feature will be carried in its entirety on March 26, 1967 and Easter (April 14) 1968. Ford's agency is J. Walter Thompson Co., New York and Detroit.

Super Bowl sold out except for CBS-TV sixth

Advertising commitments for broadcast coverage of professional football's first Super Bowl on Jan. 15 were completed last week except for one piece of sponsorship on CBS-TV. A disagreement on price between the network and the Ford Motor Co. that had developed a couple of weeks ago (BROADCASTING, Jan. 2) was still at a stand-off last week, with CBS reportedly offering the unsold one-sixth commercial time to other advertisers.

In dispute are three minutes that Ford seeks to purchase at a price of \$70,000 a minute, or \$15,000 a minute less than CBS is demanding of advertisers, whether or not they are regular National Football League sponsors. Ford, through J. Walter Thompson Co., New York, had been a regular NFL advertiser during the past football sea-

son.

All other time has been sold on both TV (NBC-TV and CBS-TV both will telecast the game) and on radio (CBS Radio and NBC Radio are also broadcasting the coverage). NBC Radio closed out its sponsorship last week by signing Eastman Dillon, Union Securities Co., through Callo & Carroll Inc.; and *Sports Illustrated* (Time Inc.), through Young & Rubicam, for a quarter each to add to the half that had been purchased earlier by Chrysler's Plymouth Division.

35 join, 32 quit NAB's radio code

The National Association of Broadcasters radio code had a net increase of three members between Oct. 15 and Nov. 15, 1966 as 35 stations joined the code and 32 stations withdrew.

Additions: WAAO Andalusia, Ala.; KGMR Jacksonville, Ark.; KACE-AM-FM and KSDA-FM, both Riverside, KBCA (FM) Los Angeles, KBVM Lancaster, KCIN Victorville, KDEO El Cajon and KHSJ-FM Hemet, all California; KDZA Pueblo, Colo.; WMMM-AM-FM Westport, Conn.; WROM-FM Rome, WSNE Cumming and WTKP La Grange, all Georgia; WMIQ Iron Mountain, Mich.; KMSU (FM) Mankato, Minn., noncommercial; WCBT Roanoke Rapids, WFMX (FM) and WSIC, both Statesville, all North Carolina; KLAD Klamath Falls, Ore.; WLAC-FM Nashville; KCAN Canyon, KCAS Slaton, KCOH and KQUE (FM), both Houston, KEGG Daingerfield, KERC Eastland, KKAL Denver City, KSTB Breckenridge, KVET Austin and KZOL Farwell, all Texas; WKLP Keyser, W. Va., and WMAM Marinette, Wis.

Withdrawals: WATV Birmingham, Ala.; KCON Conway, KFPW Fort Smith, KVOM Morrilton and KXAR Hope, all Arkansas; KMSL Ukiah, Calif.; WWIL-AM-FM Fort Lauderdale, Fla.; WCSI-AM-FM Columbus, Ind.; WPKY Princeton and WRUS-AM-FM Russellville, both Kentucky; WNBH-AM-FM New Bedford, Mass.; WQDC (FM) Midland, Mich.; KANO Anoka, Minn.; WAYN Rockingham, N.C.; WFIN-AM-FM Findlay, Ohio; KDOV Medford and KWFS-AM-FM Eugene, both Oregon; KCCR Pierre, S.D.; KPEC Waxahachie, KGRI-AM-FM Henderson and KRAY Amarillo, all Texas; WMEV-AM-FM Marion, Va.; WRDS South Charleston, W. Va., and WHBY Appleton, Wis.

American Tobacco puts all its agencies on fee

The American Tobacco Co. announced last week that the incentive-fee system arrangement has been ex-

tended to N. W. Ayer & Son and Norman, Craig & Kummel and noted that this system of compensation now is in effect at all of the agencies handling the company's cigarette products.

The incentive-fee system provides that agency profits, up to an agreed percentage of gross billing, are guaranteed by the advertiser, and agency profits in excess of an agreed percentage are shared by the advertiser and agency. A spokesman said that American Tobacco saved about \$1.5 million a year after it put BBDO and Sullivan, Stauffer, Colwell & Bayles on the system in the beginning of 1965.

Agency assignments for cigarette brands are: BBDO—Lucky Strike Filters, Lucky Strike Menthol, Tareyton, Waterford, Colony Filter, and Colony Menthol; Sullivan, Stauffer, Colwell & Bayles—Pall Mall, Pall Mall Filter, Pall Mall Menthol and Sweet Caporal; N. W. Ayer & Son—Montclair, Carlton and Half-and-Half Filter and Norman, Craig & Kummel—Bull Durham Filtertip.

Slide animation shown in demonstration film

Filmack Studios, Chicago, has made available a 16-mm sound motion-picture sample reel that will be circulated without charge to assist advertising agencies and television stations in planning production of animated slide commercials.

Borrowing from successful animated slide commercials, the color film demonstrates simple animation techniques such as pop-ons, dissolves, zooms and wipe-ons. The film also includes samples of animation used by TV stations for their own promotions.

Four-page explanatory brochures accompany the loan reels of "Animated Slides" and are available from the Television Division of Filmack Studios, 1327 South Wabash Avenue, Chicago.

PKL, Hunt-Wesson part about 'good advertising'

Papert Koenig Lois Inc., New York, and the Hunt-Wesson food division of Hunt Foods and Industries Inc., Fullerton, Calif., jointly announced last week they were "unable to agree on what constitutes good advertising." The account included advertising for Wesson oil and Wesson mayonnaise, Hunt's pork and beans, and Blue Plate foods, distributed mostly in the South. It billed about \$4 million yearly. Hunt-Wesson will contact selected agencies "shortly," according to a joint news release issued in New York Jan. 4.

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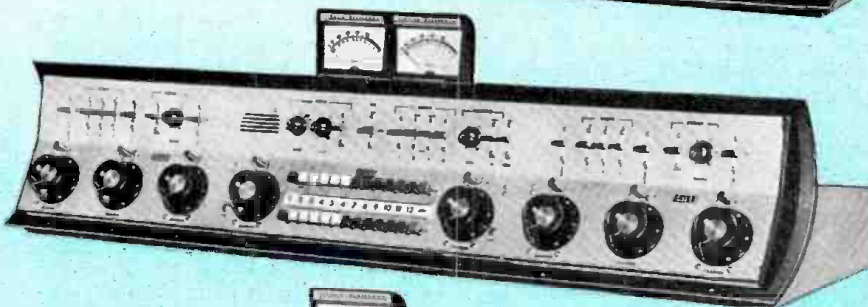
Gates Executive, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.



Gates Diplomat, 10-position dual-program channel, completely transistorized console, provides all of the audio-system facilities of the Executive with exception of stereo.



Gates President, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual-channel broadcasting.



Gates Ambassador, completely transistorized 5-channel console. 22 medium- and high-level inputs are provided with input expansion potential to 30 by using all of the 3-position utility switches.



The "Solid Statesmen" of Broadcasting... Gates Fully Transistorized Consoles

Transistor amplifiers for superb sound reproduction. Precise finger-tip control. Ease and versatility of programming. These are the features you'll like in Gates Audio Control Consoles. And there are infinitely more. To name them all takes 24 pages in our four new illustrative brochures. "Must" reading for the progressive broadcasting engineer or executive. Write for "Solid Statesmen" console brochures.



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A subsidiary of Harris-Intertype Corporation

ABC-ITT hearing seems certain

**Chairman of House Small-Business Committee plans
to ask group to look into FCC handling of merger**

The chairman of the House Small-Business Committee last week said he planned to suggest that the committee study the merger of ABC and International Telephone & Telegraph Corp. when the committee meets after Congress opens this week.

The comment came in response to a request by Representative Silvio O. Conte (R-Mass.) that either the House Small-Business Committee or the Commerce Committee investigate the FCC's handling and approval of the case.

Representative Joe L. Evins (D-Tenn.) last week wrote Representative Conte, who is a member of the committee, that he would ask the group to place the merger on its agenda for "study and investigation."

Meanwhile in the Senate, Senators Gaylord Nelson (D-Wis.) and Wayne Morse (D-Ore.), the two strongest critics of the merger, remained silent on their

plans on the subject. Both are members of the Senate Small-Business Committee and both had expressed a desire for that committee to investigate the case. Senator Morse has requested such a hearing. Senator Nelson, who heads the group's subcommittee on monopoly, has already scheduled early hearings on another subject and could probe the ITT-ABC controversy later.

In his reply to Representative Conte, the Small-Business Committee chairman wrote: "In my view the consolidation of these two corporate giants poses certain questions which do not appear to be answered sufficiently by the opinion or ruling released recently by the FCC."

Representative Conte, who entered the criticism almost simultaneously with the FCC approval of the merger (BROADCASTING, Dec. 26, 1966), said afterward "sufficient doubts arose over

the impact of this action on small-business competitors to warrant a more thorough examination of the details and possible consequences." He added: "On the basis of published reports and the lack of depth reflected in the text of the final ruling itself, there are grounds to suspect that the FCC has failed to deal with the matter in as careful and as responsible a manner as the American public has a right to expect."

The committee chairman's interest, he said, "simply confirms the grave doubts most of us have with respect to this action."

Maximum fine confronts Eastern Broadcasting

Eastern Broadcasting Co. faces an FCC-imposed fine of \$10,000—the maximum permitted by law—because of two allegedly rigged contests broadcast at a station it no longer owns, WALT Tampa, Fla.

Eastern, which may either pay the fine or contest the notice of apparent liability issued last week, reportedly



There are elevens



Bob Hayes



Pete Gent

Ralph Neely

Leno Donohue



Then, there are elevens!

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

*Sales Management Survey, August 1966

alerted the commission to the possible wrongdoing and cooperated in the investigation.

Actually the commission action was directed at one contest, a "Christmas Daddy" promotion that was conducted between November 1965 and January 1966. The statute of limitations has run out on the other contest, which involved a tie-in with a soft-drink distributor. It ended in 1965.

Eastern sold the station to Universal Broadcasting Co., in March 1966. However, Eastern still owns four stations: WCHV and WCCV-FM Charlottesville and WHAP Hopewell, both Virginia, and WCVS Springfield, Ill.

The commission said that the "Christmas Daddy" contest, in which \$500 was the prize, "appears to have been rigged so that a fictitious name was drawn as the winner and no prize was awarded to anyone."

Commission sources say the winner of the earlier contest appeared to have been predetermined. The winner was to be the person who had a certain soft drink in the refrigerator when visited by a representative of the beverage's distributor. The prize was \$50.

It's understood the commission has evidence indicating a former station employee was responsible for rigging both contests. However, it was also

learned that the former employee has denied any wrongdoing on his part.

Commission sources report that Roger Neuhoﬀ, president of Eastern, says he was unaware of any possible fraud until after he sold the station and the new owner contacted him to complain about charges being made about the contests.

Mr. Neuhoﬀ then wrote to the commission and promised to conduct an investigation and inform the agency of the results—"which he did," according to a commission source. The commission also conducted its own investigation.

Short licenses given for DJ reprisal, survey

Two radio stations were hit with short-term license renewals last week—WKWK Wheeling, W. Va., because of a kind of payola-in-reverse, and WDLF Panama City, Fla. because of the "unjustified use" it allegedly made of a "so-called audience survey."

The FCC notified WKWK it was being given only a one-year license renewal because a staff investigation indicated that a disk jockey, who was also the station's music director, had used the

station's facilities "improperly."

The commission said that, "because a recording artist failed to make a free appearance for the WKWK music director-disk jockey" at a record hop, the artist's "current record was deleted from the station's play list." The action was said to have been taken with the approval of the station's general manager. The artist is Johnny Daye.

The commission also said that the licensee "despite past experience of such misuse [of the station's facilities] had not taken adequate steps to assure that such improper use would not be made in the future."

The commission cited the letter it wrote Crowell Collier last month concerning its alleged laxness in guarding against payola at KFWB Los Angeles. In that letter the commission noted that whenever conflicts of interest exist involving station personnel engaged in program selection, "the personnel should be insulated from the process of program selection."

Coupons ■ WDLF's offense, the commission said, involved a coupon-book promotion. Solicitors telephoned members of the public in the station's area with offers of a \$100 coupon book for \$9.95. The station's call letters were used on the books.

In the course of the solicitation, the



Don Meredith



Don Perkins



Mel Renfro



Jim Liscio



DALLAS COWBOYS



Jim Boeke



Dave Manders

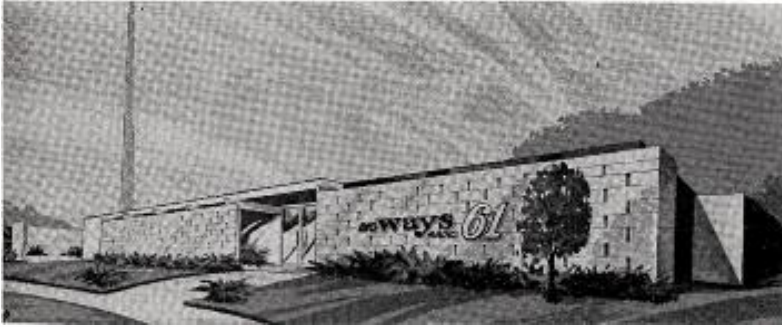


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More employees mean more space for WAYS

WAYS Charlotte, N. C., has broken ground for a new office-studio building that will cost more than \$750,000. The new 4,000-square-foot edifice, to be constructed adjoining the present building, will house executive offices, conference facilities, general offices and a new studio. WAYS now has three studios.

Target date for completion of the new building is March 31, with dedication ceremonies planned for mid-April. The addition was necessitated by the personnel increase at the station since Stanley and Harriet Kaplan purchased the station in 1965. At that time it had seven employees; today it has 37.

callers asked listeners which station in the area they preferred, and WDLP turned out to be the winner by a large

margin, according to commission officials.

The commission said the survey, the

results of which were used in promotions, was "invalid under the circumstances."

It also warned licensees who participate in coupon book promotions to "exercise special diligence that their facilities are not being used for false or misleading advertising."

A commission official said persons selling the promotion have been known to skip town leaving broadcasters in embarrassing situations. In at least one case merchants refused to honor the coupons which were supposed to buy merchandise at their store. In another case, one of the coupons bought the lucky holder a \$35 parachute jump.

Registration opens for NAB convention

Preregistration and hotel reservation forms for the 45th annual NAB convention have gone out to members of the National Association of Broadcasters. The convention will be held in Chicago, April 2-5, and registration could surpass the record 5,036 that attended the 1966 Chicago sessions.

Preregistration during January will be limited to NAB members. After Feb. 1, anyone not eligible for NAB membership can register and request hotel space. Advance registrations will be open to March 1.

The advance registrations are \$30, which includes three luncheons, or \$15, without the luncheons. After March 1, they will be \$35 and \$20, respectively.

Changing hands . . .

ANNOUNCED ■ *The following station sale was reported last week subject to FCC approval:*

■ **KACL** Santa Barbara, Calif.: Sold by John S. Minor Sr. and associates to Peter Potter and Ralph J. Herman and others for \$230,000. Mr. Potter is stepson of Fred Astaire; Mr. Herman, of Herman Properties Inc., is president of Hollywood Property Owners Association and board member of Hollywood Chamber of Commerce. KACL is 500 w daytimer on 1290 kc. Broker: Hogan-Feldmann Inc.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 81).*

■ **Kcow Alliance**, Neb.: Sold by Sand Hills Broadcasting Corp. to KLOE Inc. for \$117,500. KLOE Inc. is licensee of KLOE Goodland, Kan., whose principal owners, Robert E. Schmidt and Ross Beach Jr., own KLOE-TV Goodland and KAYS-AM-TV Hays, both Kansas.

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Contact our Chicago office for details.

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AM
\$400,000**

**MIDWEST
\$250,000**

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873-5626

BEVERLY HILLS

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

Kcow is on 1400 kc with 1 kw days, 250 w nights.

■ **WSMA** Marine City, Mich.: Sold by Jerry W. Coughlin and associates to Richard S. and Letty J. Sommerville for \$100,000. Mr. Sommerville is general manager of WTTW Port Huron, Mich. WSMA is 1 kw daytimer on 1590 kc.

COMMUNITY TELEVISION

■ **Carper Cable Inc.**, Artesia, N. M.: Sold by Stanley Carper and others to Storer Broadcasting Co. Price undisclosed. Artesia CATV, serving 725 subscribers, carries programs of TV stations in Albuquerque, Carlsbad and Roswell, all New Mexico. Acquisition of Artesia CATV brings to 11 number of communities served by Storer-owned CATV's. Others are: Thousand Oaks, Ojai, Oakview, Meiners' Oaks, Fillmore, Santa Paula, El Porto, Manhattan Beach and Hermosa Beach, all California, and Carlsbad, N. M. Storer recently disposed of systems in Victorville and Wrightwood, both California, to Continental Telephone Co.

Court says FCC erred in Harriman AM grant

A federal court in Washington told the FCC last week that it should have held a hearing before granting a new radio station in Harriman, Tenn.

In a split, 2-to-1 vote, the U. S. Court of Appeals said the commission erred a year ago in granting without a hearing the application of F. L. Crowder, trading as Harriman Broadcasting Co., for 970 kc with 500 w, daytime only (WXXL).

Circuit Judge Charles Fahy, who wrote the majority opinion for himself and Chief Judge David L. Bazelon, said that the FCC's dismissal of the petition filed by WHBT, also Harriman, for a hearing was wrong. WHBT, the majority opinion said, not only charged Mr. Crowder with trafficking in licenses but also claimed economic injury. Both of these were grounds for a hearing, the court said.

In a careful review of court decisions involving economic injury, the majority stressed that lack of specificity alone is not cause for refusing a requested hearing. "The specificity of allegations . . . must not be construed to require such exactness as is practically impossible," it said. It also said that an evidentiary hearing should be held because of allegations of the threat of a rate war and the possibility of unfair competition.

In his dissent, Circuit Judge Edward A. Tamm held that the trafficking charge was not as severe as the majority maintained.

BROADCASTING, January 9, 1967

Danish rebuts Curtin speech

Says Xerox official had his facts reversed on television audience trends

Roy Danish, director of the Television Information Office, told David J. Curtin of the Xerox Corp. last week that Mr. Curtin had it backwards when he said television is losing its classiest audience.

In a letter being made public today (Jan. 9), Mr. Danish told the Xerox vice president for corporate communications that A. C. Nielsen Co. research shows viewing is on the rise, not the downgrade, in upper-income and better-educated homes and among young adults as well.

The letter was sent in answer to a speech in which Mr. Curtin told the Broadcasters' Promotion Association last November that the elite elements of the TV audience were beginning to drift away, that movies were being

programed as a substitute for imaginative programing and that the net effect may be alienation of quality audiences sought by sponsors such as Xerox (BROADCASTING, Nov. 21, 1966).

Mr. Danish said Nielsen data for September-October 1966 showed a 1% increase in prime-time ratings in upper-income homes (over \$10,000 income) and another 1% gain in middle-income homes (\$5,000-\$10,000) as compared with the same period of 1965, while ratings in homes with under \$5,000 income declined 3%.

Not Children ■ Other Nielsen data, he said, dispel the theory that children are responsible for this increase. In fact, he said, viewing in upper-income homes between 9:30 and 11 p.m. is 28% higher than in lower-income homes, whereas in the 7:30-9:30 period when more children are watching the upper-income advantage is only 6%.

In answer to Mr. Curtin's criticism of movies on TV, Mr. Danish said analysis of Nielsen figures showed that in homes with a college-educated head-of-household the network movies had a rating 63% higher than in homes where the head had only a grade-school education, while in upper-income homes the movies' rating was 65% higher than in lower-income homes.

"It may be argued," Mr. Danish

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Contact—George W. Moore in our Dallas office.

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

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Little doubt on outcome of House Commerce contests

The 90th Congress will open this week with a strange set of contests for key positions of vital interest to broadcasters in the House Commerce Committee. The outcome is apparently already assured.

Representative Harley O. Staggers (D-W. Va.) is expected to withstand the challenge to his chairmanship of the House Commerce Committee by Representative John Bell Williams (D-Miss.) who is seeking to have his seniority, withdrawn by his party when he supported Barry Goldwater for President in 1964, restored. If his seniority had not been withdrawn he would have been in line for the chairmanship before Representative Staggers. His office said last week that Representative Williams will seek restoration when the Democratic Party holds its caucus today (Jan. 9). He will be assisted by a joint resolution passed by the Mississippi legislature and a letter from Governor Paul B. Johnson Jr. urging the House Democratic leadership to return his seniority.

However, most observers do not foresee any likelihood of Representative Williams either unseating the present chairman or of getting his full longevity rights and privileges returned.

Also in the same committee, a three-cornered competition developed for the chairmanship of the Communications and Power Subcommittee, which handles communications and broadcasting legislation. The subcommittee post was vacated by the retirement of Representative Walter Rogers (D-Tex.) Coveting the position were Representative John Moss (D-Calif.), the next senior Democrat on the subcommittee, and Representatives Torbett H. Macdonald (D-Mass.) and John Jarman (D-Okla.) who outrank Representative Moss, in that order, on the full committee. Although all three had expressed keen interest in the chairmanship, according to past rulings, Representative Macdonald, because of his seniority on the full committee, will get first crack at

the post. He is expected to exercise that right and claim the post.

Industry interests in both the communications and power fields, especially the oil industry which is active in Representative Jarman's home state, had been hopeful of seeing him assume the post because of his softer stance toward business regulation. Representative Moss has been known as a strong critic of certain business and broadcasting practices and Representative Macdonald, although not well known in these industries, had established a liberal record in Congress.

Thus, although Representative Macdonald is expected to rely heavily on the guidance of Chairman Staggers at first, he will represent a different, more critical, orientation to broadcasting issues than that shown by the past chairman who was generally sympathetic toward broadcasters. However, that could be offset by an influx of Republican members as the committee is realigned to reflect the GOP's gains.

wrote, "that telecasting features is not 'exploring new frontiers for growth and development.' However, all three networks are presenting more drama than ever before and are experimenting with new forms. As with all experiments there will be failures [but] television is offering a record number of specials this year."

As to Mr. Curtin's assertion that "television has consistently failed to pique the interest" of the half of the U. S. population under age 25, Mr. Danish cited Nielsen data showing that the number of young adults (18-34) viewing in the average prime-time minute increased from 14,700,000 in October 1965 to 15,040,000 in October, 1966, the latest date for which such figures were available.

Average-Minute Audience ■ The total average-minute audience rose from 65,040,000 to 65,310,000 in the same period; the total adult audience increased from 47,060,000 to 48,140,000 and the 12-17 age group climbed from 6,720,000 to 7,190,000.

Mr. Danish also noted that the Elmo Roper research organization had found that the percentage of adults calling TV their primary information medium is highest in the 21-25 age group.

The TIO head cited continually rising TV set-sale figures as evidence of the public's continuing vote of confi-

dence in television.

"Because television has diverse programs," he said, "specific programs will reach more of one demographic group than another. But, over-all, television is not losing in any individual category, except perhaps in the lowest-income group."



Mr. Danish
Cites Nielsen data

Stations back request to reopen FCC record

Three commonly owned Puerto Rican radio stations, whose licenses have been recommended for revocation by an FCC hearing examiner, last week gave their support to a motion to reopen the record for the inclusion of new evidence.

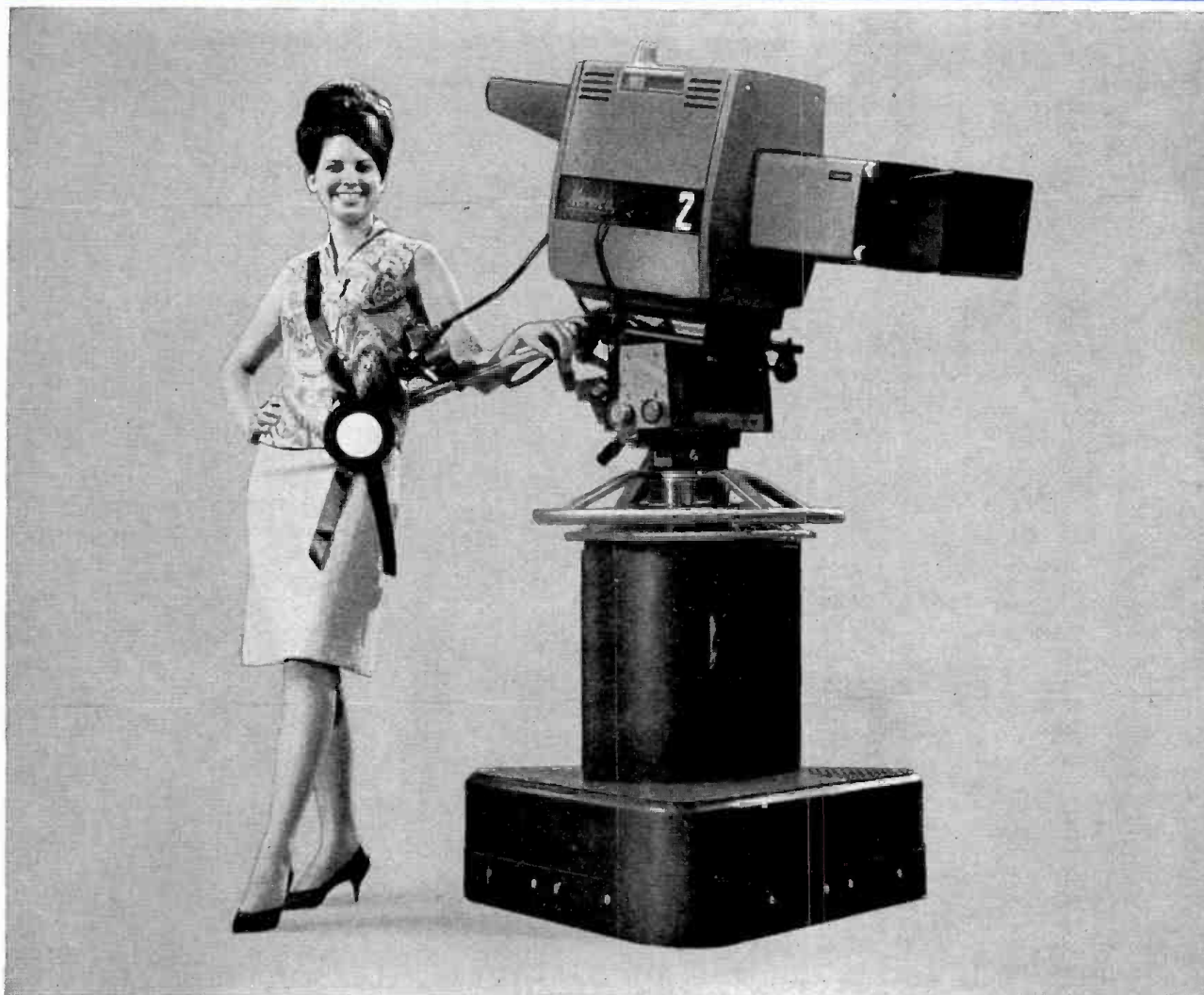
WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez told the commission that a previous witness's "recantation of crucial earlier testimony cannot in fairness be excluded from the hearing record in this proceeding."

George Mayoral, vice president and minority stockholder in the stations at the time the alleged offense occurred, filed the motion to open the record last month along with an affidavit from a witness in the hearing that virtually retracts testimony he had given that was damaging to Mr. Mayoral (BROADCASTING, Jan. 2).

The stations argued last week that the affidavit submitted by Carl A. Soderlund, commercial manager for the San Juan stations, "clearly demonstrates the unreliability" of his previous testimony.

The principal issue in the case involves alleged rebroadcast of news programs of the Armed Forces Radio Service without permission.

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More of the same for CATV

FCC refuses to make major changes in rules, explains that unsettled copyright questions muddy the waters

The FCC, following an expected course last week, indicated that any major changes in its CATV rules would have to await future action by Congress or the courts on the copyright law.

The commission's position was expressed in an order that rejected, in the main, petitions urging reconsideration of the order, issued last March, in which it asserted jurisdiction over all CATV systems, and adopted rules for the industry (BROADCASTING, March 14, 1966).

In ruling on the petitions the commission did slightly modify its rules requiring CATV's to carry the signals of local stations and afford stations non-duplication protection, and to obtain commission permission before relaying distant signals into the top 100 markets. But it made clear it was withholding major changes because of uncertainty over the impact that impend-

ing changes in the copyright law may have.

