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Housecleaning recommended for Canadian radio-TV. p88

THE SOUPY SALES SHOW

HOW'S THIS LINE-UP FOR OPENERS!

Anything can happen when Soupy is on!
Take the opening show of this zany half-hour series for example. Would you expect guests Frank Sinatra, Sammy Davis, Jr. and Trini Lopez to "volunteer" as targets for Soupy's pie-tossing shenanigans? (You bet!)
Don't miss out on the hottest local TV show in the nation today. These stations heard the facts and flipped! You will too.

KTTV Los Angeles, Calif., WDAU-TV Scranton, Pennsylvania
KCPX-TV Salt Lake City, Utah
WVUE New Orleans, La., WTEV Providence, R.I.
WTVN-TY Columbus, Ohio, KMSP-TV Minneapolis, Minn.
WBAY-TV Green Bay, Wisconsin
WTTV Indianapolis, Indiana, WISN-TV Milwaukee, Wisconsin
WTVP Decatur, Illinois

For details contact SCRE SEAMS
CATV's "FIRST TEAM"

JERROLD HAS BUILT MORE CATV SYSTEMS ON A TURN-KEY BASIS THAN ANY OTHER MANUFACTURER-CONTRACTOR IN THE INDUSTRY

Since the birth of community-antenna television, pioneered by Jerrold, no organization has contributed more than Jerrold to the growth of this important industry. The Jerrold "turn-key" team has already made TV available to a million viewers through Jerrold-constructed systems alone—and there are millions more who benefit from Jerrold-equipped systems in over 1,000 CATV communities in the U.S. and Canada. Jerrold's tremendous experience and nationwide organization are prepared to help you in every way—assist and guide in applying for franchises and pole-line agreements; conduct signal surveys; engineer the complete system; supply all electronic equipment, including microwave; construct the entire plant, from antenna site to housedrop, put it into operation, and train your personnel...plus complete financing on terms to meet your needs. This complete service—or any part of it—is yours from Jerrold.

Your first move to assure a successful CATV operation is to contact Jerrold's CATV Systems Division.

SOME OF THE CATV SYSTEMS RECENTLY BUILT BY JERROLD:

- Austin, Texas
- Bastrop, La.
- Binghamton, N. Y.
- Chambersburg, Pa.
- Copperas Cove, Texas
- Covington-Cliton Forge, Va.
- Devils Lake, N. D.
- Eau Gallie, Fla.
- Fayetteville, Pa.
- Goshen, N. H.
- Harrisburg, Pa.
- Jamestown, N. D.
- Killeen-Belton, Texas
- Lamar, Colorado
- Lafayette, Ind.
- Lafayette, Pa.
- Laurel, Miss.
- Loganport, Ind.
- Lowville, N. Y.
- Meridian, Miss.
- Ocean City, N. J.
- Ogdenburg, N. Y.
- Ormond Beach, Fla.
- Oscoda, Mich.
- Pontiac, Ill.
- Traverse City, Mich.
- Vincennes, Ind.
- Washington, Ind.
- Washington, N. J.
- West Point, Miss.
- Wildwood, N. J.
- Woodland, Maine

CATV SYSTEMS DIVISION
JERROLD ELECTRONICS CORPORATION
Philadelphia, Pa. 19132
Raid on rates?

There is considerable speculation that McCann-Erickson, New York, which recently obtained substantial discounts from some newspapers for big-scale consumer campaign for Westinghouse Electric Corp. and, in effect, broke those newspapers’ national rate, will seek to extend this approach to broadcast media. Though McCann officials declined to discuss subject, some authorities believe agency shortly will present plan for Westinghouse approval for extensive national TV effort at specially reduced prices.

WSUN-AM-TV to Levinson

H. Y. Levinson, owner of WCAR Detroit, is prospective new owner of city-owned WSUN-AM-TV St. Petersburg, Fla. His bid of $1.13 million was highest of only two received for properties. Other was in amount of $911,500 from Lee Gorman, representing New England interests. St. Petersburg city council, which will meet this month, can reject offers but likelihood is that Levinson bid will be accepted, subject to customary FCC approval.

Advance speculation was that bidding would be in range from $1.25 to possibly $3 million, depending on whether UHF facility (ch. 38) would be retained in what has become three VHF Tampa-St. Petersburg market. Mr. Levinson, it’s learned, arrived at his bid (after careful appraisal of properties) by using WCAR’s frequency of 1130 kc and adding three zeroes. WSUN operates on 620 kc with 5 kw and is ABC affiliate. WSUN-TV operates with 200 kw visual, 107 kw audio, and had been affiliated with ABC-TV. It lost that affiliation Sept. 1 to ch. 10, WVLQ-TV. Existing studio facilities on Municipal Pier, St. Petersburg must be vacated in near future but transmitter site is available for five years.

Wall Street upbeat

Generally favorable activity of broadcasting shares on New York Stock Exchange, plus optimistic projections by investment houses, has stimulated talk about large company mergers involving broadcasting entities. While there are no reports of imminent closings, there have been an increased number of “feelers” by large companies among group owners, including ABC Inc., following strengthened showings on market.

GE’s Nashville bid

General Electric will acquire its second broadcasting entity—WSIX-AM-FM-TV Nashville—for about $10 million if current preliminary negotiations jell. In pursuance of expansion policy announced last February, GE Broadcasting Corp., it’s understood, will seek board approval to finalize purchase of Nashville properties from Louis R. Draughon, principal owner, and associates. WSIX-TV (ch. 8) began operation in 1953 and is affiliated with ABC-TV. WSIX operates on 980 