Congress in the last session failed to act on copyright-law changes which would have required CATV systems to obtain clearance before using copyrighted material. But it is expected to consider the legislation again in the term beginning this week.

In addition, a case is working its way through the courts in which a federal district court judge has ruled that CATV systems are subject to copyright payments and existing law. That case, which involves a suit by United Artists Television Inc. against Fortnightly Corp., is scheduled to be argued before a U.S. Court of Appeals in New York today (Monday).

Commission Vote ■ The commission acted on a 3-to-2 vote in rejecting the petitions, with Chairman Rosel H. Hyde and Commissioners Robert E.

Lee and Kenneth A. Cox in the majority, and Commissioners Robert T. Bartley and Lee Loevinger dissenting. Commissioner Nicholas Johnson did not participate, and Commissioner James J. Wadsworth did not participate.

The issue, which served to rekindle feelings about CATV which had been largely dormant since the rules were adopted almost a year ago, is sparking three separate statements. Commissioners Loevinger and Bartley are preparing dissents, Commissioner Cox, a concurrence.

The commission action reportedly followed a heated debate involving Commissioner Loevinger, who has generally opposed commission CATV policy even though he voted for the CATV rules, on one side, and Commissioner Cox and General Counsel Henry Geller on the other. Mr. Geller is generally regarded as a major architect of the CATV rules.

The commission decision to leave the rule virtually intact was explained this way by one commission official:

"With the CATV situation in such a state of flux [because of the copyright matter]—where settlement could have

1966: a year of major actions at the FCC

The year 1966 saw new communications satellites in orbit and another industry—CATV—under the FCC's wing. It also saw approval given to the biggest merger ever to come before the commission.

These were among the highlights of 1966 cited by FCC Chairman Rosel H. Hyde in his year-end statement, issued Dec. 30.

He noted that television and other communications by satellite were provided the Pacific area for the first time, with Lani Bird I, launched in October, providing temporary commercial service. Fulltime service is expected to be provided by a second Pacific satellite, scheduled for launching this month.

In other communications satellite matters, the commission established guidelines as to persons authorized to deal directly with the Communications Satellite Corp., and established policy permitting Comsat and the international common carriers to share ownership of the U.S. ground stations in the global system. The year also saw a reduction of up to 40% in charges for use of the U.S. portion of the system.

The commission, in addition, in-

stituted an inquiry into the use of satellites for domestic communications—an inquiry that led the Ford Foundation to suggest its controversial plan of establishing a nonprofit corporation that would serve the commercial networks and use its profits to aid educational television.

CATV ■ The commission asserted jurisdiction over the burgeoning CATV industry in February (BROADCASTING, Feb. 21, 1966) and a month later adopted rules affecting the operations of all cable systems. A year earlier the FCC had adopted rules only for systems employing microwave, whose use was already subject to commission regulation.

The rules, designed to gear CATV operations into the over-all service the television industry provides, require CATV systems to afford stations carriage and nonduplication protection, and to request commission permission before relaying distant signals into the top-100 markets. In August the FCC created a task force to implement the new rules.

A major event in broadcasting was the commission's approval, last month, of the transfer of ABC's 17 AM, FM and TV stations to the

International Telephone & Telegraph Corp. (BROADCASTING, Dec. 26, 1966). The commission majority said the financial resources ITT could make available would enable ABC—traditionally the third network—to compete on even terms with CBS and NBC.

New Table ■ The commission issued a revised table of assignments for UHF television, providing for 1,098 assignments across the country. More than 500 assignments were reserved for educational use in a plan that provides for two ETV stations in many metropolitan areas and for enough other assignments to assure statewide coverage in each state.

The commission in October finally completed a seven-year project and adopted a new program-reporting form for television (BROADCASTING, Oct. 10, 1966). (A form for radio, which the TV form closely resembles, was adopted a year earlier.)

And in a related development, the commission required all radio and TV licensees to review their commercial-time-standards policies and make a fresh statement regarding them. Stations were asked to report how much time they normally ex-

an important bearing on our CATV regulations requiring carriage, nonduplication and distant signals—it would be inappropriate for the commission to make major changes in its rules.”

Anticipated • That position had been anticipated (CLOSED CIRCUIT, Dec. 12, 1966). But there is no unanimity within the commission as to the effect that the proposed changes in the law will have on the CATV industry—or even whether there will be any changes.

The general counsel's office and some commissioners are said to feel that if CATV's are required to pay for their programming the advantage they assertedly have over television stations would disappear and, with it, the need for much of the present regulation. A major premise of the present rules is that CATV systems, which simply pick programming out of the air, have an unfair advantage over stations that have to pay for their material.

Some commission officials are said to have expressed a private view that CATV systems would be “killed off” in the major markets if forced to dicker with the multitude of copyright holders for exclusive rights to their material. The burden, according to this view,

pect to devote to commercial matter in an hour, and to state the circumstances under which those normal limits might be exceeded. In addition, AM and FM licensees proposing more than 18 minutes per hour, and TV licensees proposing more than 16 minutes per hour, were asked to explain how their proposals are in keeping with their communities' needs and interests. The 18 minutes per hour for radio and the 16 for TV are the upper limit in the codes of the NAB.

A totally novel approach to commercial time standards figured in the sale of KADS(FM) (formerly KGLA-FM) Los Angeles to McLendon Corp., which proposed to employ an all-classified-ad format. The sale was approved on a one-year trial.

The yearend report noted the continuing growth of the broadcast industry, which reported more than \$2.75 billion in revenues for calendar 1965. Authorized stations now total some 4,200 AM, more than 1,200 FM and some 900 TV stations. More than 300 of the FM stations and some 150 of the TV outlets are educational. In addition, more than 2,200 translator TV stations are in use.

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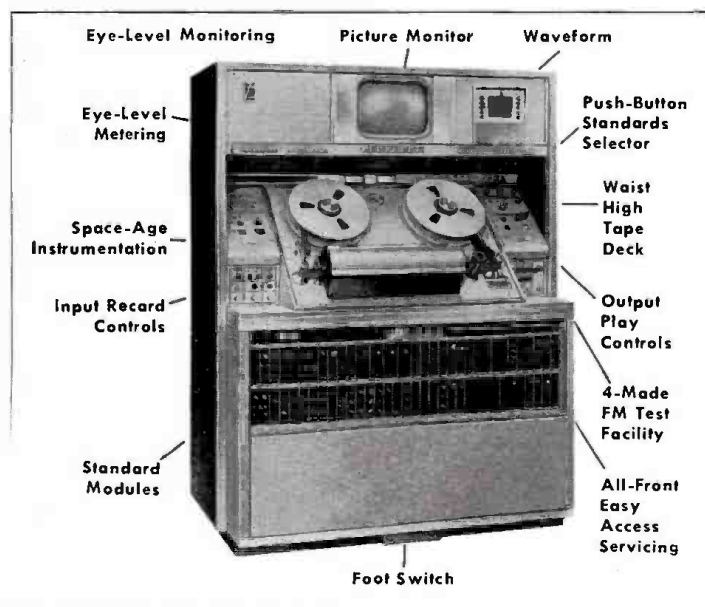


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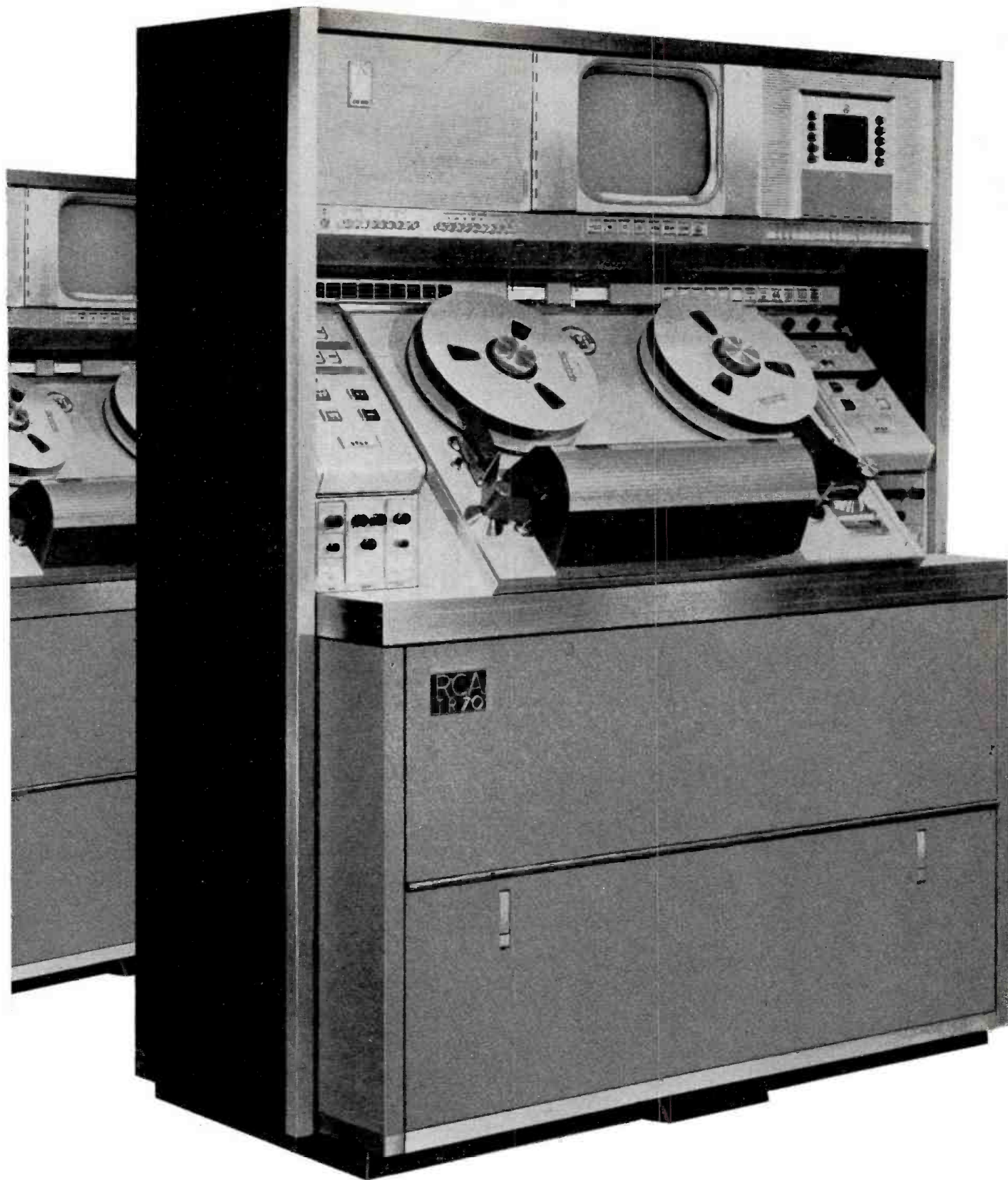
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UNMATCHED CONVENIENCE—With the TR-70's unexcelled features for error-proof operation the best pictures snap in most readily and stay in without varying from day to day.

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would be too great.

Disagrees ■ But Sol Schildhouse, head of the task force the commission recently created to handle CATV matters, is said to disagree. In his view, CATV has become a fact of life, and will continue to grow. He has forecast the establishment of a licensing organization, similar to the American Society of Composers, Authors and Publishers, springing up to handle copyright clearances for the nation's CATV systems.

He and others within the commission have expressed doubts that Congress will act on the copyright legislation in the new term. They say the issue is sure to be bitterly contested, and they feel CATV forces may be able to marshal enough strength to defeat legislation that would be harmful to them.

The commission's order last week stated that "generally, revisions in our rules" as a result of copyright-law changes "must await further developments." But it also indicated that CATV systems themselves could influence the commission on whether or not to waive the rules by voluntarily complying with the copyright law, as interpreted in the United Artists case.

The commission noted that many systems have said that, in light of the decision in that case, they should not be required to carry the signals of local stations unless given copyright im-

munity by the stations requesting carriage. The systems, the commission said, in effect, can't have it both ways. They cannot obtain a waiver of the carriage rules when they follow "a selective policy" with respect to the district court's decision—that is, ignore copyright in the case of distant signals and purport to follow it as to local signals.

Deal by Waiver ■ "We believe that in light of present industry practice, no revision of our rules is needed, and that we should therefore deal with any situations of this sort by waiver, when and if they arise," the commission said. It added that it's up to the system "to determine whether to follow the district court's decision or the present industry practice."

The commission did change the CATV rules in three areas.

■ The carriage provisions were amended to eliminate the requirement that a CATV system within the Grade B or better contour of a satellite and its parent station carry both.

The system now need carry only the station having the higher priority and may select between stations of equal priority.

A CATV system that carries the signal of a station beyond its Grade B contour in place of the signal of a 100-w translator in the system's community must protect the station against

nonduplication of its programming, if requested. This closes a loophole in the rules. The commission also clarified the carriage rules, requiring carriage in cases where any part of the community served by a CATV system falls within the pertinent contour.

The rule requiring systems to obtain commission permission before importing distant signals into the top 100 markets was amended to incorporate the commission's decision in the Tele-rama case. In that proceeding, the commission held that a system expanding from one community into another is moving into a "new geographic area" and, thus must obtain commission approval, even if the move is in accord with the system's original engineering plans (BROADCASTING, May 2, 1966).

Radio affidavit tested

The Katz Agency, New York station-representation firm, has been testing standardized radio affidavits. It says it now considers adoption of such forms a "definite possibility" for the spot-radio industry. Katz says 80% of stations taking part in the first phase of its test indicated they could adopt a standard form. A revised form that incorporates changes suggested by some stations will be used in a new three-week test with the cooperation of the D. P. Brother agency in Detroit.

FINANCIAL REPORTS

New money for STV

40% of pay-TV firm purchased by N. Y. investment firm

Subscription Television Inc., which lost some \$16 million trying to start pay television in California, a state that didn't want it, proved last week that there's still some fire in its corporate ashes.

Promoters have been poking around in those ashes for months looking for a way to salvage some of the \$16 million by pulling the company out of bankruptcy and putting some income-producing assets in its hands.

STV directors announced last week that F. L. Ohrstrom & Co., New York investment management organization, and some of its associates had bought 40% of STV's common stock from principal shareholders.

A brief statement by STV directors, which revealed neither the price of the transaction nor the names of the sellers, said the new owners had purchased their shares for investment.

It was believed the sellers included Reuben H. Donnelley Corp. and Lear Siegler Inc., two original heavy backers of the pay-TV operation.

New Money ■ The announcement went on to say the buyers "contemplate arranging new financing for STV, continuation of efforts by STV to develop subscription television, and acquisition by STV of income-producing assets in other areas."

Observers of the transaction felt the center of the plan involved acquisition of additional assets against whose income the \$16 million STV loss could be applied as a tax-loss carry forward.

STV, which had hardly started pay operation in Los Angeles and San Francisco before California voters ruled it illegal by referendum in November 1964, filed in bankruptcy five months later. The referendum itself was later ruled unconstitutional.

Last March the company reported a plan by which it would acquire the assets of Shasta Telecasting, Fresno, Calif., at which point Shasta would have

become a substantial stockholder of STV (BROADCASTING, March 28, 1966). This effort came tantalizingly close to fruition but failed when a bank loan, necessary for its completion, was not forthcoming.

Under that plan Shasta management would have administered STV affairs.

According to last week's announcement, the new buyers, for the present, will not take part in directing STV. It will continue to be managed by its current board of directors.

Last week's asking price for STV stock, traded over the counter, was around 2¼. Prior to the announcement it was trading at 1½.

The Ohrstrom group's approximately 40% of STV's 3,063,500 outstanding shares would represent about 1.2 million shares.

Infighting at MGM hasn't hurt business

Metro-Goldwyn-Mayer, fighting toe-to-toe in a proxy battle with dissident stockholders, reported strong first-quarter earnings last week and declared a



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When you film your news in color, you interest the community and serve the community interest. At the same time, you enhance your value to advertisers.

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TRADEMARK

She's Donna Dill,

The 1967 March of Dimes Campaign Girl
but who is he?



He's March of Dimes volunteer Lorne Greene. For many years, he has taken time to do March of Dimes programs and public service announcements for radio and television. He knows that the March of Dimes supports 77 treatment centers where birth defects victims can receive the best medical care available. He also knows that the March of Dimes supports vast scientific research programs which will some day unravel the many mysteries surrounding birth defects. He wants the public to know. That's why he's taken the time to help the March of Dimes. . . . And he's just one of the hundreds of performers and thousands of broadcasters who are helping. Won't you join them by using our materials as often as possible during January?

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MATERIALS FOR USE DURING
JANUARY. MANY THANKS!

TELEVISION

"FUN AND GAMES" — A half-hour musical comedy special—16mm color and black and white. Starring (alphabetically) Phyllis Diller, Glenn Ford, Jack Gilford, Lorne Greene, Eartha Kitt, Rowan and Martin, Dick Van Dyke and Jane Wyatt. (Available through January 31, 1967)

FILM SPOTS — Documentary spots on medical care (16mm color or black and white) narrated by Suzanne Pleshette and E. G. Marshall. Sean Connery appears in a special appeal filmed on location in Japan.

ADDITIONAL TV MATERIALS — Live copy with four slides (color) with additional live spot announcements of varying lengths for Women's Programs, News Commentators and Sportscasters.

RADIO TRANSCRIPTIONS

CELEBRITY DISC — Three five-minute musical programs by Herb Alpert and the Tijuana Brass, Nancy Wilson and Roger Miller. On the flip side, spot announcements of varying lengths by Richard Chamberlain, Donna Reed, Raymond Burr, Marlo Thomas, Adam West, Hayley Mills, Herb Alpert, June Lockhart and John Forsythe.

TEEN AGE SPECIAL — A five-minute musical program featuring "The Association" backed by spot announcements by Wayne Newton, Hayley Mills, James Brown, Roger Miller, Neil Diamond, Jim Yester of "The Association," and Adam West.

SPANISH TRANSCRIPTION — A five-minute musical program with Antonio De Marco backed by Spanish language spot announcements.

COUNTRY AND WESTERN DISC — Five-minute program by Minnie Pearl and Red Sovine, and a second program by Rusty Draper. Spot announcements by Roger Miller and Minnie Pearl also are on this disc.

SPECIAL FM TRANSCRIPTION — A 15-minute musical program with Jan Peerce, celebrating his 25th anniversary with the Metropolitan Opera. On the other side, a five-minute musical program starring Maurice Chevalier and spot announcements by Milton Cross.

THE NATIONAL FOUNDATION-MARCH OF DIMES

George P. Voss, Vice President for Public Relations

800 Second Avenue, New York, N.Y. 10017, OXford 7-7700

5% stock dividend to boot.

MGM President Robert O'Brien announced that earnings for the first quarter of the company's fiscal year were 50% ahead of the same period last year as revenues moved up 28%.

He said every major division of the company experienced increases in earnings and revenues for the quarter.

The company also announced the 5% stock dividend on common stock payable Feb. 6 to stockholders of record Jan. 16.

Meanwhile the dissident stockholders, led by Philip Levin, had reportedly increased their holding in MGM to 679,800 shares, equivalent to 13.4% of the company's outstanding stock.

First quarter (fiscal year) ended Nov. 24, 1966:

	1967	1966
Earned per share	\$0.63	\$0.42*
Revenues	47,696,000	37,280,000
Operating earnings	6,833,000	4,379,000
Net earnings	3,152,000	2,084,000

*Adjusted for two-for-one stock split effective last June 24.

Rust Craft earnings up in nine months

Rust Craft Greeting Cards Inc., Dedham, Mass., has reported increases in earnings and sales for the nine months through November 1966. Rust Craft, a group owner, operates WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WROC-AM-FM-TV Rochester, N. Y.; WSOL Tampa, Fla.; WSTV-AM-FM-TV Steubenville, Ohio; WPIT-AM-FM Pittsburgh; WWOL Buffalo, N. Y.; WRCP-AM-FM Philadelphia; and WJKS-TV Jacksonville, Fla.

For the nine months through No-

vember:

	1966	1965
Earnings per share	\$1.43	\$1.07
Net sales	30,780,000	29,357,000
Net operating earnings after income taxes	1,130,000	778,000

Nielsen profits, sales up in quarter

Continued increases in profits and sales of the A. C. Nielsen Co., Chicago, were reported by the company last week for the quarter ending Nov. 30, 1966. They represent an unbroken upward trend of 33 years. The company also

SEC's November report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for November (all common stock unless otherwise indicated):

C-E-I-R Inc.—S. Peter Langhoff Jr. bought 200 and exercised option on 200 class A voting shares, giving total of 400.

Capital Cities Broadcasting Corp.—William J. Casey sold 3,000 shares, leaving 47,216. Carl T. Hogan sold 400 shares, leaving 4,000.

CBS Inc.—C. Edwin Drumheller sold 700 shares, leaving 316. Following exercised stock options: William C. Fitts Jr., 508, giving total of 1,616; Kenneth W. Hoehn, 705, giving total of 5,404, plus 511 held beneficially in trust for daughter, and 1,020 held beneficially with wife. Cox Broadcasting Corp.—Clifford M. Kirtland Jr. exercised option on 1,000

shares, giving total of 4,243.

Filmways Inc.—Richard Brown bought 3,000 shares, giving total of 4,000, and bought 200 shares on beneficially held account with sons, giving total of 200.

Gross Telecasting—Raymond W. Miotel, holding 100 shares personally, bought 500 and sold 1,015 shares on beneficially held Paine Webber Jackson & Curtis trading account, leaving (198) short.

MPO Videotronics Inc.—Lawrence H. Levy sold 300 class A shares, leaving 100.

Metromedia Inc.—John P. Crisconi sold 1,785 shares, leaving 6,400.

RCA—W. Walter Watts sold 14,043 shares, leaving 57,529.

Reeves Broadcasting—Dolores J. Russell bought 1,818 shares through exchange or conversion, giving total of 2,848; and disposed of \$10,000 in 6% convertible subordinate debentures, leaving none.

Screen Gems Inc.—Russell H. Karp sold 800 shares, leaving 170, plus 68 on beneficially held retirement fund account, and 1 beneficially held with wife.

Seven Arts Productions—Alan J. Hirschfeld bought 1,700 shares, giving total of 4,700, and bought 400 shares for beneficially held family trust, giving total of 400. Jeremy A. Hyman sold 200 shares, leaving 4,000.

announced some price boosts but these did not involve any of its broadcast services.

Chairman A. C. Nielsen said net earnings for the quarter after taxes were \$1,240,000, up 4.3% over the same period of 1965. Gross sales increased 15.5% to nearly \$17.7 million. The Nielsen board approved a dividend of 9 cents a share of class A and B common payable Feb. 1 to stockholders of record Jan. 13.

Three months ended Nov. 30:

	1966	1965
Earned per share	\$0.24	\$0.23
Sales of services	17,691,112	15,314,198
Profit before taxes	2,793,821	2,441,095
Federal, foreign income taxes	1,549,355	1,248,304
Net profit	1,244,466	1,192,791
Shares outstanding	5,130,000	

EQUIPMENT & ENGINEERING

Comsat gets OK on Andover station

The Communications Satellite Corp. received FCC approval last week to purchase the Andover, Me., earth station from AT&T. Purchase price is \$4,981,000.

The commission said the purchase would enable Comsat to establish reliable 24-hour station capability six months to eight months sooner than if it were required to build a new facility and at a saving of about \$1 million.

Comsat, which has been operating the station under a lease agreement since July 1964, is required under the terms of the commission approval to redistribute part ownership of the station to international carriers in accordance with their use of the international

system.

This is in line with commission policy on earth-station ownership issued last month (BROADCASTING, Dec. 12, 1966). That policy provides for 50% ownership by Comsat, and specifies ownership percentages for each of the international carriers of the three existing and all future U. S. earth stations.

The FCC indicated that AT&T made no profit on the sale of the station, which was built for use in connection with its Telstar satellite in 1962. The commission said AT&T's net investment—original cost less reserve for depreciation—is "substantially equivalent" to the price paid by Comsat.

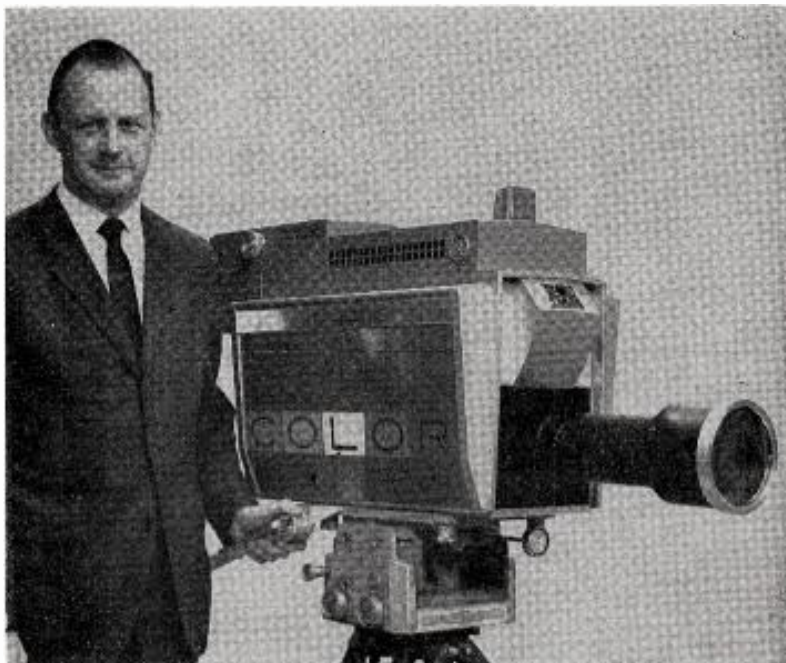
In a related matter last week, the commission dismissed as "premature" the applications of Western Union Telegraph Co. for authority to construct earth stations in Alabama, Arkansas, Iowa and Oregon.

Western Union, which filed its applications Nov. 7, proposed the stations as part of a terrestrial network for a domestic communication-satellite system. But, the commission noted, it has not resolved a host of questions that would be involved in establishing a domestic system.

The commission said it was dismissing the applications without prejudice to the filing of future proposals that would be consistent with any decision made on the question of a domestic system.

Interference safeguards for chs. 4, 5 urged

The Association of Maximum Service Telecasters last week urged that the FCC make sure no interference occurs to television service on channel 4 and 5



Lightweight color camera developed by RCA

RCA announced last week that it has developed a new lightweight color-TV camera designed for on-

the-spot coverage of news, sports and other events away from the studio.

Though the TK-44 field camera will not be commercially available until mid-1968, the industry has expected the announcement of this equipment by RCA (BROADCASTING, Jan. 2). The camera weighs approximately 135 pounds, less detachable viewfinder and lens.

According to C. H. Colledge, vice president and general manager, RCA broadcast and communications products division, the new camera uses a three-inch image orthicon type tube with improved signal-to-noise ratio for the luminance signal. He said it combines ease of handling with the performance of RCA's four-tube pickup system.

Mr. Colledge said that a prototype TK-44 will be demonstrated at the National Association of Broadcasters convention in Chicago. The camera will be in the \$80,000 price range.

The RCA division is delivering its TK-42 and TK-43 four-tube studio color cameras in quantities to broadcast stations and networks, Mr. Colledge stated. RCA expects to have approximately 300 of them in regular service by NAB convention time.

Shown in picture is Andrew F. Inglis, division vice president of the engineering and merchandising department at RCA.

if it approves a rulemaking petition that would make use of five frequencies between the two channels.

AMST was referring to the petition filed in November by the Association of American Railroads for assignment of frequencies in the 72-76 mc band. AAR had proposed that the five frequencies be used by Railroad Radio Service licensees for the remote control of or signaling to switching locomotives.

AMST stated that it was neither for nor against the allocation of the frequencies for remote control use by railroads. The association did say, however, that, if the allocation is made, AAR's operations "should be subject either to the existing regulations designed to protect television channels 4 and 5 or to new regulations which would be at least as effective in preventing any such interference."

Range of problems await ITV development group

FCC Commissioner Robert E. Lee announced last week that the 1967 national committee for the full development of the Instructional Television

Fixed Service will meet tomorrow (Jan. 10) in Washington. The committee will discuss saturation problems, local pre-planning and coordination, ITFS's relationship to other technology (including satellites and computers) and primary and allowable services, the commissioner said.

The ITFS national committee, established in October, 1965, and its subcommittees coordinate frequency planning, assist potential users of the ITFS (which employs the 2,500 mc band) in plan development, and act as a liaison between the FCC and the field on new policies and developments.

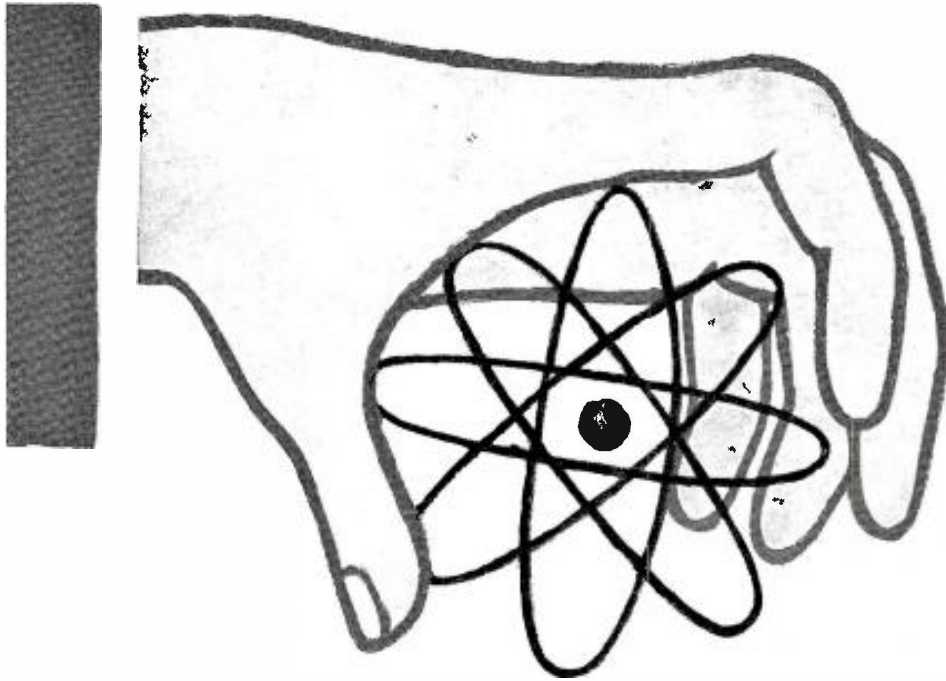
Commissioner Lee, who is chairman of the ITFS national committee, also announced that the committee's 1967 members, 29 in all, are representatives of "state and local ITFS agencies, and educational, charitable, religious, civic, social welfare and other similar non-profit organizations." All the members, including Dr. Robert L. Hilliard, chief of the FCC's Educational Broadcasting Branch, and Dr. Hyman H. Goldin, staff member of the Carnegie Commission on ETV, have been active in ITFS at various academic and organizational levels, the commissioner said. Dr. Goldin is a former assistant chief of the FCC Broadcast Bureau.

Technical topics . . .

More cameras ■ WTIC-TV Hartford, Conn. has purchased five color television cameras valued at \$350,000. The GE cameras will replace the station's first color cameras and their black-and-white cameras. Since 1965, WTIC-TV has reportedly invested \$750,000 in color equipment.

New transmitter ■ Gates Radio Co., Quincy, Ill. has announced availability of a new 40-kw FM transmitter designed for the maximum-power class C FM station. FM-40G consists of two 20 kw FM transmitters operating into a combiner, horizontal and vertical polarization and single or dual exciters as an accessory.

Low priced ■ Riker Video Industries Inc., Hauppauge, N. Y., has designed a new low-cost line of all-transistor video equipment. President H. Charles Riker reported that the new designs will not replace Riker's current module equipment, but will make it possible for smaller television stations operating on limited budgets to replace their outdated tube equipment. Offered are synchronizing generator, color-frequency standard, color-subcarrier regenerator and video-test-generator package.



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Fair-trial battlelines forming

New York bar group seen joining ANPA in opposing legal moves designed to curb police, lawyers from disseminating pretrial crime news to media

Advocates of strict curbs on the reporting of crime news found their positions under fire from two widely different sources last week.

The American Newspaper Publishers Association published a detailed report, based on almost two years of study, that upheld news media's rights of access and rejected any notion that freedom of the press should be "bargained away" through codes of crime-reporting conduct by either the press or the bar.

More significantly, since proposals to curb crime news originated in legal rather than media circles, the Fair Trial Committee of the Association of the Bar of the City of New York was reported ready to issue a report that, contrary to the position taken by some bar groups, would contend the courts have no authority to control the pretrial actions of either newsmen or police.

Counter to ABA ■ This position of the New York City bar, disclosed by Federal Judge Harold R. Medina, chairman of the fair trial committee, runs directly counter to the recommendations in a preliminary report issued last fall by a special committee of the American Bar Association.

The ABA proposal would put tight reins on police, lawyers, the courts and others involved in criminal proceedings and would prevent the pretrial broadcastings or publication of such information as the prior criminal record of an accused person, the existence of a confession, the results of tests, the identity of or other information about prospective witnesses, the possibility of a guilty plea and, with certain exceptions, other material relating to the merits or evidence in a criminal case (BROADCASTING, Oct. 3, 1966).

Judge Medina, whose committee's report is slated for release later this month or next, was quoted as saying that the effects of pretrial publicity have been greatly exaggerated, and that prejudicial problems can be corrected by the trial judge through careful selection of jurors and control over participants after the trial starts.

Unlike the ANPA, however, he did not consider it improper or unconstitu-

tional for news media and the bar to work together on codes of conduct regarding the handling of such matters as confessions and criminal records.

'Judicial Invasion' ■ The ANPA report holds that "the press is a positive influence in assuring fair trial," that "rules of court and other orders which restrict the release of information by law enforcement officers are an unwarranted judicial invasion of the executive branch of government," that "there can be no codes or covenants which compromise the principles of the constitution" and that "the people's right to a free press, which inherently embodies the right of the people to know, is one of our most fundamental rights, and neither the press nor the bar has the right to sit down and bargain it away."

Throughout the report's 10-page summary of basic conclusions, the terms "the press" and "newspapers" are used

interchangeably, with no reference to broadcast news media. However, in the 133 pages of appendices, which trace the genesis of the free-press and fair-trial amendments to the Constitution, review Supreme Court decisions bearing on these issues and present various codes adopted by state and other groups to govern crime-news reporting, there are frequent references to cases involving radio and TV coverage.

One entire appendix is devoted to a discussion of the Billie Sol Estes trial in Texas in 1965 and to the Supreme Court's reversal of the Estes conviction in a series of differing opinions bearing directly on the fact that live-TV coverage of the trial had been permitted.

Limited ■ The report notes that the court did not make a blanket decision "that any televising of any criminal trial deprived the defendant of due process of law," but rather had "limited its decision only to cases involving notorious defendants." No more than four of the nine justices "went so far as to ban television per se," it is pointed out.

The report continues:

"The questions remain: If a television camera is present and operating in the courtroom during a criminal trial, and the court fails or refuses to order its removal, does the presence of the camera, in and of itself, prevent the realization of a fair trial? [The Supreme Court decision] is a partial answer: If the defendant is a notorious person, who has been the subject of great publicity, during a highly publicized and controversial trial, and he objects to the televising of the proceedings, it is repugnant to the Constitution to allow any portion of the trial to be televised.

"[But] what if the defendant is not notorious? What if the trial is not a heavily publicized, highly sensational affair? What if the defendant does not object? What if the defendant requests that television be allowed? Is televising a trial inherently repugnant to the constitutional and all of the above hypothetical situations?

"Unfortunately, all of the answers cannot be found [in the opinions in the

SDX seconds the motion

The report of the publishers' committee on free press and fair trial was hailed by Sigma Delta Chi, professional journalistic society, as "fully documented and persuasive."

The ANPA report is "totally in accord with the SDX conviction that there must be a free press with the right to cover and criticize all law enforcement and judicial matters . . .", SDX said last week.

The SDX statement was issued by Robert M. White II, publisher of the *Mexico (Mo.) Ledger* and president of the society, and Clark Mollenhoff, Washington correspondent for the *Des Moines Register* and *Tribune* and the *Minneapolis Star* and *Tribune*, chairman of the SDX freedom of information committee. Mr. White was a member of the ANPA committee that prepared the publisher's report.

Estes case]. But an analysis of the opinions provides a fairly sound basis for concluding that under no circumstances would presently employed televising techniques be permissible in a court trial."

Others Approve ■ ANPA's report notes that other legal experts, including the Supreme Court of Colorado, believe that TV can operate unobtrusively, will not adversely affect trial participants and plays a positive role in acquainting the public with administration of justice.

It also finds "much force" in the argument of the Supreme Court that a "carnival" could result from TV coverage of a trial. Yet the report also regards it as "unfair to lay all of the blame and criticism at the feet of the television industry" because, as the trial judge in the Estes case had said: "If the court permits a circus in the courtroom, it will be televised, but they [telecasters] will not be creating a circus."

Even so, the report concludes: "The door of the courtroom has been virtually closed to the telecasters" and "the opening that remains is limited to the possibility that in the future techniques can be devised to eliminate the technical problems and, in addition, that the television public will become sophisticated enough not to be affected by the presence of television in the courtroom. Only then might telecasting be permitted. . . ."

The 143-page ANPA report, "Free Press and Fair Trial," is an extensive study of the antecedents of the two constitutional amendments and of court decisions bearing on the two rights. The committee was headed by D. Tennant Bryan, publisher of the *Richmond (Va.) Times-Dispatch* and *News Leader*.

Spotlight on Justice ■ "Justice cannot be served in secrecy nor can a free press serve in secrecy," the report states. It also contends that both the First and Sixth Amendments are so interrelated and dependent on each other that a modification of one on the impression that the other would be strengthened represents "a betrayal of the intent of the framers of the Constitution."

There is no conflict between a free press and the right of fair trial, the committee maintains.

The argument that pretrial publicity in a criminal case is prejudicial to the defendant is conjecture, the committee says. Citing cases, the committee concludes that pretrial and in-trial reporting have no real bearing on the outcome. "The only thing pretrial news endangers," it adds, "is ignorance."

The assumption that an objective juror must be an ignorant juror is not only faulty but dangerous, the ANPA

'No real conflict,' concludes ANPA study

After two years of study of the purported conflict between the constitutional guarantees of a free press and a fair trial, a special committee of the American Newspaper Publishers Association came to certain conclusions. The most important of them, as specified by the committee:

- "There is no real conflict between the First Amendment guaranteeing a free press and the Sixth Amendment which guarantees a speedy and public trial, by an impartial jury.

- "The presumption of some members of the bar that pre-trial news is intrinsically prejudicial is based on conjecture and not on fact.

- "To fulfill its function, a free press requires not only freedom to print without prior restraint but also free and uninhibited access to information that should be public.

- "There are grave inherent dangers to the public in the restriction or censorship at the source of news,

among them secret arrest and ultimately secret trial.

- "The press is a positive influence assuring fair trial.

- "The press has a responsibility to allay public fears and dispel rumors by the disclosure of fact.

- "No rare and isolated case should serve as cause for censorship and violation of constitutional guarantees.

- "Rules of court and other orders which restrict the release of information by law enforcement officers are an unwarranted judicial invasion of the executive branch of government.

- "There can be no codes or covenants which compromise the principles of the Constitution.

- "The people's right to a free press which inherently embodies the right of the people to know is one of our most fundamental rights, and neither the press nor the bar has the right to sit down and bargain it away."

group observes.

"The public must have the right to make informed judgments about crime in a community, about its law enforcement and its courts . . .," it says. It is censorship for judges to prohibit police and other law-enforcement officers from providing information to the public, it adds. And it warns that the denial of information breeds rumor that can unduly excite and arouse the public.

Referring to a study of crime reporting in newspapers over a 10-year period beginning in 1955, the report claims that American newspapers devoted only 3% of their space to crime news, while at the same time, the crime rate increased by 73%. Contending that only a small minority of crime cases involving crime are reported, the committee cites a New York survey in January 1965 that of 11,724 felonies committed, only 41 of these were even mentioned in the one newspaper that plays up crime news. Another study covering a two-year period from Jan. 25, 1963, showed, the committee says, that there were an estimated 40,000 jury trials for felony cases in the entire country in the period; that in only 101 of these was the question of prejudice raised, and in only 51 cases of these was the question of news reporting involved. Only five of these 51 received relief from higher courts, it adds, and in only two of them was reversal based on presumed juror prejudice because of news reports.

Censorship ■ In other references, the

committee maintains that judicial restraints on law-enforcement officers in providing information amounts to censorship and could lead to domination of the executive branch by the judicial branch; that the British system of prohibiting pretrial, during trial and subsequent to trial, news under the threat of contempt proceedings is "incompatible" with the U. S. Constitution, and that codes of conduct for news media in reporting crime news must be rejected for two reasons—one, that there is no means of enforcing such guidelines, and two, "any application of specific conduct must remain the sole responsibility of the independent and individual newspaper."

The current controversy over the two constitutional guarantees stems from the criticism of the news media in the Warren Report on the assassination of President Kennedy. A review of the performance of the news media in those dark days in Dallas shows, the committee contends, that the criticism was unwarranted, and that "the American press should have been commended rather than censured for its performance."

The ANPA said the full report was being sent to all members and to all federal court judges, the highest appellate court judges of each state, legislative law libraries, all accredited schools of journalism and 15 officials of the U. S. Department of Justice.

Besides Mr. Bryan, other members



NBC correspondents gathered from afar

Leading NBC News correspondents flank Samuel P. Hayes (center, with bow tie), president of the Foreign Policy Association, on the occasion of a luncheon last Thursday (Jan. 5) at which NBC's news reporters made their 10th annual appearance before the association in New York.

More than 2,000 persons heard (l to r) Irving R. Levine, Rome correspondent; Kenneth Bernstein, Moscow; Sander Vanocur, Washington; Mr. Hayes; Chet Huntley, moderator of the discussion; Elie Abel, London; Jack Perkins, Southeast Asia, and Pauline Frederick, United Nations.

of the ANPA committee were Otis Chandler, *Los Angeles Times*; Jack R. Howard, Scripps-Howard Newspapers; W. D. Maxwell, *Chicago Tribune*; Paul Miller, Gannett Newspapers; Benjamin M. McKelway, *Washington Star*; Sam Ragan, *Raleigh (N. C.) News & Observer* and *Times*; Vermont C. Royster, *Wall Street Journal*; Otis Ochs Sulzberger, *New York Times*; Robert L. Taylor, *Philadelphia Bulletin*; Louis A. Weil Jr., *Lansing (Mich.) State Journal*; Robert M. White II, *Mexico (Mo.) Ledger*. Six of the publishers have broadcast interests (Messrs. Howard, Maxwell, Miller, McKelway, Sulzberger and Taylor) while one (Mr. Chandler) formerly owned a TV station.

Assisting as counsel to the committee were Arthur B. Hanson, general counsel of the ANPA, and William J. Butler of Hanson, Cobb, O'Brien & Tucker, Washington.

Public not ready for court TV—Justice Clark

Opposition to the use of TV cameras in a courtroom until the public grows accustomed to television techniques was expressed last week by U. S. Supreme Court Justice Tom Clark.

Cameras in the courtroom today, he told students of Ohio University, Athens, tend to make judges, lawyers

and jurors "ham actors."

Justice Clark's main remarks were about recent Supreme Court decisions requiring that suspects in criminal cases must be represented by a lawyer even before a confession is made.

Closed-circuit sports planned on Tucson CATV

Southwest Cablevision Inc., which was granted the Tucson, Ariz., CATV franchise on Jan. 3, plans to construct a 20-channel system that will include closed-circuit telecasts—at no additional charge to subscribers—of the Los Angeles Lakers (basketball), Kings (hockey) and Zorros (soccer) home games.

The firm, a subsidiary of Jack Kent Cooke Inc., Beverly Hills, Calif., plans to offer the 76,000 potential subscribers signals from Los Angeles, Phoenix and Tucson plus the sports events. Jack Kent Cooke owns the Lakers, presently playing in the National Basketball Assn., holds the National Hockey League franchise for the Los Angeles Kings and plans to field the Zorros soccer team in the future. The corporation has 20 CATV systems operating in 14 states, serving 85,517 subscribers.

Tucson, with a population of 213,000, is the 134th broadcasting market. Southwest Cablevision Inc.'s original

application reportedly offered the city 5% of the firm's annual gross receipts. Monthly charge for service would be \$4.95 with no installation fee. The corporation's initial investment in the system is estimated at \$5,715,000.

Chief competitors for the Tucson franchise among the 11 original applicants were Southern Arizona Cable Co. Inc., a joint venture of KGUN-TV, KOLD-TV and KVOA-TV, all Tucson; Pima Cable TV Inc., jointly owned by American Cable Television Inc., Phoenix, and Time-Life Broadcast Inc., multiple CATV owners; Tucson Cable TV Co., a subsidiary of multiple-CATV-owner Trans-Video Corp., El Cajon, Calif. (with broadcaster-CATV-owner Cox Cablevision Corp., Atlanta, having an option to purchase 50% of Tucson Cable TV Co.'s stock), and First Arizona Cable TV Inc., a subsidiary of First Illinois Cable TV Inc., Springfield, Ill.

WWL-TV goes all out for safer driving

WWL-TV New Orleans has started a one-year campaign in behalf of safer driving. Project Life, a statistical compilation, is being conducted during 1967 in monthly documentaries and spot announcements depicting "Fatality Profiles" in an effort to prevent traffic accidents and deaths.

Last month, General Manager Mike Early and staffers produced a special half-hour documentary announcing Project Life's inception and why it is needed. A one-minute spot showing the hazardous effects of drinking and driving followed the special.

In addition, the station will be distributing booklets, decals and stickers.

WWL-TV estimated that the value of time, talent and other phases of campaign is \$250,000.

Radio series sales . . .

30 Hours of Christmas (Triangle): KREX Grand Junction, Colo.; WSOY Decatur, and WOLI-FM Ottawa, both Illinois.

Audio Program Service (Triangle): KLEM LeMars, Iowa, and WTRF-FM Wheeling, W. Va.

World of Money (Signal Productions): KLIN Lincoln, Neb.; WORK York, Pa.; WMIX Mt. Vernon, Ill., and WPEO Peoria, Ill.

Point of Law (Signal Productions): WPIC Sharon, Pa.

Doctor's House Call (Signal Productions): KODE Joplin, Mo.; WJCW Johnson City, Tenn., and KOY Phoenix.

More For Your Money (Signal Pro-

Boston Symphony Concerts (Boston Symphony Orchestra): WFTL-AM-FM Fort Lauderdale, Fla.; KLSN(FM) Seattle; WSB-AM-FM Atlanta; WODD-AM-FM Chattanooga; WVAF(FM) Charleston, W. Va.; WGCN-AM-FM Red Lion, Pa.; WOUB Athens, Ohio and WTHI-AM-FM Terre Haute, Ind.

CBS was also last week preparing

its reply to a \$2,575,000 suit by the Hostellerie du Roi Christophe Inc., a Haitian hotel chain, seeking damages for alleged lost business over the Thanksgiving weekend, resulting from CBS coverage of the invasion plans. Trial will be Jan. 27, in Dade county, Florida. It was reported last week that CBS's Miami TV and radio affiliates, WTVJ(TV) and WKAT, also named in the suit, were to be dropped as co-defendants (BROADCASTING, Dec. 5, 1966).

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.

Children's shows a 'television stepchild'?

FOUNDATION STUDY SEES LOCAL EFFORTS AS CRUCIAL

Urging broadcast industry producers to accept their responsibility for the content of television programming for children, the Foundation for Character Education, Boston, characterized children's television as "a stepchild, a Cinderella without a fairy godmother."

With the exception of a few network-produced programs such as CBS-TV's *Captain Kangaroo*, ABC-TV's *Discovery*, and NBC-TV's *Exploring*, the foundation noted responsibility for programming for children had fallen to the local station manager who often resorts to the magazine format of ancient cartoons and MC jocularity to provide weekly children's entertainment.

"Children's programs, along with effective newscasts, are one of the few areas of broadcasting on which a local station image can be built," the foundation observed. "Frequently, however, the local producer favors cartoon mesmerization in order to sell a lot of candy." The foundation said: "The ultimate risk of treating children as buyers, and taking advantage of their youthful lack of defense, is that they learn to distrust. They become too cynical. As long as television is the Pied Piper, producers must decide where they will

lead the children once they fall in line."

The foundation's publication, "Television for Children," based on seminars conducted by American, Canadian and European producers and social scientists, groups children's programs according to producer objectives into five categories: storytelling, exploring, multi-purpose, doing and orientation.

Examples ■ Of storytelling, the foundation asks: "Is the range of stories being offered during hours when large numbers of young children are viewers well-suited to them? Too often the 'family program' serves as a device for ignoring children." *Magic Room*, produced by KHOU-TV Houston, and cited as an example of responsible storytelling programming, was created specifically for 12-to-15-year-old youths with the intent of taking them into a library and stimulating them to read by presenting dramatized stories. Over a three-year period the program attracted larger audiences than *Lassie*, one of its two competitors, the report noted.

WNBT-TV Newark-New York show for 5-to-8-year-olds, *Once Upon a Day*, typifies the "exploring" program by engaging children's curiosity, through songs, stories, and films, in scientific

research and development.

The foundation notes that half the programs produced at local-station level fall into the "multipurpose or magazine" format. A fixed set and a main personality provide the unity or continuity. However, unless the performer's talents are matched by a capacity to communicate with children, the program will frequently waste a child's time and energy with a "hyperkinetic hash of cartoons, faded films, and condescending good cheer." A singular exception is *The Land of Ziggy-Zoggo*, produced by WBKB-TV Chicago, the report said. Paced to a mobile audience ranging from pre-school age to 12, the program presents a mixture of fun first and instruction second, drawing heavily on attractive props, graphics, and films to create audience interest. More than 25,000 letters are received monthly from viewers.

Children Act ■ The "doing" program, perhaps the most difficult of all, finds KOLN-TV Lincoln, Neb., experimenting with a one-hour weekly program of games and contests, and a *Children's Theater* program using local child performers, who produce a half hour weekly variety show based on a chosen theme.

The typical "orientation" program, states the foundation, "be it about accident prevention or Bible stories, tends to be moralistic, heavily weighted with

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GERT FROBE & LEX BARKER
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some of the post '60

CINEMAGREAT FEATURES

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NBC-TV leads another Nielsen report

NBC-TV turned in another repeat performance in the Nielsen ratings last week. Once again, it led the national report and once again specials added ratings spice. NBC's *Bonanza* continued to be the top-rated show and several movie nights had juicy ratings.

In the 7:30-11 p.m. period for the two weeks ended Dec. 18, 1966, NBC-TV had 20.4, CBS-TV 18.6 and ABC 16.4, average audience ratings that almost duplicated the report for the two weeks that ended Dec. 4 (BROADCASTING, Dec. 26, 1966).

Last week's report was the fifth win for NBC out of the seven national reports this season: CBS having been the victor in the other two. In wins by half-hour periods and nights of the week, NBC took 24 and Tues-

day, Saturday and Sunday; CBS 19 and Wednesday, Thursday and Friday, and ABC six and Monday.

Several specials were clustered in the top show list, including NBC's Danny Thomas and Bob Hope, and CBS's Frank Sinatra, plus two specials telecast in the 7-7:30 period by CBS (*Charlie Brown's Christmas* and *How the Grinch Stole Christmas*). NBC's two movie nights scored high as did CBS's Thursday night movie presentation. NBC and CBS dominated the top 20 list except for two ABC programs—*Bewitched* and *Lawrence Welk Show*.

TOP 20		
Rank	Program	Rating estimates
* 1	Bonanza (NBC)	34.7
† 2	Charlie Brown's Christmas (CBS) (S)	33.6

3	Danny Thomas (NBC) (S)	32.7
4	Frank Sinatra (CBS) (S)	29.4
5	Red Skelton (CBS)	27.5
† 6	How Grinch Stole Christmas (CBS) (S)	26.9
7	Walt Disney (NBC)	26.1
8	Andy Griffith (CBS)	25.8
9	Beverly Hillsbillies (CBS)	25.7
10	Tuesday Movie (NBC)	25.2
11	Lucy Show (CBS)	24.8
12	Bob Hope Show (NBC)	24.7
13	Jackie Gleason (CBS)	24.2
*14	Green Acres (CBS)	23.6
15	Bewitched (ABC)	23.5
16	Get Smart (NBC)	22.9
16	Lawrence Welk (ABC)	22.9
18	Andy Williams (NBC)	22.7
18	Dean Martin (NBC)	22.7
20	Saturday Movie (NBC)	22.4
*21	The Virginian (NBC)	22.3
*22	Thursday Movie (CBS)	22.2

*Telecast only one week of this report interval.

†Program was not shown in prime time. It was telecast 7-7:30 p.m. (S) Special

words which appeal more to adult approval than to child understanding." One exception is *Tottle*. WCAU-TV Philadelphia-produced, about a family of puppets who live in an underground

forest home and who present moral concepts with the sugar-coating of make-believe. In its four-year run the show has achieved a 10 rating and a 70% share of the audience.

Describing children's programs in terms of work and play, the foundation notes, "The contribution of television to children's lives could well be judged by the quality of play it produces."

How would you promote the classic documentary feature of World War II? WDCA-TV, **WASHINGTON, D.C.** will find it easy to promote the awards, the acclaim, the music, the full length theatrical feature—(first time on TV)

VICTORY AT SEA

MUSIC BY RICHARD RODGERS

one of the post '60

CINEMAGREAT FEATURES

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Super problems still harass Super Bowl

UNION FIGHT, BLACKOUT SUIT SOLUTIONS SOUGHT FOR

Officials of NBC and the National Association of Broadcast Employees and Technicians scheduled a second meeting with arbitrator Benjamin Roberts in New York on Saturday (Jan. 7) on the issue of technical and camera coverage of the Super Bowl game in Los Angeles Jan. 15.

NABET has taken the position that its technicians and cameramen should provide coverage of the game to NBC and has threatened to decline to take a feed from CBS, whose employees belong to the International Brotherhood of Electrical Workers. Pete Rozelle, commissioner of the National Football League-American Football League, has designated CBS as the sole originating network for coverage of the Super Bowl on CBS-TV and NBC-TV on the ground that the stadium can accommodate only one crew.

NBC called on Mr. Roberts to arbitrate the issue of whether or not NABET would be violating its contract if its members declined to take a feed of the Super Bowl telecast from CBS-TV. After the first meeting on Wednesday,

NBC-TV issued a statement that it was "hopeful" that a satisfactory settlement would be reached shortly.

The Other Problem — Commissioner Rozelle, in Southern California last week on a two-day visit from his New York headquarters, confirmed his original announcement that the joint telecast of the Super Bowl contest will be blacked out in the Los Angeles area. All questioners were told firmly that the ban on local telecast of the game between the National Football League champion Green Bay Packers and American Football League titlist Kansas City Chiefs would not be lifted. He claimed there was a federal precedent for blacking out the Los Angeles viewing area during the Jan. 15 game.

Mr. Rozelle went on to say that no NFL or AFL championship games have ever been carried by a television station in the locality where the games

were played. He primarily defended the blackout policy on the Super Bowl game on the grounds that it's being played mainly for the benefit of the players, with 70% of the receipts earmarked for them.

Suit Seeks Change — Meanwhile, a citizen's suit seeking home TV in the Los Angeles area for the game is still pending (BROADCASTING, Jan. 2). Mr. Rozelle last week gave a deposition explaining his reasons for the blackout. While he would not specifically tell what he said in the deposition, Mr. Rozelle did indicate that lifting of the local blackout would be unfair to fans who have purchased tickets. Lifting of the blackout would, he said, jeopardize the live gate and the players' guarantee.

Dan Reeves, the president of the Los Angeles Rams, also was ordered by a U. S. district judge to give testimony under oath to lawyers for the local stock broker who is seeking a federal injunction to stop CBS-TV and NBC-TV from blacking out the game. The NFL sought to prevent Mr. Reeves from giving his deposition but in denying the motion, the federal judge said that questions must be answered about contracts between the leagues, the television networks and the Los Angeles Coliseum Commission. The Super Bowl game, which is to be telecast throughout the rest of the nation, will be played in Los Angeles Memorial Coliseum. A hearing in the court case was scheduled in Los Angeles district court on Friday (Jan. 6).

Committee staffers prepare for action

House Commence Committee staff members have been gathering data on complaints on broadcast coverage of elections and public affairs to lay the groundwork for what may be another congressional excursion in this area.

Committee Chairman Harley O. Staggers (D-W. Va.) last month expressed interest in the field and asked the FCC to request all stations about which the commission received complaints on alleged fairness-doctrine and equal-time violations to save their records and letters on these charges (BROADCASTING, Dec. 12). Since then the staff has been gathering this material and other complaints from the FCC, members of Congress and citizens. It now has "a number," which one source described as "dozens," of such complaints.

As part of the mounting interest on the part of politicians in this area of broadcasting, Representative Staggers said the committee would "in due

Westin leaves CBS

Av Westin, CBS News executive producer of election coverage, was released from contract



Mr. Westin

last week to become executive director of the Ford Foundation's \$10-million TV laboratory (BROADCASTING, Jan. 2).

His first responsibility will be to organize and produce the laboratory's projected two-and-a-half-hour news and cultural show, to be seen Sunday nights on more than 100 non-commercial stations nationally.

Mr. Westin is succeeded by executive producer Samuel Zelman, who will handle the CBS News election unit's editorial responsibilities, and by Robert Wussler, special events producer, who will handle planning and logistics.

Mr. Westin last week described the separation as "amicable," and said he wanted to express his "gratitude to CBS for its encouragement in undertaking this challenging project."

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course . . . inquire into these matters." Included in such complaints would be the charge made by defeated Representative Harold D. Cooley (D-N. C.) who charged a station in his state with unfair practices.

The station, WRAL-TV Raleigh, N. C., in reply to Representative Cooley's charges to the FCC, later defended its conduct, and another comment by the defeated candidate was expected this week. Other complaints were circulated by House Speaker John W. McCormack (D-Mass.), Representative John Moss (D-Calif.) and others concerning individual stations in their states. Some have questioned the propriety of stations endorsing candidates.

Staff members last week could not certify what course the inquiry would take, but it was expected it would definitely be one of many subjects raised by committee members when the group is reconstituted in the coming session of Congress. To some extent the House study may duplicate the Senate Communications Subcommittee's inquiry into fairness-doctrine and Section 315 policies. That Senate unit will also probably delve into broadcasting of vote predictions. A member of the House Communications Subcommittee has also expressed interest in broadcast of election results before polls close, and

other House members are weighing legislation prohibiting vote predictions. This could lead to a thorough, top-to-bottom airing of stations' political and public affairs programming in both houses of Congress.

Sylvester resigns defense news post

Arthur Sylvester, who as assistant secretary of defense for public affairs bore the brunt of the crossfire in the front lines of the credibility gap, last week became the second top administration spokesman in less than a month to resign his post.



Mr. Sylvester

Mr. Sylvester's letter of resignation to President Johnson trailed by a few weeks the announcement of the departure of White House News Secretary Bill D. Moyers to take a newspaper job (BROADCASTING, Dec. 19,

1966).

Mr. Sylvester often found himself the man in the middle in controversies surrounding the declining confidence in official statements on the Vietnamese war. His separation, effective Feb. 3, two days after Mr. Moyers, also comes in the wake of a wave of doubt and criticism over the U. S. handling of the news about the bombing of Hanoi. While the Defense and State Departments walked an uncertain tightrope from denial to acknowledgment that the bombings were a possibility, independent news sources tended to contradict the official position.

Mr. Sylvester mentioned only a desire to return to personal business left unfinished when he joined the Kennedy administration six years ago. He was formerly chief Washington correspondent for the *Newark (N. J.) News*. He was praised by President Johnson, who pointed out that Mr. Sylvester had faced crises in Cuba, Berlin, the Dominican Republic and Southeast Asia during his tenure.

The President also said he would nominate Deputy Assistant Secretary Phil G. Goulding as Mr. Sylvester's successor. Mr. Goulding has been in his post since 1965 and formerly was with the *Cleveland Plain Dealer's* Washington bureau as defense correspondent.

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WTTG(TV) to liven up its afternoons

"We're tired of rolling over and playing dead in the daytime." That's the comment of Robert M.



Mr. Bennett

Bennett, vice president and general manager of WTTG (TV) Washington, the independent VHF in the nation's 10th largest television market.

Mr. Bennett intends to show that daytime television is alive and that an independent station isn't going to "just throw up its hands" in surrender to the network soap operas, game shows and reruns.

On Jan. 30, WTTG will begin a Monday-through-Friday strip, *Panorama*, from 12 noon to 3 p.m. It will be an "omnibus production for omnibus tastes" aimed at the homemakers, "both young and mature, and to the aware and involved re-

tired persons," he said.

The program, all in color, will open with a half-hour newscast at 12 noon. Interviews, features, and news—five minutes on the hour and the half-hour—will make up the bulk of the program. The idea, Mr. Bennett, said, is to create sort of an "expanded *Today* program, only more locally oriented."

One of the features of the program will be an invitation to viewers to comment, gripe or in general "sound off" about any subject via video tape. Once a week a mobile unit will visit a preannounced location to tape viewers' comments. These comments will be run the following week, some to be shown each day.

There are also plans to have doctors, psychiatrists and civic officials appear on *Panorama*. They may be questioned via mail or by the viewers through tape-delayed phone calls. The program will cover fashions "for you and not an 89-pound New York model," health, the arts, home decorating, budgets and other

areas, Mr. Bennett said.

One of the daily features, he noted, will be a report by Roland Evans and Robert Novak, syndicated political columnists.

The regular *Panorama* staff will be made up of a host—John Willis, formerly news anchorman for KHJ-TV Los Angeles—a hostess, Pat Collins, from the *Boston Record American's* newsroom and Maury Povich, WTTG's sportscaster.

Mr. Bennett went to WTTG from another Metromedia station, KTTV (TV) Los Angeles, last March. Under his aegis the station has added a 15-man news department and a half-hour news block at 10 p.m. Since he took over the station, staff size has increased from 93 to 130.

If *Panorama* clicks in Washington, and Mr. Bennett feels it should since "even if they don't want to watch us, we'll give them plenty to listen to," he thinks KTTV will follow suit "soon after" with a Los Angeles version. "A little later" he anticipates Metromedia's WNEW-TV New York following suit.

'Spurious' programing charged in license tiff

Washington Community Broadcasting Co., one of two companies that filed competing applications in August 1966 for the facilities of WOOK-AM-TV Washington, has asked the FCC to deny the stations' license renewal applications.

Washington Community told the commission last week that WOOK-AM-TV, currently owned and operated by Rich-

ard Eaton's United Broadcasting Co., are carrying "spurious" religious programing that is "patently contrary to the public interest." The stations carry Negro-oriented programing.

The other applicant for Mr. Eaton's facilities, Washington Civic Television Inc., is seeking permission to run only WOOK-TV whereas Washington Community wants to operate both the WOOK and WOOK-TV facilities (BROADCASTING, Sept. 5, 1966).

Washington Community also charged last week that Mr. Eaton was guilty of

false advertising because of "deceptive representatives of a fictitious price saving to those who buy the book which he offers for sale" on one of his programs.

Drew Pearson, newspaper columnist and radio-TV commentator, is vice president of Washington Community, which has a capitalization of \$1.6 million and 22 stockholders.

NBC-TV to show Picasso exhibit-sale

The largest Picasso exhibition in history, and the international auction of a work from the artist's private collection will be televised live in color via Early Bird satellite by NBC-TV on Sunday, Feb. 5 (6:30-7:30 p.m.).

The exhibition is a retrospective in Paris honoring Picasso at 85. It was assembled for the French government by Minister of Culture Andre Malraux. It comprises nearly 1,000 paintings, drawings, prints, sculptures and ceramics, including 100 works never before exhibited.

NBC-TV will also present a preview of exhibitions of Picasso works in the U. S. at the Dallas Museum of Fine Arts and the Fort Worth Art Center, assembled by author, critic and Picasso

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expert Douglas Cooper.

The auction will be held in New York, London and Dallas. Bidding in New York will be in NBC's studios, under the auspices of the Parke-Bernet Galleries. Sotheby & Co. will sponsor the London bidding. The work was donated by the artist. Proceeds will go to the Committee for the Restoration of Italian Art, established after the recent Italian floods.

Taft color series offered through 20th Century-Fox

A new five-a-week daytime strip in color, *Matches 'n Mates*, has been placed in syndication, it was announced last week by Taft Broadcasting Co., Cincinnati.

The program will start Jan. 16 on the seven Taft stations and four stations of Storer Broadcasting Co.

The new series was produced for Taft by Nicholson-Muir Productions Inc., New York, an independent TV production company working on a joint program project with Taft (BROADCASTING, Jan. 2).

With Art James as host, the program will pit two husband-and-wife teams against one another for daily prizes.

Lawrence H. Rogers II, president of Taft, also announced an agreement with 20th Century-Fox Television Inc. to act as sales agents and distributors in all U. S. markets.

Nicholson-Muir Productions, formed in January 1966, created *The Newlywed Game* (ABC) and *Communicate* (Canadian Broadcasting Corp.) and is under contract to produce three more programs for Taft.

TV series sales . . .

Bob Hope Features (Allied Artists TV): WTOL-TV Toledo and WICA-TV Ashtabula, both Ohio; WDBJ-TV Roanoke, Va.; WICU-TV Erie, Pa.; WHAS-TV Louisville, Ky.; WSIX-TV Nashville; WAII-TV Atlanta; WLWT-TV Cincinnati; WHEC-TV Rochester and WBEN-TV Buffalo, both New York.

Cavalcade of the 60's (Allied Artists): KABC-TV Los Angeles; WSPD-TV Toledo and WICA-TV Ashtabula, both Ohio; WREX-TV Rockford, Ill.; WDBJ-TV Roanoke, Va.; WKBG-TV Cambridge-Boston; WFLA-TV Tampa, Fla., and KUTV-TV Salt Lake City.

Murray the 'K' at Shea, Baby (RKO General Productions): WJW-TV Cleveland.

Bozo's Big Top (Larry Harmon Pictures): KCOP-TV Los Angeles; KATV-TV Little Rock, Ark., and KTHI-

TV Fargo-Grand Forks, N. D.

12 O'Clock High (20th Century-Fox): WPIX-TV New York; KCOP-TV Los Angeles; WIBF-TV Philadelphia; KPTV-TV Portland, Ore.; CKLW-TV Windsor, Ont.-Detroit; KTVT-TV Fort Worth-Dallas; WNEP-TV Scranton-Wilkes-Barre, Pa.; KVOS-TV Bellingham, Wash.; WTCN-TV Minneapolis-St. Paul; KTNT-TV Tacoma-Seattle, and KGMB-TV Honolulu.

McHale's Navy (MCA TV): KLPR-TV Oklahoma City; KZAZ-TV Nogales, Ariz.; KTHV-TV Little Rock, Ark.; WGAL-TV Lancaster, Pa.; WDEF-TV Chattanooga; WKBD-TV Detroit; WKBS-TV Burlington, N. J.-Philadelphia; KHQ-TV Spokane, Wash.; KREX-TV Grand Junction, Colo.; WAVE-TV Louisville and WKYT-TV Lexington, both Kentucky; KSL-TV Salt Lake City; KDAL-TV Duluth, Minn.; WNYS-TV Syracuse, and WROC-TV Rochester, both New York; WWTW-TV Cadillac, and WZZM-TV Grand Rapids, both Michigan; WTNV-TV Columbus, Ohio, and WSIX-TV Nashville.

M-Squad (MCA TV: KIVA-TV) Yuma, Ariz.; KGGM-TV Albuquerque, N. M., and KDKA-TV Pittsburgh.

Alfred Hitchcock Presents (MCA TV): KOIN-TV Portland, Ore.; WAAY-TV Huntsville, Ala., and WSPA-TV Spartanburg, S. C.

Leave It to Beaver (MCA TV): WBZ-TV Boston; WAEQ-TV Rhinelander, Wis., and WCPO-TV Cincinnati.

Tales of Wells Fargo (MCA TV): KOAT-TV Albuquerque, N. M., and WWTV-TV Cadillac, Mich.

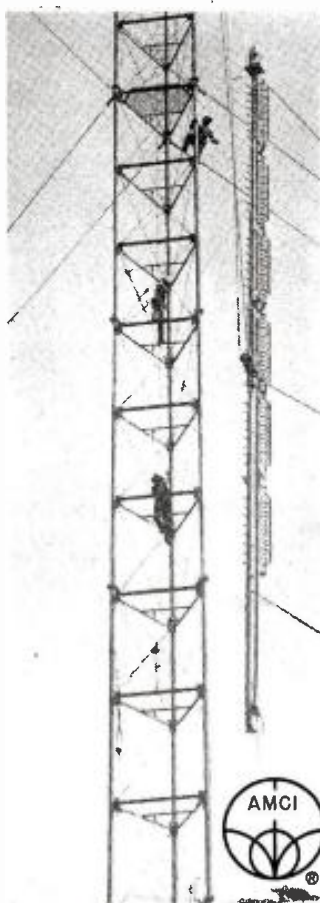
Checkmate (MCA TV): WHCT-TV Hartford, Conn., and WKBS-TV Burlington, N. J.-Philadelphia.

Thriller (MCA TV): WKBG-TV Cambridge-Boston, and WKBS-TV Burlington, N. J.-Philadelphia.

Mr. Ed (MCA TV): WBRE-TV Wilkes-Barre, Pa., and WSIX-TV Nashville.

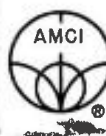
Arrest & Trial (MCA TV): WAEQ-TV Rhinelander, Wis.

The Story of Christmas (Seven Arts TV): WLYH-TV Lancaster-Lebanon, and WFBG-TV Altoona, both Pennsylvania; WSTV-TV Steubenville, and WIMA-TV Lima, both Ohio; WBNF-TV Binghamton, WWTW-TV Watertown, and WKTW-TV Utica, all New York; WCEE-TV Freeport-Rockford, Ill.; KLAS-TV Las Vegas; WHNT-TV Huntsville, Ala.; WSVA-TV Harrisonburg, Va.; WBAL-TV Baltimore; WJKS-TV Jacksonville, Fla., and WGTW-TV Athens, Ga., noncommercial.



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A tempest in Watts over NBC production

A bunch of bright-eyed, curious Negro boys hang on a fence that has more gaps than slats to watch the Hollywood "boys" at work. The cast and crew prepares for the next scene in a mustard-colored, scrubby, garbage-strewn patch of ground that serves as a back yard. Overhead a tangle of power lines is resting place for a long, thin line of nodding blackbirds. A Southern Pacific freight train chugs and whistles its way down a row of rusty tracks nearby.

A cameraman, used to working vinyl floor shows such as *Andy Williams*, zeros in on a ramshackle wood-framed house set less than a mile from where a four-day civil rights revolt blazed two summers ago.

This is the Watts section of Los Angeles. The crew at work is from NBC-TV. It is taping, in documentary style, a dramatic show to be shown as the first program in a new experimental series. Still more

than a month away from its Feb. 19 premiere, the drama, called "Losers Weepers," already has made the civil rights cauldron boil. It almost never came to pass.

Written by a Negro and reported to be an understanding look at the Negro's plight in this country, the show has run into unexpected opposition from the people whose cause it purports to champion. The middle-class community in Watts did all that it could to stop the production. Negro newspapers wrote editorials about it. Negro politicians denounced it.

Possibly it could be chalked up to the inherent hazards of working on location. According to Stuart Schulberg, producer of the show, there probably wouldn't have been any fuss if the taping had been done in a studio. But Mr. Schulberg wanted his production to have reality. Maybe that's where the trouble began.

The show itself sprang out of *NBC Experiment in Television* (formerly called *Spectrum: Experiments in Television*), a series of 10 programs designed to explore new theatrical expressions. The series was first announced by NBC President Julian Goodman in a commencement address to the graduating class of Western Kentucky University (BROADCASTING, Aug. 8, 1966). Subsequently "Losers Weepers," an original play by Harry E. Dolan, was set as the first program in the new hour Sunday series (3:30-4:30 p.m.).



A scene from NBC-TV's 'Losers Weepers'

Program notes . . .

Desilu distributes ■ Two country-and western half-hours, *The Porter Wagoner* and *The Wilburn Brothers* series, have been picked up by Desilu Sales Inc., Hollywood, for distribution in this country and abroad. The deal was made with Show Biz Inc., Nashville, producer of the series, which features stars of the *Grand Ole Opry*. Both are produced and will be distributed on color video tape.

Company expansion ■ Bob Banner Associates, which produces *Candid Camera* for CBS-TV, in addition to several specials for that network and NBC-TV, has opened new West Coast headquarters to allow for expansion of operations. Julio di Benedetto will be vice president in charge of the West Coast office, with Tom Egan assisting. Both

executives moved over from Banner's New York office. West Coast operations will be at 132 South Rodeo Drive, Beverly Hills, Calif.

Royalty in special ■ Wolper Productions, which in recent weeks filmed two specials with Sophia Loren and 12 with oceanographer Captain Jacques-Yves Cousteau, last week added royalty to its coming production schedule. Prince Ranier and Princess Grace (Kelly) were signed to be host for an hour musical tour of Monaco next fall on ABC-TV. The special, to be filmed in May, is expected to feature about a dozen international personalities, including Captain Cousteau. Wolper Productions is a Metromedia-owned company.

Public affairs series ■ National Educational Television has produced a six-week half-hour series, *Men of the*

Senate, that examines the role of the United States Senate and the philosophies and opinions of its various members through conversations and interviews. The opening segment is an interview with Senator Thomas Kuchel (R-Calif.), Senate minority whip. Senators Robert Kennedy (D-N.Y.) and John Tower (R-Tex.) are among those scheduled to appear on coming programs.

Singer carries on ■ *Singer Presents Herb Alpert and the Tijuana Brass*, will be seen Friday, April 24 (9-10 p.m. EST) on CBS-TV. This program is the second in a series of specials sponsored by the Singer Co., New York.

Dozen buy fight ■ Madison Square Garden-RKO General Sports Presentations, division of RKO Pictures Co., New York, reports its world middleweight title fight between champion Emile Griffith and challenger Joey

The 36-year-old Mr. Dolan is a member of the writing workshop author Budd Schulberg organized for young Negroes in Watts. Last August, on the first anniversary of the Watts riots, NBC-TV presented a special hour program about the Watts writers. Mr. Dolan appeared on that program, which was produced by Budd Schulberg's brother, Stuart.

Mr. Dolan, who had been writing stories for 10 years but rarely sold anything before the Schulberg workshop found him, submitted a script to Stuart Schulberg and it was accepted for the new experimental series. (He then sold a comedy script to NBC-TV's *The Hero* series, but the program was cancelled before Mr. Dolan's work could be produced.)

Mr. Schulberg, convinced that only tape and location shooting could give the story its justified hard, true look, scouted the Watts area for days before he found a condemned house that lived up to his conception. He rented it for a month, paying \$100 to the local real-estate company that had title to the property. He did very little to change the appearance of the location. It was supposed to be a poverty-stricken Negro family's home anywhere.

"It's Watts all over," explains playwright Dolan. This is what he and Mr. Schulberg told anyone that would listen. But the Watts community—especially the middle class element—would not hear of it. They picketed, petitioned, editorialized and

threatened. Committees were formed. Letters were sent. Rumors spread. One story had it that the NBC-TV production team was going to let loose a cage of rats in the neighborhood to depict one particularly graphic scene in the story. But no such scene appears in the script.

Essentially the Negro community feels that the NBC-TV production will wrongfully convey the impression that all of Watts is a slum and a hellish place to live, while actually much of the area is neatly residential. Comments producer Schulberg: "No mention is made of Watts in the script. The story is universal. It's just that we found it convenient to shoot it in Watts."

"Losers Weepers" has a cast of 10, all but one Negro. Mr. Dolan plays a small part in the show.

As of this writing the program has not found any commercial sponsors. Thomas A. McAvity, NBC-TV program executive in charge of the experimental project, reports that he does not anticipate any station clearance problems. "I don't think we'll have any problems at all," he says. "We aren't expecting anyone to say they won't take it."

Mr. McAvity says that the cost of the production hasn't been totaled out yet, but that he does not expect it to be excessive. "I'd say that it will probably run just about what it would have if we had done it at a studio," he adds. "By the time we had built the sets and everything else we're having in Watts I think the cost would be just about equal."

Archer on Jan. 23 will be syndicated to TV stations in 10 nations: France, Argentina, Mexico, Greece, Panama, Venezuela, Netherlands Antilles, Singapore, Surinam and Zambia, as well as to Puerto Rico and the Virgin Islands.

Gardening fun ■ "The Gardening Game," a 22-minute film is being presented by the True Temper Co., manufacturer of garden and lawn care tools. It is available for free loan to TV stations through Association Films, New York.

From radio to consulting ■ Larry Mitchell, previous KYA San Francisco program director, and Jack Hayes, KCBQ San Diego air personality, have announced plans to form a programing-consulting firm called Conform Ltd. (Contemporary Formats). Their offices will be in San Francisco, (suite 700, 1255 Post Street) and San Diego (3760

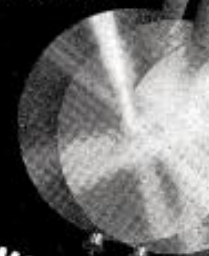
Midway Drive).

Lane on radio ■ Attorney Mark Lane, author of "Rush to Judgment," a criticism of the Warren Commission report on President Kennedy's assassination, will make a five-minute daily radio series on the subject to be syndicated by Ted White Productions, Old Westbury, N. Y. It is planned as a 39-week series to begin Feb. 6.

Saucer Series ■ RadiOzark Enterprises Inc., Springfield, Mo., is syndicating a series of five-minute programs, *Flying Saucers . . . Serious Business*, featuring author-commentator Frank Edwards discussing documented material from his latest book of the same name. The radio series will be presented as a partner to Mr. Edwards's program *Strangest of All*.

TV first ■ "Goldsinger," a spy spoof

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King stations criticize U.S. policy in Vietnam

In the week before Christmas, Stimson Bullitt, president of King Broadcasting Co., went on the air in Seattle, Spokane, Wash., and Portland, Ore., with an editorial.

In most cases there would be nothing unusual in such a move. But Mr. Bullitt had never handled the on-air editorials for his stations before.

And the message he delivered over a three-day period was in opposition to the U.S. policy in Vietnam. It is believed to be the first case of a broadcaster editorially opposing U.S. actions in Southeast Asia.

The five-minute editorials were carried five times over a three-day period on KING-AM-FM-TV Seattle, KREM-AM-FM-TV Spokane and KGW-AM-TV Portland.

Mr. Bullitt said last week that the editorials had generated quite a bit



Mr. Bullitt

of mail and telephone response, most of it supporting his stand. He said the KING stations received about 750 phone calls running two to one for the editorial, and about 350 letters and cards, that ran about six to one in support of the editorial. He noted there was also "substantial reaction" in Portland and Spokane.

Mr. Bullitt felt the audience response indicated "strong opinions" on U.S. Asian policy and that "quite a few" of the writers noted they had never before written in reaction to a broadcast.

The editorial was reprinted by several small papers in the Pacific Northwest, he said, noting that a finance company had paid to have the editorial run in an ad in a Yakima, Wash., paper.

He said he has had no comment, either supporting or attacking, from government officials.

The editorial also marked the first time that all the King Broadcasting outlets had carried a common editorial. Ordinarily, Mr. Bullitt said, they editorialize—for much less than five minutes—on local or state issues.

He said he sets the editorials for the stations, although he had never handled one on the air before. Some editorials have been aired by stations managers or nonnews personnel or just by a booth announcer, he added.

"I have never gone before the cameras before and probably won't again," he said. "But this was such a controversial issue that I didn't feel it would be fair to ask anyone else to do it."

The editorial, Mr. Bullitt pointed out, was prompted by the lack of network news coverage of critics of U.S. policy in Vietnam. He also objected to what he said was the networks' apparent emphasis on Vietnam critics who look like beatniks. They give a distorted picture of the criticism, he felt.

Since Mr. Bullitt's pre-Christmas editorials, the King Broadcasting stations have carried an editorial statement by Senator George McGovern (D-S. D.), who proposed that the holiday truces be extended indefinitely. Mr. Bullitt said he is planning "two or three" more editorial approaches by others, who oppose the Vietnam war.

originally produced to be released theatrically first, will instead make its debut as a television feature on KHJ-TV Los Angeles. The Technicolor production, released through International Television Corp., will play this week, beginning Jan. 9, on the TV station's *Million \$ Movie* program. The movie was made in Italy and dubbed into English in New York.

Immigrants ■ NBC-TV will present an hour-long color special, *The Island*

Called Ellis, Friday, Jan. 13 (10-11 p.m. EST). The show uses new color footage recently shot by "Project 20" on the now-deserted Ellis island, along with historical stills and film specially tinted to sustain the color effect. Jose Ferrer will be host for the show.

College hockey ■ WSBK-TV Boston has formed a five-station regional New England hockey network for an Eastern Collegiate Athletic Conference "hockey game of the week" from Jan. 7 to March 4 3:30-5:30 p.m.

EST. The nine-week schedule is being originated by WSBK-TV and fed live to WPRO-TV Providence, R. I.; WHCT(TV) Hartford, Conn. (subscription station licensed by RKO General Phonovision); WGAN-TV Portland and WEMT (TV) Bangor, both Maine.

Joint venture ■ Roberto Rossellini will produce an hour-long documentary about the island of Sicily for NBC News. Vice President Donald V. Meaney described the show as a joint venture by Mr. Rossellini and the news organization. Tentatively titled *The Sicily of Roberto Rossellini*, the show is scheduled for early in the 1967-68 season.

New talk ■ KGW Portland, Ore., has started a telephone talk program designed for young people. Titled *Under 21*, the nightly 90-minute series gives participants the chance to discuss any subject of general interest. No one who is 21 years old or older is permitted to participate.

New bureau ■ KRON-TV San Francisco is opening a full-time news bureau in Sacramento. A reporter and a cameraman will staff the news office in the state capital.

Announcing ■ Announcer for the new late-night ABC-TV *Joey Bishop Show*

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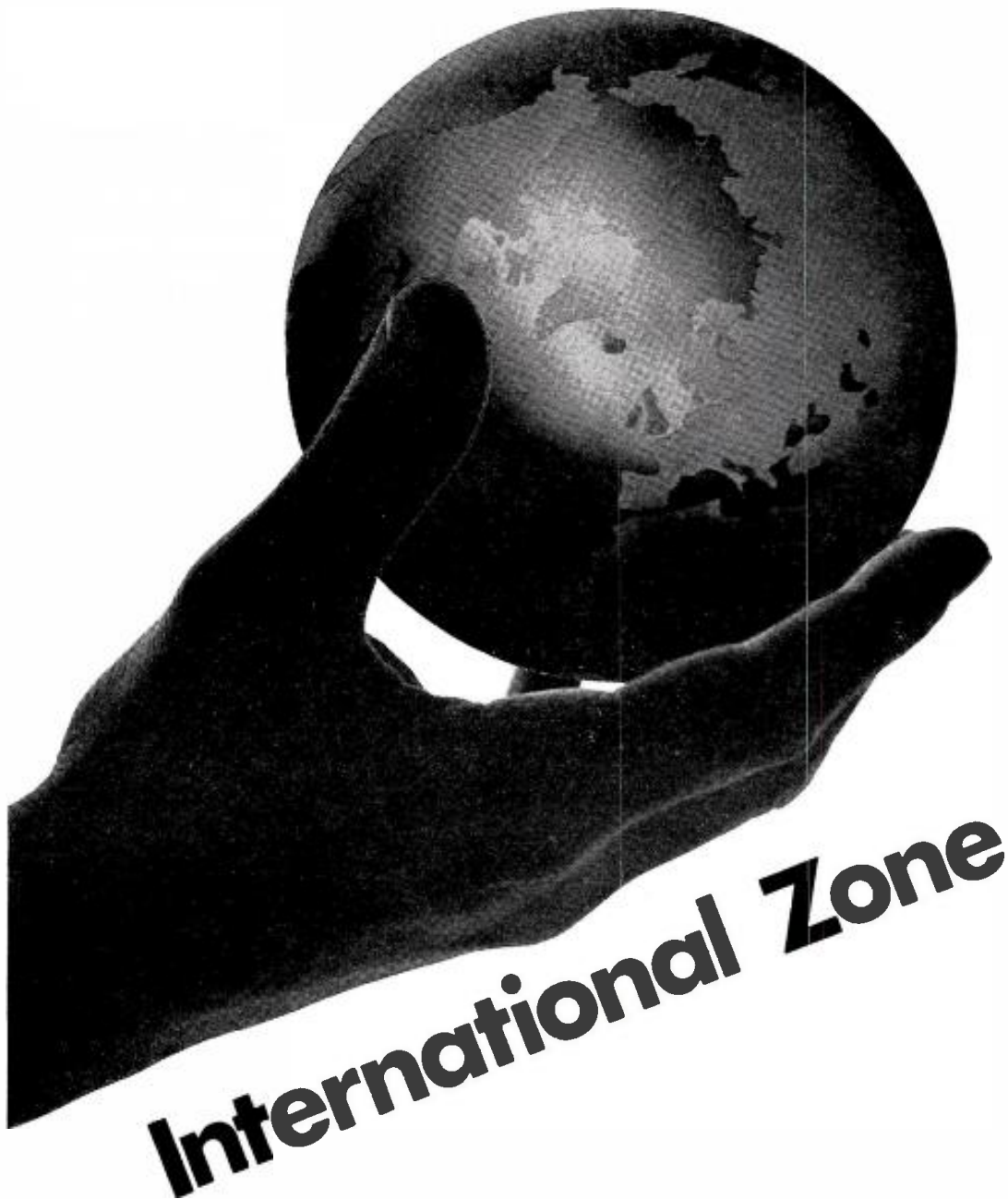
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TV stations can secure the "International Zone" series, retain prints for repeat showings and arrange for official correspondent accreditation at UN Headquarters on inquiry to:

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U.S. Broadcasters' Committee
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or

Mr. Michael Hayward, Chief UN Television
Room 837, United Nations, New York

that starts in April will be Regis Philbin. Originating in Hollywood, the 90-minute show will be seen five nights a week.

Storer interviews H H H ■ Storer Broadcasting Company's seven radio stations broadcast on Jan. 1 Linton Wells' interview with Vice President Hubert H. Humphrey on their weekly *Report to the People*. The Vice President spoke of the past year's national and international problems and progressions, as well as the concerns of the new year.

Another assassination ■ A two-hour historical and dramatic film special on the events leading up to, and the death of Leon Trotsky, including material from previously unreported eyewitnesses to the murder, is in production and close to network and sponsor sale by Cordell Productions Inc., New York. Producer is Jerry Stagg.

More Buckley ■ RKO General Productions will produce a third 13-program series of the taped *Firing Line with William F. Buckley Jr.*, has orders from 19 TV stations in the U. S., and expects to announce additional sales soon.

New film rep ■ Teledynamics Corp., which distributes seven travel-adventure programs produced by Bill Burrud Productions, has appointed TV Cinema Sales Corp., Beverly Hills, Calif., as its sales representative in 16 western states to distribute more than 450 of Burrud's half-hour tape and film color programs. TV Cinema Sales, formed eight months ago, also distributes in the West more than 100 feature films for Golden Arrow Films and Parkside Productions, as well as the *Branded* and *Addams Family* off-network series, and *Country Music Caravan* for Colorvision International.

Daytime project ■ Producer William Dozier, whose Greenway Productions

produces *Batman* and *Green Hornet* in association with 20th Century-Fox TV, is moving into daytime programming. He has formed Greentree Productions, a separate organization, also associated with Fox, to turn out a pilot for a projected soap opera for NBC-TV. Plans call for the series, *Brookfield*, to be a daytime strip.

Outdoor distributor ■ North American Television Sales, Hollywood-based TV film distributor, has acquired exclusive worldwide rights to the *Outdoor Sportsman*, half-hour color series. Richard Dinsmore, president of NATVS, announced that the 52 episodes in the series, produced by Sports Films Inc., will go into syndication early in 1967. Reportedly the series already has been sold to stations in Philadelphia, San Diego, Seattle, Honolulu, Amarillo, Norfolk, Indianapolis and Portland, Ore.

A campaign for balance

Church of Christ office to try to counter radio-TV programs of 'hate' groups

A nationwide effort to force "balanced" programming by radio and TV stations currently broadcasting "extremist propaganda" to the exclusion of other viewpoints was announced last week by the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, New York. The office has received grants totaling \$85,000 from the Field Foun-

dation and an anonymous donor.

Dr. Parker and his staff of 14, and a sociologist, his assistant and clerical workers will process complaints from responsible community leaders and organizations in an initial two-year effort.

As Dr. Parker described it, an action against a station would be carried out at three levels.

■ A "listening" to the station by local citizens and staff members would be organized by the office to ascertain alleged violations of the FCC's fairness doctrine. Dr. Parker said the office is presently listening to "more than 20 stations," mostly in the South.

Still at the local level, when violations are ascertained, the office would organize members of the community to visit the station and make their opinions known.

■ If the station refuses to cooperate, the office organizes a "monitoring" and logging of the station, preparatory to filing an evidentiary petition to the FCC regarding the station's license renewal. In 1964, the office petitioned against renewal of the license of WLBT(TV) Jackson, Miss., on the grounds that it discriminated against Negroes in its broadcasts.

■ If the commission does not comply with the petition, the office will carry its action into the courts, as it did in the case of WLBT. A U. S. circuit court reversed the commission's renewal of WLBT's license, and ordered a full-scale hearing of the charges. The station is currently operating on a temporary license (BROADCASTING, Jan. 2).

Dr. Parker emphasized the office's goal of "balanced" programming. "If a station carried a half-hour hate show five days a week, that alone would not justify action" he said. "Only if the same station excluded opposing opinions over a period of several years would we act."

At the same time, Dr. Parker announced the syndication, beginning in early March, of a five-minute, five-days-a-week radio show, *Extremism—1967*, featuring former FBI agent Milton Elserin. The show will be available free to stations through local branches of the National Council of Churches or directly from the office. Dr. Parker said 118 stations have already taken the show.

"*Extremism—1967* shows how extremist groups operate within a community and the kind of things they're after," Dr. Parker said.

Newsman to prepare riot-coverage rules

Television and radio newsmen in the San Francisco area have set up a committee of newsmen to draw up guidelines for coverage in the eventuality of

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riots. The committee, headed by KOGO-TV newsroom manager Dave McLean will draw up procedures to be followed by all broadcast journalists if riots break out anytime in the future.

Among the suggestions expected to be offered will be such policies as clearing with police all movement within a riot area, avoiding the word "riot" on the air until used by law enforcement officials themselves, minimizing use of photo lights and assignment of four men to a reporting squad to minimize the chance of newsmen from becoming the cause and the object of additional disorder.

Following completion of its draft report the guidelines committee will submit recommendations to the full membership of the San Francisco Radio-TV News Directors Association for ap-

proval, and then refer them to the city's police department for concurrence.

Networks, AFTRA reopen negotiations

The American Federation of Television and Radio Artists submitted to the TV-radio networks last week a series of new proposals aimed at granting newsmen a higher base pay than had been agreed upon by negotiators last November (BROADCASTING, Nov. 28, 1966).

The union reopened talks with the networks after its newsmen members turned down the tentative agreement that had been reached last Nov. 20

by the networks and AFTRA negotiators. Newsmen objected to the \$300 minimum weekly pay and to the absence of a 40-hour work week guarantee in the clause, it was reported (CLOSED CIRCUIT, Dec. 28, 1966).

Neither union nor network officials would discuss the new demands by AFTRA, but it was assumed that AFTRA is seeking a weekly minimum for network newsmen substantially in excess of \$300, as well as a 40-hour week. The proposed contract did not specify the number of hours a week that newsmen may be asked to work.

Management sources said they would study the latest AFTRA proposals and would meet with union representatives in New York on Thursday (Jan. 12). The companies involved in the contract talks are ABC, CBS, Mutual and NBC.

FANFARE

Drumbeats . . .

A station campaigns for its listeners ■ R. Peter Strauss, president of WMCA New York and of the Strauss Broadcasting Group, has campaigned successfully in New York state for a new law that protects tenants from slumlords. The "WMCA Law" is being explained in a free pamphlet issued by the station in English and in Spanish. Copies may be obtained by writing to WMCA: Call for Action, 415 Madison Avenue, New York.

Radio wants viewers ■ Television viewers listen to radio too, so WGN Chicago is running four-color full-page back-cover ads each week in *Television Week*, the viewing guide published by the *Chicago Tribune*. "We feel this is a very shrewd media move for radio," Charles Gates, WGN vice president and station manager, said last week, "because the people we want to reach are in a mood to be entertained when they refer to this publication." Foote, Cone & Belding is preparing the campaign

for WGN, said by the station to cost in excess of \$100,000.

Weather watch ■ WOOD-TV Grand Rapids, Mich., a Time-Life station, has offered its listeners a free WOOD Weather Driving Guide that contains information on winter driving rules, driving safety, and winterizing suggestions for automobiles. Over 5,000 guides have been distributed to drivers' education classes, local industries, city employees, and other WOOD listeners.

Shoe swap ■ Kvoa Tulsa, Okla., announcer Don Cummins recently turned an abandoned child's tennis shoe into a windfall for mentally retarded children. During a two week bargaining session, Mr. Cummins swapped the shoe for other objects offered by his listeners. The end result: 500 gallons of gasoline, a station wagon, and numerous items that he donated to Hissom Memorial Center for Mentally Retarded Children in Tulsa. Kvoa officials indicate that the swap project may become an annual affair.

S. F. stations campaign for jobs for the poor

The new year is bringing more jobs for minorities in the San Francisco area. At least that's what 13 radio stations and five television stations in the market are hoping. For some part of their broadcast day, during a 45-day period, they are broadcasting public-service spots urging San Francisco employers to provide jobs for the underprivileged.

The announcements have been created jointly by the stations through Cancilla, Wren & Knapp Inc., the volunteer advertising agency for the campaign. Job

orders will be called in by employers to a special telephone center established by the city or to any California state employment service office.

Don Curran, vice president and general manager of KGO San Francisco, headed the committee of broadcasters. They banded together at the request of San Francisco Mayor John F. Shelley.



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BROADCASTING, January 9, 1967

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Application freeze ends for Montreal, Toronto

The Board of Broadcast Governors has announced that applications for new television stations in the lucrative Montreal and Toronto markets will be considered at a public hearing June 20.

Previously the BBG had placed a ban on third-city stations because of eventual competition with existing CBC stations. A bid by CKVR-TV Barrie, Ont., to move its transmitter site within 20 miles of metropolitan Toronto last month apparently prodded the BBG into lifting the ban.

The BBG also announced that applications for the new television stations

would be accepted for either the VHF or UHF bands, but all applications must first be cleared on technical grounds by the transport department before being passed on to the board.

CBS-TV sets up Latin distribution arm

CBS-TV completed the organization of program distribution facilities on a worldwide basis last week with the opening of CBS Latino Americana Inc., with headquarters at 100 Biscayne Boulevard, Miami. It will handle sales in Spanish-speaking Central and South America.

Benigno Nosti, a Cuban-exile film



Mr. Nosti

producer and syndicator, was named vice president and general manager. Other CBS international outlets are: CBS Films do Brasil Ltda.; CBS Films Canada Ltd.; CBS Europe (SA) for Europe, the Middle East, Africa, and Eastern Europe; CBS Ltd., for the United Kingdom, Ireland and Iceland; and CBS Films Pty. Ltd., for Australia, New Zealand, Southeast Asia and India; and CBS Japan Inc.

FATES & FORTUNES

BROADCAST ADVERTISING

Ross K. Hoy and Stanley Koenig, account supervisors, Leo Burnett Co., Chicago, named VP's. Al Wiggins, VP and account supervisor in Chicago, transferred to London to become director of Leo Burnett Co. Ltd. and marketing director there.

Willard R. Wirth Jr. named management supervisor of Clairol account at Foote, Cone & Belding, New York, succeeding Frank K. Mayers, who joins Clairol Inc. there as executive VP. Donn C. Dolan, account supervisor at FC&B, New York, will assume senior administrative responsibilities for Clairol account previously held by Mr. Wirth.

Jerome Altman and George Levine, account supervisors at Needham, Harper & Steers, New York, elected VP's.

Ray M. Stanfield, VP and general manager of KMBC Kansas City, Mo., named VP and director of sales for KLAC Los Angeles. Both are Metro-media outlets.

Dale A. Smith, national sales manager of WSB-TV Atlanta, named general sales manager.

William Cartwright, with Edward Petry & Co., Detroit, appointed general manager of Detroit office. Lyle Poag, radio sales executive in Detroit office of Petry, named radio sales manager. Gene Moss, sales promotion manager of CBS Films, New York, joins radio division of Petry there as manager of radio sales promotion. Thomas Beauvais, radio and television buyer at D. P. Brother & Co., Detroit, joins radio sales staff of Petry, that city.

Bill Mitchell, copy chief at Tracy-Locke Co., Dallas, elected VP and

copy director. Bill Neale, executive art director, elected VP-art. Jack Taylor, director of research and media planning, elected VP-media and research.

Thomas A. Fitzpatrick, account executive of Conklin, Labs & Bebee, Syracuse, N. Y., named VP.

Comer Jennings, account supervisor in Atlanta; John Ayers, account supervisor in Cleveland; Eugene Young, associate creative director in Cleveland; and Paul Piret, account executive in New York, all with The Marschalk Co., named VP's. Martin Beilinson, account research supervisor at J. M. Mathes Inc., New York, joins Marschalk there as associate research director.

William L. Viands Jr. named general sales manager and Herbert R. Hirsch appointed local sales manager at WIOD-AM-FM Miami. William Izzard, account executive and assistant sales manager at WKCT-TV Miami, named account executive for WIOD-AM-FM.

Richard E. Kane, corporate personnel manager for Interpublic Inc., New York, joins Doyle Dane Bernbach there as personnel director.

E. Holly Smith, personnel director, and Warren C. Krey, traffic manager



Miss Smith



Mr. Krey

and graphic-and-TV art coordinator, with Dancer-Fitzgerald-Sample, New York, named VP's.

Dave Maxwell, with KERO-TV Bakersfield, Calif., appointed national sales manager.

Douglas L. Vernier named director of advertising and sales promotion for WJBK Detroit. Warren Fischer, account executive at WAMM Flint, Mich., and Fred Park, sales representative for Gestetner Corp., appointed account executives for WJBK.

Pat V. Lattanzi, with Avco Broadcasting and subsidiary Broadcast Communications Group for seven years as account executive, named manager, television sales, for BCG, New York. David F. Strubbe, sales manager for Avco's WLWD-TV Dayton, Ohio, named account executive for BCG, New York. Donald Meineke, account executive at WLWD, succeeds Mr. Strubbe.

Robert L. Simmons, office manager, Television Advertising Representatives, Los Angeles, joins TVAR's New York staff. James L. Miller, account executive, New York, succeeds Mr. Simmons as manager of Los Angeles office. J. Patrick Lannan Jr., special representative, special projects department, named account executive in New York office.

John McElfresh, former general manager, ABC Spot Sales, Chicago, appointed to newly created position of Corinthian division eastern sales manager, H-R Television, New York. Frank Elliott, director of sales, Overmyer Communications Co., also New York, joins sales staff at H-R, that city.

Peter Rauch, with advertising and promotion department of CBS Television Stations Division, New York, named associate art director.

Leon Sturman, marketing research

analyst for Union Oil Company of California, appointed marketing research director for Anderson-McConnell Advertising Agency, Los Angeles.

Jerry Walters, account executive at Norman, Craig & Kummel, New York, joins Cole, Fischer & Rogow Inc. there as senior account executive and marketing director.

Donald A. Marton, previously international advertising manager for McCulloch Corp., Los Angeles, appointed advertising/sales promotion manager for A&W Root Beer Co., Santa Monica, Calif.

Donald R. Martin, with D'Arcy Advertising Co., St. Louis, appointed media manager in grocery products division, Ralston Purina Co., that city.

Johnny Bell, formerly with WOH Miami and KYW Cleveland (now WKYC), named account executive for WFUN South Miami, Fla.

Charles J. Rogers, account executive for Paul H. Raymer Co., New York, joins radio sales staff of The Katz Agency, that city.

Wayne J. Hilinski, with Foote, Cone & Belding, joins Needham, Harper & Steers, Chicago, as copy writer.

Don Amant, art director with Columbia Pictures art department, named associate production manager and production designer for EUE/Screen Gems, West Coast.

MEDIA

William J. Lamb, VP of business affairs for noncommercial WNDT(TV) Newark, N. J.-New York, elected senior VP. Mr. Lamb will be responsible for operations, program administration, labor, network relationships and business affairs.



Mr. Kempff

Ron Kempff, general manager of WCOG Greensboro, N. C., elected VP of parent Thoms Broadcasting Companies Inc.



Mr. Witz

John H. Pace, VP and general manager of WOL-AM-FM Washington, elected executive VP and general manager.

Lew M. Witz, previously Midwest television sales manager for RKO General Broadcasting in Chicago, named general manager of WMCA New York, effective Jan. 15. Mr. Witz had served also as account executive with WKBK-TV Chicago and with Westinghouse Broadcasting Co. as Midwest radio sales manager, and had been with WINS New York and WIND Chicago. He

fills vacancy left by resignation of Herbert J. Mendelsohn (BROADCASTING, Oct. 24, 1966).

Kenneth G. Bartlett, president of noncommercial WCNY-TV Syracuse, N. Y., resigns because of his new responsibilities as assemblyman in New York state.

Lt. Colonel Robert Cranston, officer in charge of Armed Forces Radio and Television Service, Hollywood, promoted to full colonel.

PROGRAMING



Mr. Nolan

Los Angeles (BROADCASTING, Jan. 2).

Paul R. Picard, director of daytime programming, West Coast, named to newly created post of director of live programming for ABC-TV Hollywood.

James R. West, national sales manager of Pams Inc., Dallas, elected VP-sales.

Julio Di Benedetto, VP for East Coast activities for Bob Banner Associates, switches to VP for West Coast activities.

Sam C. Gale, Jr. named VP-sales of Capital Film Laboratories, Washington.

Jay Wolf, with staff of Artists Agency Corp., New York, named VP, equity division, General Artists Corp., same city.

Robert West, production manager of Wyse Advertising, Cleveland, named program director of WERE, that city.

Dick Smith, with WORC Worcester, Mass., named program director of WCOP-AM-FM Boston.

Wendell L. Williams, program director for WDAD Indiana, Pa., appointed program director of KQV-FM Pittsburgh.

Kent Slocum, production manager of WSPD Toledo, Ohio, named program manager.

Les A. Krames, of KRON-TV San Francisco art department, appointed art director.

William C. Ross, program manager of WAVY Portsmouth, Va., joins WJAS Pittsburgh.

Mel Brandt elected president of New York local of American Federation of Television and Radio Artists for one-year term. Others elected: **Ken Roberts**, first VP; **Leon Janney**, second VP; **Jackson Beck**, third VP; **Ray**

Heatherton, fourth VP, and **Elizabeth Morgan**, fifth VP. **Travis Johnson** re-elected treasurer. **Martha Greenhouse** elected recording secretary.

NEWS

Lee Polk, executive producer of public affairs and news at noncommercial WNDT(TV) Newark, N. J.-New York, named director of public affairs and news.

Anne Morrissey, associate producer for special events unit of ABC News, assigned to Vietnam for six-week tour to produce expanded film reports for ABC-TV's *Peter Jennings with the News*.

Len Talbot, formerly with KHAI Honolulu and WJAB Westbrook, Me., named news director of WORC Worcester, Mass.

John Littlejohn, with WTUF Mobile, Ala., appointed news director.

Bill Greenwood, with WWDC Washington, appointed manager of Sims News Bureau, that city. His reports will be used by radio stations in Florida, South Carolina and Georgia.

Warren Olney III, reporter for McClatchy Broadcasting Co., named to head new Sacramento news bureau for KRON-TV San Francisco.

John R. Harter, reporter-broadcaster with WWDC Washington, named cam-

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eraman-reporter for Washington news bureau of Evening Star Broadcasting Co. Evening Star stations are WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; and WCIV-TV Charleston, S. C.

FANFARE

Joyce Wilson, executive director of Miss Teenage America Pageant, Dallas, resigns to become VP of Joe Wolhandler Associates, New York.

Dianne Woodside named promotion director of WSPA-TV Spartanburg, S. C.

Edward H. Hoffman, account executive at Salvage & Lee Inc., Chicago, appointed managing director.

Joseph Poster, news director of WLKW Providence, R. I., appointed PR account executive of Creamer, Trowbridge & Case, that city.

James R. Smith, PR director of noncommercial WCET-TV Cincinnati, resigns to become officer at Marine Corps Schools of Virginia, Quantico, Va.

Peter W. Devereaux, VP and general sales manager of Sound Incorporated, appointed promotion manager of WMT-TV Cedar Rapids-Waterloo, Iowa.

Vivian M. Hunt, PR writer with D.C. recreation department in Washington,

joins WMAL-TV there as publicity and audience promotion writer.

ALLIED FIELDS

Jack J. Honomichl, VP and sales manager, Market Research Corp. of America, New York, named VP and assistant to president, Audits & Surveys, same city.

Marianna Woodson Cobb, in radio consulting engineering field since 1945, joins Silliman, Moffet and Kowalski, Washington, as consulting engineer.

Gordon C. Coffman, attorney with National Association of Broadcasters, joins law firm of McMillan, Cannon & Andreasen, Salt Lake City.

Paul C. Holter, formerly western sales manager of NBC Radio, and with KCBS San Francisco and Avery-Knodel Inc., named executive VP of Drake Publications, San Francisco.

Orrin Melton, manager of KSOO Sioux Falls, S. D., appointed by Secretary of Army Stanley R. Resor, to serve as his civilian aide for state of South Dakota.

INTERNATIONAL

Edward Hidalgo resigns as special assistant to secretary of navy to become member of Cahill, Gordon, Sonnett, Reindel & Ohl and resident partner in firm's Paris office.

Don Blauweiss, art director at Doyle Dane Bernbach, New York, appointed head art director of sales promotion department of Doyle Dane Bernbach GmbH, Dusseldorf, Germany.

EQUIPMENT & ENGINEERING

A. W. Power, salesman for RCA broadcast equipment in Chicago, appointed manager, eastern professional television and systems sales, for RCA broadcast and communications products division at Camden, N. J. **F. H. Stelter Jr.**, marketing manager, special systems, for Raytheon Co., named marketing manager, heavy communications equipment, RCA communications systems division.

John J. Leay, chief engineer for Theater Network Television, named chief engineer of WOR-TV New York.

B. R. Hall, with Midwestern Instruments, subsidiary of Telex Corp., Tulsa, Okla., elected VP and director of operations.

Robert W. Cochran, manager-field sales for General Electric visual communications products department, Syracuse, N. Y., appointed to new position of manager-overseas business development. **Thomas F. Bost Jr.**, district sales manager at Chicago for visual communications products department, succeeds Mr. Cochran.

Charles M. Rice, sales manager for Dresser Controls at Houston, named

national sales manager for Ameco Inc., Phoenix.

C. Edward Harmon, with Entron Inc., Phoenix, appointed national manager of engineering sales.

Abram Kuykendall and **Fleming Howard Moran**, with WREC-AM-TV Memphis, named assistant chief engineers.

Fred J. Nataly, promotion manager, electronic components group, Sylvania Electric Products Inc., New York, appointed merchandising manager for that group.

DEATHS

Abraham Doris, 74, retired VP and secretary of The Katz Agency, New York, killed Dec. 27, 1966 when struck by automobile in New York. Mr. Doris, who was elected director of Katz in 1934, VP in 1942 and appointed secretary in 1952, retired in 1960.

O. D. Fisher, 91, pioneer broadcaster and radio advertiser in the Pacific Northwest, died Jan. 1 in Seattle. He



Mr. Fisher

was chairman of KOMO-AM-TV Seattle and president of KATU (TV) Portland, Ore., in addition to many other business interests.

Christened Oliver David following his birth in Orleans, Mo., he became better

known as simply "O. D." in business and private life.

Mr. Fisher entered broadcasting in 1926 when he and his brothers invested money of the Fisher Flouring Mills in the purchase and refurbishing of KOMO Seattle to become Fisher's Blend Station Inc. All the air time was underwritten by local firms, organized as Totem Broadcasters Inc. and including Fisher Flouring Mills.

In early 1927 KOMO joined the new NBC network as a charter affiliate of the Orange group on the coast. Subsequently, NBC leased its owned KJR Seattle to Fisher's Blend Station which operated it successfully until 1946.

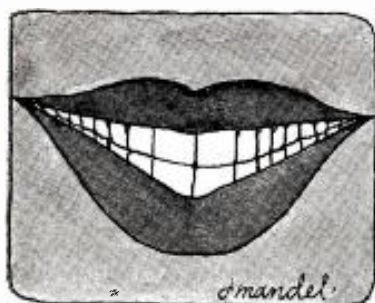
Fisher Flouring Mills, largely due to Mr. Fisher's interest in broadcasting, was an extensive user of regional radio network time in addition to spot radio and TV in the West, Alaska and Hawaii.

In 1965, Mr. Fisher stepped down from top active management of Fisher Flouring Mills Co., which he and his

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Harold Hough, 'Dean of American Broadcasters,' dies

Harold Hough, 79, director of WBAP-AM-FM-TV Fort Worth-Dallas and vice president and director of circulation for the *Fort Worth Star-Telegram*, died Jan. 4. Mr. Hough had been with the WBAP stations since 1922 and had been circulation manager of the *Star-Telegram* since 1912. Both WBAP-AM-FM-TV and the newspaper are owned by Carter Publications Inc.

Mr. Hough is survived by his wife Pearl. They were married in 1910.

Funeral services were held at St. Stephens Presbyterian Church, Fort Worth on Thursday. In lieu of flowers the family suggested contributions in Mr. Hough's name to the Fort Worth Children's Hospital.

During his more than four decades as an active broadcaster Mr. Hough had been in the forefront of almost every major controversy of national significance. These included his chairmanship in 1941 of an ad hoc Newspaper-Radio Committee to thwart administration efforts to divorce newspapers from broadcast station ownership; the continuing encounter over copyright demands by music publishers; a founder and treasurer of the Clear Channel Broadcasting Service to oppose the breakdown of radio clear channels; a founding member of the Association of Maximum Service Telecasters.



Mr. Hough

Celebrated for his wit and his wisdom, the "Colonel" held court wherever broadcasters happened to meet. He rarely removed his Stetson, even indoors. Until a few days before his death he went to his office at the newspaper. While he had maintained his titular positions the day-to-day activities had been delegated to other executives.

In the early days of radio, Mr.

Hough was manager, program director and announcer at WBAP. In an era when it was customary for announcers to sign off with initials, listeners wrote in wanting to know "Who is he [Mr. Hough]?" He answered by announcing that he was the "Hired Hand" up from the boiler room. "Hired Hand" was a name and radio identity that stuck.

Mr. Hough was born in Mulvane, Kan., on Jan. 31, 1887. His family later moved to Oklahoma. He was assistant circulation manager of the *Oklahoma City Times* in 1912 when he left for the *Star-Telegram*.

During his active broadcasting career, Mr. Hough served as treasurer of the National Association of Broadcasters for three terms, and on the NAB's board of directors for five years.

In 1963, at the NAB convention in Chicago, Mr. Hough, in an unscheduled ceremony, was named the first "Dean of American Broadcasters". In his impromptu acceptance, Mr. Hough lectured the members of the FCC, present at the luncheon, against overregulation. "You can't regulate public desires through government rules", he told them.

Last year AMST named Mr. Hough as the association's first director emeritus (BROADCASTING, April 4, 1966).

family and associates, founded in 1910. However, he remained as honorary board chairman and senior counselor to the company and continued to serve as director or officer of numerous other firms in Seattle and elsewhere.

Mr. Fisher's wife, the former Nellie Hughes, died in 1962. His survivors include two daughters, Mrs. Donald Goodnow Graham and Mrs. John Loor Locke, and two brothers Daniel R. Fisher and O. Wallace Fisher.

John M. Outler Jr., 74, retired general manager of WSB-AM-TV Atlanta, died Jan. 1 in Atlanta. Mr. Outler was



Mr. Outler

born in Georgia and attended school there. Starting with *Augusta* (Ga.) *Herald* in 1914, he moved to *Atlanta Journal* in 1916. Mr. Outler became business manager of WSB in 1931 and general manager in 1944.

With *Journal's* entry into TV in 1948 he was named general manager of both radio and television operations. Mr. Outler was one of

founders of Georgia Association of Broadcasters in 1940 and of Georgia Radio Institute in 1947. He was former chairman of radio board of National Association of Broadcasters.

Lester H. Carr, 56, expert in antennas and communications systems, died Jan. 2 in Sibley hospital in Washington after



Mr. Carr

heart attack. He was manager of defense and space center of Westinghouse Electric Corp. in Leesburg, Va. That plant, previously his own Deco Electronics Inc., was sold in July 1966 to Westinghouse for \$3.9 million. In 1947, together with another electronics engineer, James Weldon, Mr. Carr formed Continental Electronics Manufacturing Co. in Dallas. In 1959 Continental Electronics was sold to Ling-Temco-Vought for \$3.6 million. Mr. Carr helped in development of Navy's moon relay, which was first operational space communications system, and of antennas for Navy's low-frequency transmitters

at Cutler, Me., and Northwest Cape, Australia. Earlier he was chief engineer for KSTP St. Paul-Minneapolis and later became transmitting engineer in charge of central system of CBS. Surviving are his wife, son and three daughters.

Clifford Charles Thomas, 58, credited with originating first American radio soap opera, died Dec. 29, 1966, of heart attack in Huntsville, Ala. He began writing *Betty and Bob* for Chicago radio station in 1930's, later originated and played title role in *Captain Midnight* series.

Donald H. Grady, 41, copy writer at Ted Bates & Co., New York, died Dec. 28, 1966, in lobby of building that houses agency. He was on way to his office when he collapsed. Mr. Grady, who joined Bates in 1964 and who had previously been with Kenyon & Eckhardt, J. Walter Thompson Co., William Esty and Kudner agency, was of advertising agency family. His father, Frank Grady, was president of Grady & Wagner, and uncle, Everett Grady, was executive of Ruthrauff & Ryan. He is survived by his wife, Teresa, and son.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 29 through Jan. 4 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

Gainesville, Fla.—Universal City Cable Inc. Seeks UHF ch. 20 (506-512 mc); ERP 17 kw vis., 3.3 kw aur. Ant. height above average terrain 680 ft.; ant. height above ground 669.8 ft. P.O. address: 522 North Main Street, Gainesville 32601. Estimated construction cost \$153,562; first-year operating cost \$120,000; revenue \$150,000. Geographic coordinates 29° 42' 34" north lat.; 82° 23' 34" west long. Type trans. RCA TTU-1BLA. Type ant. RCA TTU-24DL. Consulting engineer Odes E. Robinson, Fort Lauderdale, Fla. Principals: James E. Milliken, president (4%). Harry H. Harkins, secretary-treasurer, Ralph Shepler, vice president, C. W. Thornley, vice president and J. D. Cutlip (each 24%). Mr. Cutlip owns retail store, part owner in Five Channel Cable Co., Bellington TV Cable Co., both West Virginia; and Ohio Valley Cable Corp., W. Va., and Ohio. Mr. Shepler is part-owner of Tygal Valley Cable Co., CC Keys Music Co. and Ohio Valley Cable Corp., all West Virginia. Mr. Harkins is sole owner of Webster Television, Five Channel Cable Co., Bellington TV Cable Co., and Ohio Valley Cable Corp., all CATV's in West Virginia. Mr. Milliken is president and general manager of applicant firm. Ann. Dec. 30.

Cincinnati—Southern Broadcasting Co. Seeks UHF ch. 64 (770-776 mc); ERP 871.4 kw vis., 130.7 kw aur. Ant. height above average terrain 462 ft.; ant. height above ground 673 ft. P.O. address: 300 South Stratford Road, Winston-Salem, N.C. 27103. Estimated construction cost \$390,800; first-year operating cost \$604,750; revenue \$150,000. Geographic coordinates 39° 06' 03" north lat.; 84° 30' 48" west long. Type trans. RCA TTU-30A. Type ant. RCA TTU-30J. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: James W. Coan, chairman of board and assistant treasurer (12.43%). Albert L. Butler Jr. (11.95%) and others. Mr. Coan has no other interests. Mr. Butler is director of bank and savings and loan company, president and has interest in textile company, insurance trustee and director and stockholder in air freight and manufacturing company. Jefferson Cablevision Corp. (CATV) has 50% interest in Southern Broadcasting Co., licensee of WSGN Birmingham, Ala., KTHH Houston, WTOB Winston-Salem and WGHP-TV High Point, both North Carolina and stockholder in Birmingham Television Corp., permittee of WBMG(TV) Birmingham, Ala. Ann. Jan. 3.

FINAL ACTIONS

Wheeling, W. Va. West Virginia-Ohio Broadcasting Co.—Broadcast Bureau granted CP for new commercial TV to operate on ch. 14, 470-476 mc, ERP 1,000 kw vis., 100 kw aur., ant. height 920 ft. Action Dec. 27.

OTHER ACTIONS

■ Review board in Homewood, Ala., television broadcast proceeding. Docs. 15461, 16760-61, 16758, granting petition filed Dec. 22, by Alabama Television Inc. for extension of time to and including Dec. 29, within which to file responses to petition for review of adverse ruling filed by Birmingham Television Corp. on Dec. 12. Board Member Nelson absent. Action Dec. 28.

■ Review board in Homewood, Ala., tele-

vision broadcast proceeding. Docs. 15461, 16760-61, 16758, granting petition filed Dec. 22, by Broadcast Bureau, for extension of time to and including Jan. 12, within which to file responsive pleadings to petition to add general financial issue or for clarification of issues filed by Birmingham Television Corp. on Dec. 14. Board Member Nelson absent. Action Dec. 28.

■ Review board granted petition by Tri-City Broadcasting Co. for extension of time to Jan. 30 to file additional materials pursuant to memorandum opinion and order of Nov. 30, in proceeding on its application and that of T. V. Broadcasters Inc. for new TVs in Vineland, N. J. (Docs. 16702-3). Action Jan. 4.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 21 designated Hearing Examiner Jay A. Kyle to serve as presiding officer in proceeding on TV application of WLCY-TV Inc., Largo, Fla.; scheduled prehearing conference for Jan. 18, and hearing for Feb. 1 (Doc. 17051). And on Dec. 27 in proceeding on TV renewal applications of Lamar Life Insurance Co., Jackson, Miss., denied applicant's motion to designate commission's offices in Washington as place of hearing and on his own motion ordered hearings to be convened in Jackson, Miss. on Feb. 27 (Doc. 16663).

■ Hearing Examiner H. Gifford Irion on Dec. 28 in proceeding on TV applications of Symphony Network Association Inc. and Steel City Broadcasting Co., both Birmingham, Ala. cancelled all previous procedural dates and scheduled further prehearing conference for Jan. 28, at 2 p.m. (Docs. 15460 and 16923).

■ Hearing Examiner Jay A. Kyle on Dec. 28 in proceeding on TV applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp., both Dallas, scheduled certain procedural dates; hearing scheduled to commence on Feb. 7 (Docs. 16388-9).

■ Hearing Examiner Herbert Sharfman on Jan. 3 in proceeding on TV application of Kansas State Network Inc. Topeka, Kan., continued indefinitely hearing now scheduled for Jan. 10, (Doc. 16606).

CALL LETTER ACTIONS

■ Southwest Broadcasting Inc., San Antonio, Tex. Granted KBRT(TV).

New AM stations

APPLICATIONS

Jackson, Ala.—Radio Jackson Inc.—Seeks 1230 kc, 1 kw. P.O. address: 2029 Katherine Avenue, Jackson 36545. Estimated construction cost \$44,688.77; first-year operating cost \$48,000; revenue \$54,000. Principals: Fred L. Huggins (91%), Ruth M. Newsom (4%) and Gloria N. Huggins (5%). Mr. Huggins is publisher of Southwest Alabama Publishing Co. and president of Radio Jackson Inc. Mrs. Newsom is vice president. Mrs. Huggins is secretary-treasurer. Ann. Dec. 29.

Auburn, Ind.—C.P. Broadcasters Inc.—Seeks 1150 kc, 0.25 kw. P.O. address: 9223 Cottage Grove Place, Highland, Ind. 46322. Estimated construction cost \$22,120; first-year operating cost \$30,500 for AM and FM. revenue \$28,000. Principals: Wayne H. Paradise, president. C. P. Broadcasters Inc. is permittee of FM at Auburn. Ann. Dec. 30.

Port Clinton, Ohio—Ohio Radio Inc.—Seeks 1250 kc, 0.5 kw D. P.O. address: 114 East Fifth Street, Port Clinton. Estimated construction cost \$50,071.45; first-year operating cost \$25,000; revenue \$35,000. Principals: Robert Reider (54.25%), R. C. Linker (5.65%) and Michael V. DiSalle (15.15%) plus others. Mr. Reider is president. Mr. Linker is vice president. Mr. DiSalle is chairman. Ohio Radio Inc. owns WRRW-FM Port Clinton, WLKR-FM Norwalk and WKTN-FM Kenton and is part owner with Portage Broadcasters in WAWR Bowling Green, all Ohio. Ann. Dec. 29.

OTHER ACTIONS

■ Review board in Edna, Tex., standard broadcast proceeding. Docs. 16572-73, denied petition to enlarge issues filed on Nov. 21 by Cosmopolitan Enterprises Inc. Board Member Nelson absent. Action Dec. 28.

■ Review board in Naugatuck, Conn., standard broadcast proceeding. Doc. 15658, granted petition filed Dec. 21 by Northeast Broadcasting Inc. for an extension of time to and including Jan. 9, within which to file exceptions and supporting brief to supplemental initial decision (FCC 66D-67, released Nov. 28). Board Member Nelson absent. Action Dec. 28.

■ Office of opinions and review granted motion by Kansas State Network Inc., Topeka, Kan. for extension of time to Jan. 20 to seek reconsideration of order (FCC 66-977 of Nov. 7, 1966) and grant of its application without hearing (Doc. 16606). Action Dec. 29. And granted petition by Wilkes County Radio, Wilkesboro, N. C. for additional time to Jan. 6 to file an opposition to application for review of the review board's action of Dec. 14 in proceeding on its AM application. (Doc. 16311). Action Dec. 29. By separate action of Dec. 28, granted petition by Broadcast Bureau for extension of time to Jan. 16 to file oppositions to application for review of review board's action of Dec. 14.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 21 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Tennessee Valley Broadcasting Inc., Huntsville, and Rocket City Broadcasting Inc., both Huntsville, all Alabama; scheduled prehearing conference for Jan. 17, and hearing for Jan. 31 (Docs. 17058-60). And on Dec. 29 designated Hearing Examiner Thomas H. Donahue in lieu of James D. Cunningham to serve as presiding officer in proceeding on AM application of Allen C. Bigham Jr., Salinas, Calif. for renewal of license of KCTY (Doc. 16769).

■ Hearing Examiner Charles J. Fred-

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Jan. 5

	ON AIR		NOT ON AIR
	Lic.	CP's	CP's
Commercial AM	4,085 ¹	23	71
Commercial FM	1,541	61	246
Commercial TV-VHF	477 ²	18	21
Commercial TV-UHF	93 ²	28	119
Educational FM	293	7	22
Educational TV-VHF	58	9	5
Educational TV-UHF	39	10	46

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 5

	VHF	UHF	Total
Commercial	519	243	762
Noncommercial	72	95	167

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ²	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

erick on Dec. 23 in proceeding on AM applications of The Fox River Broadcasting Co. and Radio Oshkosh Inc., Oshkosh, Wis., granted petition to amend of applicant Fox River Broadcasting Co. which submitted current information as its principals; by separate order scheduled further prehearing conference for Jan. 4 (Docs. 16824-5).

■ Hearing Examiner H. Gifford Irion on Dec. 23 in proceeding on AM application of Beaverhead Broadcasting Co., Dillon, Mont., granted petition to dismiss application filed by applicant and terminated proceeding (Doc. 16969). And on Dec. 28 in proceeding on AM applications of Iowa State University of Science and Technology (WOI), Ames, Iowa, granted Broadcast Bureau's petition and extended time for filing proposed findings from Jan. 9 to Jan. 31 (Docs. 11290 and 16298).

■ Hearing Examiner Jay A. Kyle on Dec. 28 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt. and Metro Group Broadcasting Inc., Plattsburgh, N. Y., rescheduled hearing from Jan. 30 to Feb. 13 and rescheduled other procedural dates (Docs. 16972-3). And in proceeding on AM applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, all New Jersey, rescheduled prehearing conference from Feb. 9 to Jan. 9 at 9 a.m. (Docs. 14755-7).

■ Hearing Examiner Herbert Sharfman on Jan. 3 in proceeding on AM application of American Home Stations Inc. (WVCF) Windermere, Fla. rescheduled hearing from Jan. 6 to Jan. 18 (Doc. 16922).

CALL LETTER APPLICATIONS

■ Victor A. Leisner, Thurmont, Md. Requests WTHR.

CALL LETTER ACTIONS

■ Fort Wayne Broadcasting Co., Fort Wayne Ind. Granted WFWR.

■ P. M. Broadcasting Co., Princeton, Minn. Granted WKPM.

■ Mid-Ocean Broadcasting Corp., San Juan, P. R. Granted WBMJ.

Existing AM stations

APPLICATIONS

WLBE Leesburg-Eustis, Fla.—Seeks CP to increase nighttime power from 1 kw to 5 kw. Ann. Jan. 3.

82 (FOR THE RECORD)

WKLO Louisville, Ky.—Seeks CP to make changes in daytime DA pattern. Ann. Jan. 3.

KPBC Port Sulphur, La.—Seeks CP to increase power from 500 w to 1 kw. Request waiver of Sec. 1.571(c) of rules. Ann. Jan. 4.

WTRI Brunswick, Md.—Seeks CP to increase power from 250 w to 500 w. Ann. Jan. 4.

FINAL ACTIONS

WBCA Bay Minette, Ala.—Broadcast Bureau granted license covering CP which authorized change in frequency, increase power, installation of directional-ant., installation of new trans., change ground system, specify type trans. Action Dec. 30.

WHYP North East, Pa.—Broadcast Bureau granted license covering AM. Action Jan. 3.

WPRP Ponce, P. R.—Broadcast Bureau granted mod. of license to change licensee name to Voice of Puerto Rico Inc. Action Dec. 30.

WAMG Gallatin, Tenn.—Broadcast Bureau granted license covering AM. Action Jan. 3.

FINES

■ Commission by its Broadcast Bureau on Dec. 28 notified following six stations of apparent lability in amounts indicated for late filing of their renewal applications. Stations have 30 days to pay or contest the forfeitures: WAZS Summerville, S. C.; WBZB Selma, N. C.; WSKY Asheville, N. C.; WYMB Manning, S. C., all \$25; WJES Johnston, S. C., and WDJM Mount Olive, N. C., both \$100. Ann. Dec. 29.

New FM stations

APPLICATIONS

Fort Wayne, Ind.—Clarence C. Moore tr/as Fort Wayne Broadcasting Co. Seeks 101.7 mc, ch. 269A, 2.99 kw. Ant. height above average terrain 171 ft. P.O. address: WCMR Elkhart, Ind. 46514. Estimated construction cost \$4,000; first-year operating cost \$38,000; revenue \$45,000. Principals: Mr. Moore is president, director, treasurer and owner of International Radio and Electronics Corp., owns WCMR and WXAX(FM) both Elkhart and is permittee of WFWR Fort Wayne, all Indiana. Ann. Dec. 30.

Norfolk, Neb.—WJAG Inc.—Seeks 108.7 mc, ch. 294, 10 kw. Ant. height above average terrain 150.2 ft. P.O. address: Box 292,

Norfolk 68701. Estimated construction cost \$34,960; first-year operating cost \$19,800; revenue \$20,000. Principals: E. F. Huse Jr. (91.4%) and K. S. Huse (5.7%) and others. Mr. E. F. Huse is president and has interest in publishing company, Valentine Broadcasting Co., licensee of KVSH Valentine, Neb., Community Service Radio Co., operating KCSR Chadron, Neb., and real estate. He is also president of Beef Empire Broadcasting Co., licensee of KCDL Ft. Collins, Colo. and secretary for mortuary company. Mrs. Huse has similar interests. Ann. Dec. 30.

Mansfield, Pa.—Tioga Broadcasting Co.—Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 338 ft. P.O. address: 19 Central Avenue, Wellsboro, Pa. 16901. Estimated construction cost \$31,950; first-year operating cost \$36,000; revenue \$40,000. Principals: John J. Antonio, Donald J. Fryday, William K. Francis, J. Robert Grossenbacher and John D. Lewis (each 20%). Mr. Antonio owns bus service, movie theater and restaurant. Mr. Fryday is owner-publisher of Tioga Printing Corp. Mr. Francis is vice president and assistant trust officer of bank. Mr. Grossenbacher is news-sports director of WNBT Wellsboro, Pa., editor of Tioga Printing Corp. and insurance salesman. Mr. Lewis is attorney. Ann. Jan. 3.

OTHER ACTIONS

■ Commission gives notice that Oct. 31, initial decision which looked toward granting application of Lunde Corp. for new FM to operate on ch. 281 at Ames, Iowa (Doc. 16667; BPH-5016), became effective Dec. 20, pursuant to Sec. 1.276 of rules. Ann. Jan. 4.

ACTIONS ON MOTIONS

■ By Hearing Examiner Basil P. Cooper on Dec. 27 in proceeding on FM applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Inc., Martin, Tenn., granted Sudbury's petition for change of procedural dates and continued hearing from Jan. 11 to Jan. 25 and rescheduled other procedural dates (Docs. 16655-6).

CALL LETTER APPLICATIONS

■ Seashore Broadcasting Corp., Tom's River, N. J. Requests WOBN(FM).
■ B.F.C. Inc., Cincinnati. Requests WEBN-FM.

CALL LETTER ACTIONS

■ Bisbee Broadcasters Inc., Bisbee, Ariz. Granted KSUN-FM.
■ C. P. Broadcasters Inc., Auburn, Ind. Granted WFFF(FM).
■ State Line Broadcasting Co., Scottsville, Ky. Granted WLCK-FM.
■ Dimer Broadcasting Inc., St. Johns, Mich. Granted WRBJ-FM.
■ Olean Broadcasting Corp., Glen Falls, N. Y. Granted WXQL(FM).
■ Mohawk Valley F.M. Inc., Utica, N. Y. Granted WIBQ-FM.
■ KVRO Inc., Stillwater, Okla. Granted KVRO(FM).
■ *Washington & Lee University, Lexington, Va. Granted WLUR(FM).
■ Rappahannock Broadcasting Inc., Tappahannock, Va. Granted WRAR-FM.
■ New London Enterprises Inc., New London, Wis. Granted WLIH-FM.

Existing FM Stations

FINAL ACTIONS

*KUCR(FM) Riverside, Calif.—Broadcast Bureau granted license covering FM. Action Dec. 30.

WWVR(FM) West Terre Haute, Ind.—Broadcast Bureau granted mod. of CP to decrease antenna height to 295 ft. Action Dec. 30.

KGRD-FM Las Cruces, N. M.—Broadcast Bureau granted license covering FM. Action Dec. 30.

*WKNC-FM Raleigh, N. C.—Broadcast Bureau granted license covering FM. Action Dec. 30.

KLVI-FM Beaumont, Tex.—Broadcast Bureau granted license covering FM. Action Jan. 3.

*KCDR-FM Cedar City, Utah—Broadcast Bureau granted license covering FM. Action Dec. 30.

WINA-FM Charlottesville, Va.—Broadcast Bureau granted CP to change ant.-trans. location, increase ERP to 3 kw, increase ant. height to 190 ft., conditions. Action Dec. 28.

OTHER ACTIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-permitting auxiliaries: WAQE Towson, Md.; WAQE-FM Baltimore; WBMA Beaufort, N. C.; WPEL-FM Montrose, Pa., and WUSC-FM Columbia, S. C. Action Dec. 30.

(Continued on page 89)

BROADCASTING, January 9, 1967

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 programming 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 programming. Send resume to Box M-123, BROADCASTING.

"Texas daytimer needs sales minded manager who will be active in station and community activities. Must have sales ability with willingness to work. Station located in city of 10,000. Opening in a few weeks. Replies confidential." Box A-19, BROADCASTING.

Station manager—Must have successful experience in direct sales, sales training, supervision and management; ability to recruit, train and supervise and effective staff is essential. Long established profitable station; initiative within established policies. Complete information in confidence first letter including detailed employment history and compensation requirements. Future equity possible but not essential. Box A-51, BROADCASTING.

Milwaukee metro area. Presently employed wanted for standby list. Preplan your advancement. All positions. Confidential. Mail only. Box A-72, BROADCASTING.

Sales manager—assistant manager . . . Virgin market . . . ambitious, sales managers or salesmen, who are proven winners only. Sell . . . build sales staff . . . assume responsibility . . . take over as manager. Exceptional professional salesperson to assist in creating monumental broadcasting complex. Excellent Rocky Mountain medium market. \$700.00 plus . . . with well paying, unlimited, secure future. Stock option possible. Tell all. Box A-73, BROADCASTING.

Operations manager—upper midwest—1st class license—ability to supervise others. Maintain close working relationship with sales, control internal affairs of the station. Complete information and tape. Reply Box A-98, BROADCASTING.

Interested in the west? Station manager job offering challenge to rebuild image, sales, unique opportunity for a profitable career in town of 45,000 skiing, hunting and fishing. Box A-128, BROADCASTING.

Sales

Salesman for high volume station Houston, Texas, management capability, 5 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

Salesmen make extra money selling high quality low cost jingles. Start part time can lead to full time. Box A-58, BROADCASTING.

"If you're what we're looking for, we'll help you get rich because you'll help us get rich. Potential \$200 a week. Large Midwest independent 24 hour stereo station. Well established and commercially successful. Will supply training for the right person. Send complete resume to Box A-59, BROADCASTING.

Salesman—announcer country and western daytimer—adjacent Miami. Real opportunity for aggressive man. Salary plus commission. Box A-89, BROADCASTING.

Excellent opportunity for local time salesman in Southwest Iowa. Only those who want a permanent, secure position and whose personal and credit references are excellent need apply. Contact Sales Manager, KMA, Shenandoah, Iowa.

Sales manager material? Established account list, escalating commission, lots of fringe benefits including bonus, station well equipped, some announcing, growing market with new shopping center starting next spring. KMMO Marshall, Mo.

Sales—(cont'd)

Rapid expansion demands capable salesmen. Five figure income certain for proven sales ability. Apply KMO Radio, Tacoma, Washington.

Salesman-sales manager for leader, two station market. Active account list. Heart of Big Sky Country. Contact Ed Peiss, KXLF, Butte, Montana.

Wanted: Salesman for 10,000 watt AM-FM station on Mobile Bay in Alabama. Excellent opportunities. Call Elvin Stanton, WBCA, Bay Minette, Alabama.

Wanted: Live wire Rep. for live wire FM'er in major market (Buffalo, N. Y.). We are a highly saleable station and we'll prove it to you. We're not interested in a Rep who just wants to add another set of call letters to his list. We can both make money. Call Wire or Write, Robert F. Kliment, Comm. Mgr., WBLK-FM, Rand Bldg., Buffalo, N. Y. 14203, phone 852-3500.

Madison, Wisconsin—Top FM sales management for young salesman on the way up. Our AM station first in pop, our FM station first in good music. Need creative FM sales director, ability in FM programming valuable. Opportunity for top pay, excellent living conditions ownership with our Wis./Ill./Mich., 7 station group. WISM, Madison, Wisconsin.

An outstanding sales career opportunity available with large, progressive, group owned, top rated radio station in the Tidewater area. Salary plus commission. Major company benefits. Send resume to WRAP Radio, P. O. Box 598, Norfolk, Virginia. 23501.

Representatives wanted—Large established Eastern manufacturer needs representatives for FCC type accepted AM and FM broadcast transmitter line. Selected territories available throughout U.S. Established broadcast equipment representatives preferred but will consider individuals in related areas of the broadcast field. Interested parties are requested to reply to Mr. L. K. Peetoom, American Electronic Labs, Inc., P.O. Box 552, Lansdale, Pa., 19446.

Successful salesman. Opportunity to become station manager. Sacred, fine music format. Box 13535 Orlando.

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.

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.

Announcer—first phone for radio announcing and TV switching assignments with powerful midwestern outlets. Beautiful family city under 100,000. Recreational and educational center. Excellent salary and fringe benefits. Fine opportunity for competent 1st class man to combine announcing and light maintenance talents. Send resume, audition tape and recent photograph to Box M-219, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Experienced wake-up personality with straight or gimmick format for MOR swinger in 5 station, eastern market. We've got the newsmen, contests & gimmicks to back you up and you'll fill the shoes of a good jock who's ready to help pave the way for you. Modern air-conditioned studios with top quality equipment. Send tape, resume & references at once. We're ready to move. All tapes returned. Box M-250, BROADCASTING.

Announcers—(cont'd)

Wanted—Radio announcer to function as news director; also will need to run a board shift with record show for Arizona daylight station. Send info and tape to Box A-25, BROADCASTING.

Middle of the road station in the Midwest wants a thinking, ambitious, aggressive radio announcer for straight staff work. Excellent career opportunity, in a major college town. Merit increases and excellent fringe benefits. Send resume, tape, complete details. Salary expected to Box A-27, BROADCASTING.

\$120. weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful midwestern outlet in city under 100,000. Box A-30, BROADCASTING.

Young sportscaster with radio background, who'd like to gain experience in television while continuing to develop radio talent. Must be strong in play-by-play and must have ability to assist in obtaining, writing and airing sportscasts. Must have professional attitude, desire to learn and must have respect for accuracy. College graduate preferred. Send photo, tape, complete resume and anticipated salary to Box A-35, BROADCASTING.

Experienced announcer with first class license for MOR Pennsylvania daytimer. Send resume and tape Box A-40, BROADCASTING.

"Number one station in a Midwest market of 325,000 needs a nighttime swinger. Must be teen oriented and experienced in all phases of a swinging Top 40 operation. Send tape and complete resume to Box A-42, BROADCASTING.

Need 1st phone announcer for small market daytimer in Eastern Nebraska; limited maintenance; salary open; news background helpful. Box A-62, BROADCASTING.

Announcer for small market. AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Send tape and resume to Box A-70, BROADCASTING.

Wide awake morning man—with 1st phone for top AM operation in medium-size city. Must have good commercial delivery. Prefer married man with rural background from central mid-west. Start at \$140.00 with lots of room to grow. Excellent schools, fine churches, good fishing and hunting. Raise your children away from the smog and fog big city population. If you like your work, you'll love it with us. All replies strictly confidential. Box A-84, BROADCASTING.

A major new southwest stereo FM station seeking highly professional staff announcers. Must be familiar with adult music, have rich voice, third class endorsed license, able to read news and operate own board, minimum five years experience, good references. Salary \$600.00 per month up. Send photo resume, tape to Box A-111, BROADCASTING.

Opening for M.O.R. announcer with 1st ticket. C&W experience considered. Station in recreational northwest. Permanent to right man. Send tape, resume, photo and references. Box A-112, BROADCASTING.

Complete your education—part-time jobs available. Attend one of the finest Universities in the nation. Experienced men only. This is a chance of a lifetime. Apply Box A-115, BROADCASTING.

Announcer wanted. Some experience preferred, but will take beginner who can read and has mature voice. No rock artists. Station located 80 miles from N.Y.C. in upstate N.Y. Send tape, resume & picture to Box A-117, BROADCASTING.

Immediate opening—Announcer with first phone. 5,000 watt 24 hour per day AM on 550 kc. 33,000 watt FM, separate programming. No maintenance. Salary open. Contact: Don Bevilacqua, General manager, Radio station KARI/KERI, Bellingham, Washington, 206-734-4221.

Announcers—(cont'd)

Mature morning man, capable running top-rated telephone-talk show at mid-morning, for one of Missouri's most successful stations. Responsible position demands adult approach, experienced man. Contact Manager, KLIK, Jefferson City.

An established midwest metro contemporary music station is adding a deejay to its growing staff. Minimum of three years commercial experience required, production ability also desirable, expanding to television in 1967, excellent opportunity. Send tape and resume to James M. Watt, KSTT, Inc., Davenport, Iowa.

KTBB in Tyler, Texas, is expanding its operations in 1967 and can use top dj and production man, play by play sportsman and salesman. Preferably combination of the above. Write telling all or call M. E. Danbom, General Manager, area code 214-LYric 4-7278.

Morning man, news also, good music station with bright operation. Air and mobile reports, must have third ticket, needed immediately. Contact Bob Osterberg, KUPI Radio, 2457 N. Yellowstone, Idaho Falls, Idaho. Area Code 208-522-1101.

Wanted by network affiliate in college market of 26,000—Announcer with good music sense, who knows how to read. Opportunity to continue education while working. Third class with endorsement is essential. Will be happy to listen to beginners with talent. Send resume and tape to Chuck Williams, KWNO, Radio, Winona, Minnesota.

1st phone jock for nights, growing pop station near Albany, N. Y. Salary based on experience & talent. We lost our swinger to a Hollywood movie contract. Send audition, resume & picture to: WBEC, Pittsfield, Mass. Opening—January 30th or sooner. No phone calls.

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. Middle of the Road Music Station. Right salary for the right man. Send tape & resume to WCVI Connellsville, Pennsylvania.

Opening immediately—middle of road and news operation. Prefer experience—\$90 weekly. No phone applications. Send full details & audition tape: Radio WPEM, P. O. Box 767, Martinsburg, West Virginia.

Afternoon drive man, production ability needed. Rush air check plus resume to WHEW, P. O. Box 8325, West Palm Beach, Florida.

Experienced, lively announcer for nighttime show with production capabilities and 3rd phone. Send tape, resume, photo to: Ron Beckey, WJNO Radio, Box 189, West Palm Beach, Florida.

Fast growing regional station, close to Chicago, wants to add to its fine staff a versatile, creative deejay at very attractive salary plus liberal benefits. Best working conditions, sparkling, upbeat programming, advancement opportunities enhanced by association in a highly successful radio newspaper group which needs alert, resourceful young men. Generous pay increases, pleasant prosperous community. Write WKAN Kankakee, Ill. with details of experience, references, tape.

Experienced radio announcer. Salary open. Send tape, resume to George Walker, WKEL, Kewanee, Illinois.

Straight staff board announcer. Network station. 3rd endorsed required. Must be available immediately. Beginner considered but some experience preferred. WLDB, Atlantic City, New Jersey.

Combo host for nightly classical music program. Extensive serious music background and some broadcasting experience required. Personal enthusiasm essential. If this isn't what you want to do most, please don't apply. Good pay, good fringes with established station serving Columbus and central Ohio. Write, do not phone. Send resume, photo and audition tape to Phil Sheridan, WRFD-FM Worthington, Ohio 43085.

Announcer-morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports helpful. Contact Mr. Ed Huot, WTRC, Elkhart, Indiana.

Immediate opening. — announcer. Salary open. Contact Mr. Lubin, WVOS, Liberty, N. Y. 914-292-5533.

Announcers—(cont'd)

Top quality program director-announcer position open now. Strictly Monday-Friday day shift. Salary open. Write or call Bob Schmidt, WWSR St. Albain, Vermont, 524-2157.

Experienced announcer for 5,000 watt adult NBC station in hunting, fishing, skiing area. Send photo, resume, tape, Box KK, Twin Falls, Idaho.

Northern Arizona AM/FM good music station needs announcer with third phone broadcast endorsement. Housing, good salary. Call area code 602-537-2345.

Announcer with ability to move up to PD—with first phone. Must have experience, good voice. No maintenance. . . . MOR, 5000 watt station. Call, collect Monday thru Friday, 8:00 to 8:30 AM, E.S.T., Monroe MacPherson, Gen. Mgr., 616-527-4400.

Technical

Chief engineer. Complete responsibility AM-FM-MX. Unusual opportunity. No board work. Complete details of experience and requirements, first letter. Box A-104, BROADCASTING.

1st phone jock for nights, growing pop station near Albany, N. Y. Salary based on experience & talent. We lost our swinger to a Hollywood movie contract. Send audition, resume & picture to: WBEC, Pittsfield, Mass. Opening January 30th or sooner. No phone calls.

Chief for 5 kw AM directional daytime with fulltime FM. No announcing. Management level salary open. Contact Gordon Giffen, General Manager, WKDN, Camden, New Jersey. 609-365-7200.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

NEWS

Authoritative newsmen. 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.

If you're an experienced newsmen and want to join a news team that pulls no punches, then send a tape and background. Medium market news & talk format with middle of the road music. Box M-252, BROADCASTING.

Newsman for top N. Y. S. mid-Hudson station. Excellent salary. Box M-253, BROADCASTING.

Number 1 major market Southeastern contemporary station needs young aggressive newsmen. Emphasis on strong dramatic delivery and crisp, concise writing. Good salary and car. Tape, resume, and writing samples to Box A-2, BROADCASTING.

News-sports opening, both Radio-TV work. Send resume, tape, pix Upper Midwest. Box A-41, BROADCASTING.

An aggressive news team needs a new member. You must be capable of writing and airing 5-minute newscasts, mobile news reporting and filming stories for TV. We are Number One in our Midwest market. Send a complete resume with tape to Box A-43, BROADCASTING.

Modern radio delivery, writing ability and eagerness to cooperate with an exciting young and aggressive organization that needs an addition to its radio news staff. One of the large cities in New England. Send audition tape and news writing samples and resume to Box A-75, BROADCASTING.

Newsman-reporter-special events director. Minimum air work. Maximum opportunity with stable progressive company. Send a resume to: Manager, KMA, Shenandoah, Iowa.

Need an aggressive newsmen to gather, write and deliver local news. Applicants must be draft exempt, reliable, possess some experience and have good references. Contact General Manager or Program Director, WFSR, P. O. Box 471, Bath, New York. 607-776-3326.

Experienced News director interested in becoming part of a progressive station in a growing community. Good salary and fringe benefits. Tape and resume to Art Martin, WMRN, Box 518, Marion, Ohio.

Production—Programing, Others

Program director capable of programming a conservative but bright tempo format, somewhat similar to WAIT, Chicago. Large metropolitan market located in midwest. Send tape, photo and complete background. Salary dependent upon background and ability. Box A-26, BROADCASTING.

Program director for small market AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Some boardwork. Send resume and tape. Box A-69, BROADCASTING.

\$7,000 to \$10,000 per year for top notch program director with first phone. 5 kw midwest-MOR. Opportunities in production, announcing, possibly in sales. Well established station near larger city. Send complete resume, tape, etc. to Box A-110, BROADCASTING.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial reward. Interested in announcers, newsmen, combination men, production-traffic and sales personnel. Send resume including salary requirements in strict confidence to Robert O. Moran, WBEL, Beloit, Wisconsin.

Outstanding opportunity for career woman with rapidly expanding radio chain. Our station in metropolitan Detroit market looking for full-time woman's director with a daily program, public-relations responsibilities with leading business and civic organizations and creative writing opportunities. Immediate opening with excellent working conditions and attractive salary. Send resume, tape and picture to WBRB, Box 489, Mt. Clemens, Michigan.

Wanted your energetic 1st phone engineer for direction, daytimer, studio-transmitter operations and maintenance. Inexperienced applicants will be considered. Write or call Louis Bushfield, Chief engineer, WOIO Radio, Canton, Ohio 216-477-8585.

RADIO

Situations Wanted—Management

Experienced sales executive desires move to national sales manager or GSM in major market property, major market rep experience and local sales administration. Presently employed in management capacity. Box A-67, BROADCASTING.

Florida owners—Experienced in all phases of Radio-TV, world travelled. Presently assistant manager of 50 kw daytimer. I desire one more move, this to working manager in Florida market. No market too small. Excellent credit, recommendations. Available immediately for interview and audition. Box A-90, BROADCASTING.

Available for management in small AM or FM market. 10 years experience all areas, strong local sales, programming, presently employed. Sales-Mgr. small market showing increase in billing. 32 years old, family man. Let's get together. Box A-97, BROADCASTING.

Attention station owners: Management team, working general manager/working operations manager, presently employed, available for proper incentive. If you want good profits, 30 to 100% increase in billings, market image and rating, a clean business like operation, this management team can do. Two man background cannot be duplicated. Medium, major market desired. Incentive plan a prerequisite for your stations immediate growth and prosperity. Resume interview upon request. Box A-101, BROADCASTING.

Situations Wanted—Announcers

Rock n' Roll king, five years experience, 1st phone 4 years, (production) available immediately. Telephone (919)-655-2510. Box A-1, BROADCASTING.

Attention wheels: Talk personality compelling listening, mature, well-versed, daring. The talented man, you're looking for. Answer only if you desire to demolish the opposition. Box A-22, BROADCASTING.

Announcers—(cont'd)

Florida and Pennsylvania stations—young female wants to grow with your organization. Send for complete details, Box A-60, BROADCASTING.

Experienced good music announcer interested in relocation immediately. 4½ yrs. experience, 22 yrs.-old, married, military obligation fulfilled: Box A-63, BROADCASTING.

Beautiful music announcer! First phone. Radio 18 years. Emphasis on music. Nights. Interview required. \$150.00. 201-227-1103. Married. Positively no maintenance. Box A-68, BROADCASTING.

I'm the guy who can bring back the big bands. The world is waiting. Box A-77, BROADCASTING.

Lookin' for size . . . Have been and am Number one Pulse drivetime medium metro . . . number one Pulse regional drivetime . . . Rapid or smooth Folksy . . . Jackie Leonard . . . multi-voices also promotional manager and salesman. Own two homes/family of six. Object: Money. Box A-82, BROADCASTING.

Announcer—salesman—seeking advancement to managers position in contemporary or country radio. First phone. Adult. Box A-91, BROADCASTING.

One years' experience, third, speech trained, some college. Box A-99, BROADCASTING.

Family man wants warm climate. Morning personality. Programming . . . some sales/production. Box A-103, BROADCASTING.

Somebody please give me a break into broadcasting. Married, mature, trained in all phases of broadcasting, smooth commercials, strong on news. Starting salary not important, but experience and future is. Desire position 100 miles N.Y.C. Have first phone. Box A-106, BROADCASTING.

Top 40 screamer. Bright personality. 1½ years experience. College. Good character. Third endorsed. Must relocate. Box A-108, BROADCASTING.

Dynamic duo (sans capes) available together or individually. Family men, so security a prime consideration. Experienced, one first phone. Northeast only. Box A-113, BROADCASTING.

Personality DJ/announcer. Single at 23, 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. Hard worker. Five years experience and now employed in a five station market on the number 1 station. Tape available. Box A-118, BROADCASTING.

Announcing graduate, 26, some experience, rock or MOR, also interested TV, sports, sales. Box A-123, BROADCASTING.

7 yr. radio personality, with 3rd. desires MOR station . . . larger market. Family man, prefer Colorado, but will travel farther. Definite personality . . . no screamer. Desire mid-morning . . . mid-afternoon shift. Also, would consider TV . . . no experience. Tape, photo and resume available upon request. Box A-124, BROADCASTING.

Announcer or announcer-copy: Over 25. Credit. Married. Available February 1st. Prefer midwest. Box A-125, BROADCASTING.

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.

Satire is my specialty. Experienced announcer-copywriter, teen top 40 only, 3rd phone, young voice. Chuck Sonitz, 271 Del Mar, Chula Vista, California.

Country personality—6 years experience. Prefer Kentucky—100,000 + market. \$125.00. Martin, 4602 Williamson Rd., Roanoke, Va. 24012. 703-366-8371.

Technical

Combination country and western announcer and chief engineer. Technical school graduate. Five years experience. Available February first. Box A-61, BROADCASTING.

First class engineer maint. and color experience wants supervisor or other position in Los Angeles area. Box A-122, BROADCASTING.

Mature, sober, military retiree, first phone, military and civilian electronics schools, also theory instructor. No broadcast engineering, but anxious learn. William Bailey, Box 441, Watertown, South Dakota, Phone 886-9203.

NEWS

Major market newscaster-reporter on one of the nations most successful stations wants, challenging news directorship. Leading MOR or contemporary station. Box M-190, BROADCASTING.

Experienced broadcaster-reporter. Solid all-around background. Employed. Box M-214, BROADCASTING.

Ex-NBC man available for free lance assignments New York area day or night. Clayton Willis, 300 E. 46th St., New York. 212-867-9868.

European actualities/news reports network newsmen on leave doing private research throughout Europe one year beginning March 1st. Will provide assigned service—exclusive your market. Box A-65, BROADCASTING.

Newsman. College graduate. Experienced. Hard working, mature, strong gathering and writing. Box A-78, BROADCASTING.

Airman-reporter, top markets, now with top ten. Television, newspaper experience. Also sports director; big-league city. B.A., 28, seeking successful news-conscious organization. Box A-100, BROADCASTING.

Advancement: Newsman with five years commercial experience desires a move up. Now in one of the top 30 markets. Box A-105, BROADCASTING.

Prime time newsmen with top metropolitan AM-TV news operation desires to relocate. Imaginative, articulate, aggressive. Master's degree, 8 years experience, married. Resume and tapes upon request. Box A-107, BROADCASTING.

Production—Programing, Others

Full bookkeeping services—Billing to tax reports. Handled from our office at a savings to you. 12 years experience in radio field. Box A-8, BROADCASTING.

Available soon: Program director: Town & Country. \$600.00 month min. Western state only. Box A-17, BROADCASTING.

General manager of production company seeking opportunity with larger operation. Twelve years broadcast experience, all phases including writing and sales. Creative thinker. Will work hard to earn good salary. Box A-76, BROADCASTING.

Country program director of No. 1 station in top 20 markets. Top rated morning man. Network voice, great production. 10 years contemporary background. First phone. Box A-114, BROADCASTING.

Telephone reports from Golf tournaments to your station. Box A-120, BROADCASTING.

First phone, eight years experience all phases radio including management and sales. Would also consider TV. Need \$125 week start. Dean Lyle 816-JA 3-4651.

Program specialist. Top-rated shows. Producer-director, National Syndications (over 500 stations in 1966). Plus first phone. Paul Potter, 2136 W. Colorado, Dallas.

TELEVISION—Help Wanted

Management

Studio supervisor for TV-AM-FM operation. Must be fully knowledgeable of remotes for TV and radio. Send resume and salary requirements. Box A-71, BROADCASTING.

Sales

Excellent opportunity—both earnings and future—in growing mid-western TV market for experienced man. Beautiful community in heart of vacation region. Wonderful family atmosphere. Box A-45, BROADCASTING.

Top ranked network station in medium sized three station market looking for hard working, mature, local-regional sales manager. Will administer other salesmen, as well as carry list. Potential is great in this market. Look Magazine described it as "Happy Town U.S.A." Ideal for raising family. Box A-102, BROADCASTING.

Announcers

Booth announcer wanted by midwest TV station. Some on-camera work, some copywriting. 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.

Announcers—(cont'd)

On camera announcer wanted to join fine staff at progressive Midwest television station in a major college town. Only a man capable of rapid progress in a good staff need apply. Some copywriting, opportunity to learn direction. Merit increases, excellent fringe benefits. Send picture, audio or video tape, complete details including salary expected to Box A-28, BROADCASTING.

\$120. weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful midwestern outlet in city under 100,000. Box A-29, BROADCASTING.

Young sportscaster with radio background, who'd like to gain experience in television while continuing to develop radio talent. Must be strong in play-by-play and must have ability to assist in obtaining, writing and airing sportscasts. Must have professional attitude, desire to learn and must have respect for accuracy. College graduate preferred. Send photo, tape, complete resume and anticipated salary to Box A-36, BROADCASTING.

Television announcer wanted. VHF station in medium sized midwest market needs versatile, experienced announcer. Commercials, weather, possible news. Send resume, salary requirements to Box A-53, BROADCASTING.

Wanted—Strong personality for staff announcing. Opportunity unlimited. Send resume & salary requirements to Box A-129, BROADCASTING.

Technical

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.

First class operator—switcher. Midwestern radio-TV stations in medium size market with excellent educational institutions and excellent sports area. Good salary and fringe benefits. Latest RCA equipment. Would like man with some announcing capabilities, however, announcing not absolutely necessary. Announcing assignments would add to income. Please send resume recent photograph to Box M-220, BROADCASTING.

Chief engineer—for group owned New England VHF station in top 20 market. Technical and administrative experience required. Degree desirable. Full information and salary requirements in first letter, please. Box A-15, BROADCASTING.

Experienced engineer with first phone for southwestern VHF. Primary responsibility in studio equipped with RCA color film, Ampex color VTR. Salary to \$600 or more depending upon qualifications. Box A-61, BROADCASTING.

Chief engineer E.T.V. Rapidly expanding University educational TV department with closed circuit and production facilities is seeking licensed engineer to take charge of technical operations. Starting salary commensurate with experience and background. Box A-79, BROADCASTING.

Studio engineers, supervisors, all color stations southwest chain, salary to \$700 monthly. Box A-109, BROADCASTING.

Chief engineer for a network affiliated, California UHF, in all UHF market. Experienced man will join group operator. Excellent opportunity and starting salary. Box A-116, BROADCASTING.

Southwestern VHF has opening for experienced, responsible engineer with multifaceted ability. Position is interesting and challenging in that it will require you to have or achieve familiarity with studio, tape, transmitter, long haul microwave and maximum powered translator equipment, all operating in color. First phone and some travel will be required. Many company benefits are offered. For information and application write Chief engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

We have year round fishing and golf—Full color facilities—We need a chief engineer. If you are a number two man and your chief is young and capable and he will not move then you should contact us. A real opportunity for the right man. Contact A. Cowan—KTAL-TV—3150 North Market St., Shreveport, Louisiana.

TELEVISION—Help Wanted

Technical—(Cont'd)

Needed immediately: experienced TV broadcast engineers with first phone for expanding staff of WTMJ-TV, Wisconsin's leading AM-FM-TV broadcasting facility. Pioneers in color broadcasting. Presently operating from new studios with latest color equipment. Excellent pay and benefits when you work for this employee owned company. Call or write to Chief Engineer, WTMJ-TV, Milwaukee. (414) 271-6000.

If you are dedicated to broadcast engineering, we have a place for you on our team. We are accepting applications from experienced and non-experienced engineers to build our staff in preparation for full color operation. Now is the time to get in on the ground floor of a highly successful operation, offering you a secure future and the opportunity to put your own ideas to work. Let's talk it over . . . Call or write Roger Hale or Charlie Parrott at WTVM-TV, Columbus, Georgia. . . . Area code 404-322-8828.

Major New England TV station has openings for FCC first class licensed engineers. Write P. O. Box 1859, New Haven, Connecticut.

Wanted . . . 1st class licensed man, perhaps retired, to stand watch and live in trailer at Cable TV reception head-end on La Cumbre Peak, 4½ miles north of city, 40 minutes by road, to maintain all gear, including Conrac receivers, 10 Collins 12Kmc transmitters with three-way split of signal to three distribution centers. This could be scenic way of life for right man and trailer could also accommodate wife. If interested, send fact and picture to: Larry Gunn, Technical Manager, Cable TV of Santa Barbara, Inc., P.O. Box 3295, Santa Barbara, California, or phone 805-963-3644.

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.

Wanted—Strong news personality to head our news department. Are you No. 2, wanting to be No. 1? This could be the move for you. Send resume and salary requirements to Box A-130, BROADCASTING. Replies will be handled confidentially.

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

Production—Programing, Others

Art director—for northeastern VHF. Experienced man to handle all phases of TV art, hand lettering to hot press. Send resume to Box A-131, BROADCASTING.

Immediate opening for experienced director/switcher and one cameraman/floorman. Apply in writing with resume and salary requirements to Bill Bowman, Production Mgr., WXEX-TV, Richmond, Virginia.

TELEVISION

Situations Wanted—Management

Program manager now in top ten interested in locating as manager small market. Box A-93, BROADCASTING.

Announcers

Television staff announcer. Experienced most phases. Young, aggressive. Want opportunity. Box A-68, BROADCASTING.

Snowed under after watching your weather telecast? Or was it so dull, you talked to your wife instead? TV personality, five years experience. 31, has unique approach to dull subject. Box A-121, BROADCASTING.

Technical

First class engineer desires to relocate in northeast area. Box A-92, BROADCASTING.

Technical—(Cont'd)

Working chief engineer, 12 years engineering-production Mobile units, Tech school graduate. Box A-119, BROADCASTING.

NEWS

European newfilm/audio tapes Network newsman on leave doing private research throughout Europe one year beginning March 1st. Will provide assigned service-exclusive your market. Also still pix. Box A-64, BROADCASTING.

TV-Radio newsman, announcer, writer, public affairs co-ordinator. Desire to relocate in west or southwest. Box A-85, BROADCASTING.

Production—Programing, Others

Director seeks greener pastures. Ten years in small market TV. Box A-10, BROADCASTING.

Film Director desires change. Extensive experience, best references, good record. Box A-11, BROADCASTING.

Kids show personality. Proven ability to build audience, sell merchandise, please viewers & sponsors. Not a clown or cowboy, but an actual warm person with over 1500 hours of experience as live kids show personality. Min. \$200 per week plus moving cost. No problems with wine, women, or temperament. Box A-12, BROADCASTING.

Now available! 14 years television experience including: All phases production (4 years color art (animated color film). Creative director, engineer (1st phone) promotion. Desire position that will utilize these talents. Age 39 . . . family man. All inquiries answered promptly. Box A-80, BROADCASTING.

8 years solid background in programing, film buying, film editing, production. Looking for executive position. Communications degree, married, draft exempt. Box A-88, BROADCASTING.

Program director would like to relocate. 12 years TV; interested in all offers. Now in top fifteen. Box A-94, 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.

Two, four or six bay FM antenna for high end. Ray Sherwood, 182 South River Street, Aurora, Ill. 60506. 312-897-4773.

Channel 23 antenna. Claude Hill, 1223 S. Harvard, Tulsa, Oklahoma, 918-WE 2-3523.

Magnecorder model PT6. Need several in any condition. Contact M&M Tape Corporation, P.O. Box 6636, Birmingham, Alabama.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliak, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

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.

Two modified RCA TK-40A color camera chains in good operating condition. Immediate delivery. Box 18151, Tampa, Florida, 33609. Phone 813-253-0447.

Ampex, several models, 300, 350, 400, 601, altex limiter A 322-C with P-511 power supply, Rondine B-12 Turntable, 77-D microphone, 44BX microphone, Gates cartridge tape equipment, many more items. Audio-rion, 4310 S. W. 75th Ave., Miami, Fla.

FOR SALE—Equipment

continued

VHF television transmitter—Low channel, 500 watt visual, 100/250 watts aural, Standard Electronics type TT652, completely refurbished to near new condition, with tubes and crystals on channel 3 even. Actual demonstration under power load. Can convert to CCIR or other USA low channel. Need space for R&D project 1st of year. Sacrifice Price, will take 100 watt HB or LB in trade. Write to Teldec Corporation, 747 South Central Expressway, Richardson, Texas 75080. Telephone 214-231-3827.

UHF television—1 kw transmitter, Fairchild FM stereo cohax. Sparta telephone delay cartridge recorder. Box A-74, BROADCASTING.

Ampex 601-and 620. Excellent condition. Best offer over \$300. Write Box A-89, BROADCASTING.

For sale. 1 RCA TRT-1B monochrome tape recorder. Bought new from RCA, their last production run of this type. Complete with Pixlock and monitoring. In excellent condition, used only 3 years. Call or write E. J. Fell, WPSD-TV, Paducah, Kentucky, P. O. Box 1037, Zip 42001. Telephone 502-442-8214.

Check our listings for your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Television studio equipment—TK 60 cameras TR-11 VTR sync generators, lighting equipment, lenses, monitors, I.O.'s, speakers etc. Box M-165, BROADCASTING.

Microwave antenna's S-Marck Products 960 mc 10 foot dishes, good condition. Originally \$1,000 now ½ price. Motorola 960 transmitters and receivers. Mobile UHF Inc., 1438 North Crescent Heights, Hollywood, California. (213) 271-5845.

2—Gates ST-101 spot tape units with remote controls. Gates Cartriptape II cartridge playback unit. All in good condition and clean. \$250.00 each FOB. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

FM transmitters: ITA 7.5 kw, FM-7500B, \$6,500.00. ITA 1 kw, FM-1000B, \$3,200.00. CCA 1 kw, FM 1000-D, \$4,500.00. G.E. 10 kw amplifier, \$2,500.00. Gates remote control, RDC-10, \$550.00. ITA 7.5 kw amplifier, \$5,300.00. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

For sale: 2 Tektronix 511AD oscilloscopes ser #A-650 \$150.00 and ser #4952 with new CRT \$165.00. 1 Silence sensing unit \$50.00. 1 25 cycle oscillator \$50.00. 2 25 cycle sensing amplifiers \$50.00 each. 1 B&W 210 audio oscillator \$100.00. 1 B&W 410 distortion meter \$125.00. 1 Conettrone custom playback unit 7.5 & 15ips with 10 inch reel and NAB adapters \$175.00. 1 RT 1000 Raytheon antenna coupler \$75.00. All equipment in operating condition. W. F. Latham, 3217 Brookbridge Rd., Virginia Beach, Virginia.

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!—85 one-liner gag-files now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen \$7.50. Write for complete list & Broadcast Comedy Catalog. Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 926 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91603.

30 minute tape—"quickies" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentages of proposed. Also, continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Ill. 60540. (312) 969-5553.

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.

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America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

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Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 43rd St., N.Y.C. OX 5-9245.

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 16. Write now for information, Northeast Broadcasting School, F.C.C. Course, 883 Boylston St., Boston, Mass. 02116.

INSTRUCTIONS—(Cont'd)

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job Guaranteed. Tennessee Institute Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

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 Jan. 23 & Feb. 6. 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.

Announcers—(cont'd)

SWINGING 'TOP-40' DJ'S WANTED IMMEDIATELY

Large, powerful "independent" North Louisiana station with FM/TV affiliates. Good salary, good benefits, good equipment! Please, no drifters!!! No amateurs!!! We need swingers!!! Air Mail "air-check" tape, resume and photo immediately to:

Norm Perry, KNOE Radio, Monroe, La.
Phone 318-322-8155

Help Wanted—Management

GENERAL MANAGER TOP-RATED RADIO STATION IN MIDWEST MAJOR MARKET

Send resume of qualifications and recent photo in strict confidence to:

Box A-96, Broadcasting.

Sales

SALESMAN

Ready to move up? WFIL Radio, in Nation's fourth market has an immediate opening for a qualified and knowledgeable salesman with accent on creativity and initiative. Income commensurate with ability and experience. Contact: Jim DeCaro, WFIL Radio, 4100 City Line Avenue, Philadelphia, Pa. 19131

Announcers

We need a first phone combo man with imagination, enthusiasm, and the gift of communicating with adults. Send tape, resume, and income needs to Program Director, Radio KCRA, 310 10th Street, Sacramento, California.

TOP MORNING JOCK! TOP AFTERNOON DRIVE JOCK! TOP 40! TOP DOLLARS!

1. You are #1 in your competitive market right now.
2. You are ready to move up to a major metropolitan top 40 operation.
3. You have something different to offer in pace, humor and approach.
4. You love the format, the music and know promotion.
5. You can follow a tight, mor-music format and still sound distinctive.

It's a tough bill to fill, but if you do we want an on-the-air tape, a picture and a complete resume (professionals only, please).

Box A-33, Broadcasting.

Help Wanted

Production—Programing, Others

RADIO PROMOTION MANAGER

TOP 40—TOP DOLLARS MAJOR MARKET

1. You are creative, intelligent and above all, a professional.
2. You know copy, layout and media and how to utilize them to best advantage.
3. You are able to work well with other professionals and are highly contest oriented.
4. You know top 40 radio and how to use it for station and audience promotion.

Interested? We'd like to know about you! Tell us about your present employment—and above all—examples of your past and present triumphs. We have a swinging budget and a top job for you.

Box A-44, Broadcasting.

RADIO

Situations Wanted

Announcers

TOP 10 MARKETS! PERSONALITY

Currently at leading Top 10 Market station. Wants morning show. Humorous, creative, friendly showman. Only top offer can lure from present position. Tape and resume ready.
Box A-95, Broadcasting.

Situations Wanted

NEWS

CAPABLE PROFESSIONAL JOURNALIST

Searching for move up from present position. Air-work well above average.

Box A-127, Broadcasting.

TELEVISION

Help Wanted

TV-RADIO PLACEMENT

Send your type-written resume and material today to be confidentially represented to our station clients. NO FEE!

CHECK AREA OF INTEREST

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General Manager ☐
Program Director ☐
Sales Manager ☐
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Promotion Manager ☐
Announcer/newsman ☐
Sales/local or national ☐
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Name
Address
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NEWS

TV NEWSMAN

Immediate opening in New England for experienced television night time news anchor-man. Must gather, write, edit newscast. Rush video tape or film plus resume to

Box A-83, Broadcasting.

Situations Wanted—Sales

PROGRAM SALES REP.—NEW ENGLAND

New Boston Sales Office covering New England and upstate New York TV Stations offers representation to syndicators and movie pkg. distributors. Over 10 yrs. of Television experience.

Write Ernie Golden, 113 Kilgus Rd., Boston, Mass. 02146. Call AS 7-3314.

CATV

Help Wanted Management

CATV Manager

for large system under construction in California. Prefer someone with several years experience. Excellent starting salary with opportunity for advancement. All replies will be held in strictest confidence.

Box A-87, Broadcasting.

EMPLOYMENT SERVICE

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Sherlee Barish, Director

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Varotal V and Angenieux 35-350mm. Zooms used but in perfect condition with Guarantee. Attractive price on cash basis only.

Write BRITCO—Box 48665, Briggs Station, Los Angeles, California 90064.



Quality TRANSMITTERS

- AM 1 KW—\$4850
- AM Dual Reliable
- FM 5 KW—\$9900

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MISCELLANEOUS

FRANCHISE

Battle of Bands, \$100,000.00

In awards, national promotion. Recording contracts, Europe tour. Exclusive area. Successful in 10 states. Complete advertising and promotional package. Big profits. Exciting. Backed by national advertising. Easy run.

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Director of Contests.

MISCELLANEOUS

Continued

FOR SALE

A \$40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station.

No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for \$15,000 investment plus \$5,000 operation capital.

Principals only.

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Broadcasting Magazine
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FOR SALE—School

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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—Stations

S.E.	small	daytime	\$67M	terms
N.C.	medium	profitable	135M	29%
M.W.	medium	UHF-TV	350M	terms
Gulf	medium	daytime	130M	29%
South Chain	CATV	1.5MM	cash	

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FOR SALE

Stations (Cont'd)

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**EXCELLENT SOUTHEAST
MAJOR MARKET AM-FM**

ownership has other interests
management leaving.

Box A-126, Broadcasting.

(Continued from page 82)

Translators

ACTIONS

■ Broadcast Bureau granted renewal of licenses for following VHF-TV translators: K05BS Orofino, Idaho; K08BY, K12BZ, Grand Coulee and Electric City, Wash.; K09BP, K12BP, Meeteetse, Wyo.; K08DX, K10EJ, K12DM, Prescott, Wash.; K13CD Trout Lake, Wash., and UHF-TV translators: K71AA, K81AJ, Ellensburg and Kittitas Valley Area, Wash. Action Dec. 29.

CATV

APPLICATIONS

Kewanee Perfect Picture T.V. Inc.—Request distant signals from WGN-TV, WFLD-TV, WTTW-TV and WXXW-TV, all Chicago to Kewanee, Ill. Ann. Dec. 29.

GT&E Communications Inc.—Requests distant signals from WZZM-TV Grand Rapids, Mich.; WGN-TV and WFLD-TV, both Chicago, and WSJV-TV and WNDU-TV, both South Bend, Ind. to South Haven, Mich. Ann. Dec. 29.

Telerama, Inc.—Requests distant signals from WJBK-TV, WWJ-TV, WKBD-TV, and WXYZ-TV, all Detroit; WICU-TV WSEE-TV, and WJET-TV, all Erie, Pa.; CKLW-TV Windsor, Ont.; CFPL-TV London, Ont.; WFMJ-TV, WYTV-TV and WKBN-TV, all Youngstown, WSPD-TV and WTOL-TV, both Toledo and WAKR-TV Akron, all Ohio to Beachwood, Maple Heights, Euclid, Cleveland Heights, Richmond Heights, South Euclid, Oakwood, East Cleveland, Garfield Heights, Highland Heights, University Heights, Bedford Heights, Lyndhurst, Bedford, and North Randall, all Ohio. Ann. Dec. 29.

Home CATV Company Inc.—Requests distant signals from WNOK-TV, WOLO-TV and WRLK-TV, all Columbia, S. C.; WSAV-TV Savannah, Ga.; WUSN-TV, WCTV-TV and WCSC-TV, all Charleston, S. C. to Barnwell and Williston, both South Carolina. Ann. Dec. 29.

ACTION ON MOTION

■ By Hearing Examiner Charles J. Fredrick on Dec. 27 in proceeding on TV applications of Adirondack Television Corp. and Northeast TV Cablevision Corp., Albany, N. Y., granted petitions of Northeast TV Cablevision Corp. for leave to amend with reference to biographies of stockholders and to show additional business interest held by applicant (Docs. 16737-8).

Ownership changes

APPLICATIONS

KTOT Big Bear Lake, Calif.—Seeks assignment of license (acquisition of negative control) from William Booth db/as Big Bear Broadcasting Co. to C. R. Cheek, trustee. Bankruptcy proceeding. Ann. Dec. 29.

KPGM (FM) Los Altos, Calif.—Seeks transfer of control from William J. Greene, majority stockholder of Foothill Broadcasting Corp. to William H. Meyers, public administrator of Mr. Greene's (deceased) estate. No consideration. Ann. Dec. 30.

WQTE Monroe, Mich.—Seeks transfer of control from Richard E. Jones, The Brink family and Michigan Shelby & Co. d/b as 560 Broadcasting Corp. to Richard E. Jones and The Brink Family. Richard E. Jones is president. Stock transfer. Ann. Dec. 29.

KCMK Kansas City, Mo.—Seeks transfer of control from F. A. Mesch d/b as F. M. Broadcasting Inc. to Albert J. Yonke, John B. Ewing Jr. and Max Brown. Principals: Mr. Yonke and Mr. Ewing are attorneys. Mr. Brown is automobile dealer. Consideration \$33,000 (\$11,000 each). License will remain same. Ann. Jan. 3.

KVOO Tulsa, Okla.—Seeks transfer of control from Mrs. Harold C. Stuart d/b as Southwestern Sales Corp. to husband Harold C. Stuart. Consideration shall be the fair value of stock, not less than \$1,100,000 nor greater than \$1,250,000. Mr. Stuart is chairman of the board, president and chief executive officer of Southwestern. Southwestern is owner of shares of Central Plains Enterprises Inc., licensee of KVOO-TV Tulsa. Ann. Dec. 29.

KPIR Eugene, Ore.—Seeks transfer of control from Thomas F. Thompson d/b as Emerald Broadcasting Corp. to Charles H. Wilson. Consideration \$600 (\$10 a share). Ann. Jan. 3.

WLAC-AM-FM-TV Nashville—Seeks transfer of control from Murchison Brothers (a partnership composed of C. W. Jr. and John D. Murchison) and Centex Corp. to American General Insurance Co. Stock transfer. Ann. Dec. 30.

KAPS Mt. Vernon, Wash.—Seeks transfer

of control from Ward Beecher d/b as Totem Broadcasters Inc. to George Aller. Mr. Aller is president, general manager, director and stockholder of Totem Broadcasters. Consideration \$42,500. Ann. Jan. 3.

WYLO Jackson, Wis.—Seeks assignment of license from Suburban Broadcasting Inc. to Universal Broadcasting of Milwaukee Inc. Principals: Marvin B. Kosofsky, Lawrence Brandon and Howard Warshaw (each 33⅓%). Mr. Kosofsky is president, treasurer, director and stockholder of Universal Broadcasting Corp., Southwest Broadcasters Inc. licensee of KCIJ Shreveport, La., and Universal Broadcasting of Minneapolis-St. Paul Inc., licensee of KUXL Minneapolis. Mr. Brandon is executive vice president, director and stockholder of Universal Broadcasting Corp., and Universal Broadcasting of Minneapolis-St. Paul Inc., president, director, treasurer and stockholder of Brandon & Co. Inc., station reps. Mr. Warshaw is president, director and stockholder of Highlands Cable Television Corp. in Sebring, Fla., director of Universal Broadcasting Corp., Southwest Broadcasters Inc. and Universal Broadcasting Co. of Minneapolis-St. Paul. Consideration \$295,000. Ann. Dec. 30.

ACTIONS

KARK-AM-FM-TV Little Rock, Ark.—Broadcast Bureau granted assignment of license from Arkansas Radio & Equipment Co. to Mullins Broadcasting Co. Assignor is wholly owned subsidiary of assignee company. Stock transaction. Action Dec. 28.

KUKI-AM-FM Ukiah, Calif.—Broadcast Bureau granted assignment of license from Daniel S. Cubberly to Daniel S. and Elma J. Cubberly, jointly. No consideration. Action Dec. 29.

WGUL New Port Richey, Fla.—Broadcast Bureau granted voluntary acquisition of positive control of licensee corporation Richey Airways Inc. from Donald Armstrong, Sam Y. Allgood (12½% before, 10% after), W. C. Tranter, Ronald Tranter and Reginald Sims to Donald A. (none before, 10% after) and Donald Armstrong (25% before, 45% after) and Thad M. Lowrey (25% before, 35% after). Consideration \$6,600. Action Dec. 28.

WOGO New Smyrna Beach, Fla.—Broadcast Bureau granted transfer of control of Radio New Smyrna Inc. from William P. Swartz III to Roanoke Photo Finishing Inc. Principals: William P. Swartz Jr. (49.5%), Suelle McKeller Swartz (49.5%), Nathan Tanner and William P. Swartz III (each 0.5%) plus stockholders. Mr. Swartz Jr. is president and chairman of board of Roanoke Photo, has interests in commercial food service; photo copier sales; graphic arts supplies; realty operating corporation; stainless steel equipment. He is also chairman of board of bank; director and chairman of land developers business; director, life insurance company; president, chairman of board of investment corporation, and has interest in WSFC and WSEK(FM) Somerset, Ky., with an application for new AM in Collinsville, Va., of which he is president and director. Suelle Swartz has similar interests in Mr. Swartz's concerns. Mr. Tanner is vice president and director of Roanoke Photo Finishing Inc., Ropho Sales Inc., Ropho Graphic Supply Inc., Swartz Investment Corp. and WSFC and WSEK(FM). WORT New Smyrna Beach and Radio Collinsville Inc., applicant for same new AM in Collinsville, Va. William and Suelle are husband and wife. William III is son. Stock transaction. Action Dec. 28.

WASA-AM-FM Havre de Grace, Md.—Broadcast Bureau granted transfer of control from A. Tolson Lyon to Virginia F. Pate d/b as Chesapeake Broadcasting Corp. Consideration \$12,500. Action Dec. 29.

WAQE-AM-FM Towson, Md.—Broadcast Bureau granted voluntary transfer of positive control from WTOW Inc. to Harry J. Daly. This is purchase of two shares stock (\$200) in WTOW Inc. from Earl P. Strine by another stockholder. Principals: Francis J. Matrangola (49.9% before, 49.9% after), Harry J. Daly (45.0% before, 45.2% after) and Earl P. Strine (.2% before, none after). Action Dec. 30.

KYLT Missoula, Mont.—Broadcast Bureau granted voluntary assignment of license from W. L. Holter tr/as The Scottie Broadcasting Co. to W. L. Holter and Leo A. McLachlan tr/as The Scottie Broadcasting Co. Principals: Mr. McLachlan (25%) is employed with KLTZ Glasgow, Mont. and would become manager of KYLT. Mr. Holter (100% before, 75% after) is also licensee of KLTZ. Consideration \$25,000. Action Dec. 28.

WPYB Benson, N. C.—Broadcast Bureau granted assignment of license from George G. Beasley to Sincro Enterprises for \$110,000. Principals: Joe S. and Fred O. Sink, members of the Sink family which own all of

stock of the licensees of WGCD Chester and WCRE Cherow, both South Carolina, through Dispatch Publishing Co. and The Dispatch Broadcasting Inc. Applications for renewal of licenses are pending for two stations. Action Dec. 29.

WCNS, WCNO(FM) and SCA, Dover Broadcasting Inc., Canton, Ohio—Broadcast Bureau granted assignment of licenses to Keyes Corp. Donald C. Keyes (66%) and Carleton Keyes (33%). Consideration \$250,000 plus \$30,000 for noncompetition covenant. Action Dec. 20.

WBBJ(TV) Jackson, Tenn.—Broadcast Bureau granted assignment of license to Jackson Telecasters Inc. 600 shares at \$100 each. Action Dec. 28.

KSTB Breckenridge, Tex.—Broadcast Bureau granted assignment of license from Breckenridge Radio Inc. to Gene A. Hutto (70%), Bennie A. Fossen (25%) and John W. Fox III (5%). Mr. Hutto is general manager of KSTB and Mr. Fox is assistant manager. Mr. Fossen is beverage distributor. Consideration \$75,000. Action Dec. 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Jan. 4. 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.

Belvedere, Calif.—The city council rejected the franchise application presented by Belvedere-Tiburon CATV Co. for failure to prosecute. The city will continue to accept new applications including that of the

above company.

Rome, Ga.—Rome Broadcasting Co., owners of WRGA Rome, Ga., Top Vision Cable Inc., Owensboro, Ky., Telesis Construction Co., Evansville, Ind., Georgia Cable Co., Atlanta, Meredith-Avco Inc., Cincinnati, GE Cablevision Corp., Schenectady, N. Y., Rome CATV Inc., Chattanooga, and Kay-Townes Antenna Co., Rome, have all applied for a franchise.

Princeton, Ill.—GT&E Communications Inc. (multiple CATV owner), a subsidiary of General Telephone & Electronics Corp., has applied for a franchise. Installation will be \$15 with a \$5 monthly fee. Company will offer 10 channels and one local channel plus FM and public information and will pay 3% of gross revenues. Other applicants are Inter-City Cable Corp. and Meredith-Avco Inc.

■ Bonner Springs, Kan.—Kansas Telecable Inc. has been granted a 20-year franchise. The city will receive 5% of the annual gross receipts. The monthly charge will be approximately \$5.

El Dorado, Kan.—Multi-Vue TV System (multiple CATV owner) has applied for a franchise. Previous applicant El Dorado Cablevision Systems was turned down by the city commission.

■ Covington, La.—Seiler Communications Inc. has been granted a franchise. The city will receive 4% of the annual gross receipts. The monthly charge will be \$5. The other applicant was Uniloy Inc., Bogalusa, La.

■ Westfield, Mass.—Pioneer Valley Cablevision Inc. has been granted a franchise. L. P. Cable Corp., Springfield, Mass., had also applied.

Bloomington, N. J.—Tele-Mark Communications Co. and Ringwood CATV Co. each have applied for a franchise.

■ West Wildwood, N. J.—South Jersey Television Cable Co. has been granted a franchise. The company has CATV systems in Wildwood, North Wildwood and Wildwood Crest, all New Jersey.

■ Boone, N. C.—United Antenna Service (M. E. Thalheimer, president) has been granted a franchise. The city will receive a minimum of \$1,200 per year or 5% of the annual gross receipts, whichever is greater.

Durham, N. C.—Cablevision of Durham Inc., a subsidiary of the Jefferson-Carolina Corp. (multiple CATV owner), has applied for a franchise.

Elkin, N. C.—Yadkin Valley Cablevision Corp. has applied for a franchise. The firm offered the city 3% of the annual gross receipts and estimated the installation charge would be \$34.50 with a monthly charge of \$5. Previous applicants were Mount Airy Development Corp. and North-western CATV Corp.

Pine Plains, N. Y.—Howard Lasker has applied for a franchise.

■ Conway borough, Pa.—Color Cable TV, a subsidiary of Centre Video Inc., State College, Pa. (multiple CATV owner), has been granted a franchise.

■ Greenville, Pa.—Blatt Brothers TV Cable Corp. has been granted a 20-year franchise. Monthly charge will be \$3.50.

■ Westmont, Pa.—Johnstown Cable TV, a subsidiary of Teleprompter Corp., New York (multiple CATV owner), has been granted a 10-year franchise with provisions for two five-year renewals thereafter. Company will provide 12 channels plus time and weather. Company will pay the greater of 3% of gross receipts or \$765 the first year; a ½% yearly increase to 4½% or \$1,125 by 1970, and 4½% or \$1,280 annually to 1976.

■ Wilkins, Pa.—Shows Inc., a subsidiary of Valley TV Cable, has been granted a franchise. Installation will be \$15 with a \$5 monthly charge. Company will provide seven channels. Company will pay 5% of the first \$100,000 annual gross revenues; 4% of the second \$100,000; 3% of the third \$100,000, and 2% of all revenues over \$300,000.

Minot, N. D.—Minot Cable Inc., a new corporation formed by Chester Reiten, president of KXMC-TV and KCJB Minot, and William Ekberg, president of the Meyer Broadcasting Co., owner of KFJR-AM-TV Bismarck, KUMV-TV Williston and KMOT (TV) Minot, all North Dakota, has applied for a franchise. The installation fee would be \$15 to \$20 with a monthly charge of \$5 to \$6.

Corpus Christi, Tex.—Segnan Corp., Robstown, Tex., and Castel Corp., represented by William C. Cunningham, have each applied for a franchise.

A bonus for TELEVISION Magazine subscribers

CATV Directory Issue

The first comprehensive directory of community antenna television systems compiled from official FCC records.

This single source reference to the CATV field will include the following data:

- Location • name of system • address • date started
- Principal officers and stockholders
- Population of community served • Number of subscribers
- Channel capacity • Channel of CATV carriage
- TV stations carried on system, originating channel numbers
- Method of pickup (microwave or off the air)
- Nature of additional services, time devoted to each

PLUS . . . a complete list of multiple CATV owners, and CATV owners having interests in radio or television broadcasting and microwave services.

* *Subscribers to TELEVISION Magazine, as of March, will receive this CATV Directory issue without extra charge. Additional copies, so long as the supply lasts, will be sold at \$3.00 each.*

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

LET'S play a game. Sports announcers play it all the time. You're the quarterback. OK, so now you and your wife have pieced together the great American dream—a business.

You start in the back of a garage making wooden picture frames and after that try falls apart, you take the leftover wooden slats and make things for kids. It all starts with three sets of doll furniture. There's no master plan, no brainstorming, no great strokes of luck, no gimmicks.

It's just sweat-of-your brow, dog-tiring work. You work 18 hours a day, seven, seemingly never-ending days a week. Some years it goes good, other years you die. Finally it's 1955 and you've got a good little toy business that has lasted 10 years. But it isn't going anywhere.

A bunch of bright, eager guys take over your advertising account and suggest that you buy a piece of a sponsorship of a new network television show.

This thing is going to cost you a half million dollars. That's five times more than you have been spending a year for advertising. It's as much as your entire company is worth. What do you do? The answer is what separates the haves from the have-nots, the big fish from the little ones, the movers from the drifters.

Moment of Truth • Here's what Elliot and Ruth Handler of Mattel Inc. did. They went to their accountants and said give it to us straight. What if we blow the whole wad on television; are we in business tomorrow?

The answer was hardly reassuring. Only by a spider's thread could the business go on. But there was bound to be some return from the television promotion.

So the Handlers, Saturday's children, to whom nothing came easy, went for broke. They bought a weekly 15-minute participation for \$500,000 on ABC-TV's then new *The Mickey Mouse Club* series. Carson/Roberts/Inc., the fledgling Los Angeles agency that counseled and engineered the buy, also was taking a big chance. This was to be the first year-round advertising program in the toy industry.

At first the gamble looked good. Toy wholesalers, knowing that Mattel was going to promote a toy burp gun on television, clamored for an advance supply. But the TV campaign, which broke in September, created little or no demand. The Handlers began to get irate calls from buyers. "Take your stuff off our shelves, we can't move it," was the general tone.

Back came a good deal of the advance merchandise. Then it was Thanksgiving with little to be thankful for. Christmas was only around the corner. That thought must have struck wave after wave of *Mickey Mouse Club*

Child's play takes hard work plus television

viewers at virtually the same time.

The day after Thanksgiving the orders started pouring through. The buyers were back on the phone demanding to be supplied. In little more than a week, a million burp guns were sold. Television had created a demand that couldn't be filled.

The Handlers' gamble paid off spectacularly, as only such merchandising

WEEK'S PROFILE



Elliot Handler—chairman of the board and president, Mattel Inc., Hawthorne, Calif.; b. April 9, 1916, Chicago; U.S. Army, private, 1944-45; founded and operated Elliot Handler Plastics, Los Angeles, 1939-41; started and ran Elzach Co., firm making costume jewelry, 1941-44; set up Mattel, with partner Harold Matson, as company making picture frames, Los Angeles, 1944; Mattel switched to making toy furniture and musical toys, 1945-48; Mattel incorporated in California as successor to partnership officially founded in 1945, 1948; gamble made to spend \$500,000 for network TV advertising, 1955; company went public, 1960; company on New York Stock Exchange, 1963; chief executive officer of Mattel, 1945-present.

Ruth Handler (nee Mosko)—executive vice president, Mattel Inc.; b. Nov. 4, 1916, Denver; stenographer for Paramount Pictures Corp., Hollywood, 1937-38; sold products designed by husband, 1939-1944; helped found Mattel and became driving force in its success, 1944-present; m. June 26, 1938; children—Mrs. Barbara (Barbie) Segal, 25, Ken, 22; grandchildren—Cheryl, 4, Todd, 18 months; hobbies—"work and grandchildren."

can when the right product and the right message are used at the right time on television. It has to be one of television's greatest success stories, an "only in America" story, a genuine inspiration to all the losers who dream about being winners.

Essentially Mattel Inc. is a house that television built (indirectly TV also built Carson/Roberts to where it's now the leading Los Angeles-based agency). For since that momentous television decision, Mattel has become the largest company in the country—and probably in the world—engaged primarily in the design and production of toys. It accounts for more than \$100 million in annual sales (up from some \$5 million the year television was first used). It employs more than 3,000 people and is listed on the New York Stock Exchange. It has become one of the nation's biggest national advertisers, spending an estimated \$12 million in network and spot television in 1966.

Elliot and Ruth Handler wear this eye-popping success lightly and with charm. They've succeeded in business by trying very, very hard and they're still at it.

He's the creative one, makes the key decisions on what new products have the capability to be introduced, is in charge of corporate policy. "The most creative toy designer in the world," his wife calls him.

She does the day-to-day administration. Her strength is marketing. She's quick and articulate, has the poise that only a woman of great accomplishment acquires.

Ken and Barbie • Work and their two children and grandchildren give total meaning to their lives. The children, Ken and Barbie, became the models for a fabulously accepted series of dolls, still the biggest seller in their line.

Not surprisingly, the Handlers are great friends of television but it isn't a case of slavish adoration. They think television used in combination with the right product is great. But they don't think it's "the magic answer to move all merchandise."

Says Mrs. Handler: "It's one of the greatest tools in the world to tell the public what you have and demonstrate its potential." Continues Mr. Handler: "Use television to show a demonstrative desirability. But don't try to sell mediocrity on television. Don't put on less than a good product. Television might help but the public will reject you in the end."

Television and Mattel are likely to continue going steady. "The only way we can stay alive is to sell \$50 million to \$60 million worth of new products a year," the Handlers point out. They agree that television is far and away the best way those products can be sold.

The song is ended

ON a number of counts broadcasters have reason to be pleased with the settlement of the government's antitrust suit against Broadcast Music Inc. The consent decree signed by a federal judge (BROADCASTING, Jan. 2) permits BMI to go on doing just what it has done for the past 25 years, affirms the legality of broadcaster ownership of the music licensing company and disposes—hopefully for good—of the argument that there is a conspiracy among broadcasters to choose BMI music over that licensed by rival societies.

The consent decree is a vindication of the BMI structure that was devised originally to create competition in the music-licensing business. For this the architects of BMI, among whom Sydney M. Kaye, now chairman, was foremost, must be given credit for their legal wisdom and business judgment. If no BMI had been formed, if the monopoly formerly enjoyed by the American Society of Composers, Authors and Publishers still existed, there is little doubt that broadcasters today would be paying more than they are for the right to play music on radio and television.

ASCAP, and especially its militant 33 songwriter-members who some 12 years ago filed a \$150-million civil antitrust suit against BMI, can take little comfort from the outcome of the government's case. All the main points made by the Department of Justice in the suit it filed two years ago were the main points made by the songwriters 10 years earlier. Without exception those points were conceded to BMI in the Justice Department's settlement. There would seem to be little reason for ASCAP or its songwriters to go on paying press agents and lawyers to spread the fiction that BMI is a broadcaster conspiracy.

ASCAP now finds itself in an anomalous position. By the estimate of its own lawyer, ASCAP licenses no more than 20% of the music on television and less than half of the music on radio. Yet ASCAP fees for both television and radio exceed BMI's. The way would seem to be paved for some adjustments.

Radio's RADAR

ONE of radio's biggest sales problems is its audiences: They're so big they're hard to believe. Anything that helps document their dimensions, therefore, must help the sales effort, because it helps dispel the notion that no medium could possibly deliver that many people at so little cost.

For this reason alone, the four national radio networks must be commended for their decision, almost unique in itself, to unite in conducting extensive and expensive tests of a new research technique (BROADCASTING, Jan. 2). The project, called RADAR for radio's all-dimension audience research, is essentially an elaboration on the CRAM systems (cumulative radio audience method) developed and tested by NBC over the past three years. The goal is to produce cumulative as well as quarter-hour radio audience figures and to do so in terms of people listening rather than homes tuned in.

Radio audience research has properly, though belatedly, been given high-priority attention by broadcasters in the past few years. The most spectacular recent example was the All Radio Methodology Study (ARMS) conducted by the Radio Advertising Bureau and the National Association of Broadcasters, which has already produced several changes in the ways audiences are measured. The CRAM technique came along too late to be included in the ARMS study, and it is to the credit of the four networks that they have de-

cided to put it to the test themselves. Their decision is all the more remarkable because it runs counter to the usual tendency of competitors to shrug off any development initiated by a rival.

National radio has never had people comes before. Obviously, no one can foretell what RADAR will show, but the size of the stakes involved is suggested by CRAM's original findings. These indicated, for example, that 90.5% of all adult Americans listen to radio in the course of a week—a figure approximately three percentage points higher than television's score in a comparable week. If boxcar figures of anything like that magnitude can be confirmed, radio's own peculiar credibility gap will be narrowed and all radio should be easier to sell.

The dean

IN 1963 the honorary lifetime title of "Dean of American Broadcasters" was bestowed upon Harold V. Hough in a surprise ceremony at the annual convention of the National Association of Broadcasters. Last Wednesday that lifetime expired peacefully in Fort Worth a few weeks short of Mr. Hough's 80th birthday.

There were few careers as significant in the development of broadcasting and none as free of sham or as rich in humor and homespun philosophy. One of Mr. Hough's closest friends was Will Rogers, and the "Hired Hand," as Mr. Hough was called in his early days on the air, was the Will Rogers of radio.

Mr. Hough became identified with broadcasting's leadership in just about every crisis that emerged—and there were plenty. In 1941 he assumed the chairmanship of the Newspaper Radio Committee which successfully blocked the then administration-inspired effort to force divorcement of newspapers from station ownership. He had been identified with the clear-channel fight from its start a generation back. And he pioneered in television's development by making WBAP-TV a reality in 1948.

Mr. Hough served three terms as NAB treasurer and five years as a director. Somewhere in the new NAB headquarters edifice for which ground may be broken this year there should be a plaque or perhaps the board room dedicated to the first "Dean of American Broadcasters".



Drawn for BROADCASTING by Sid Hix
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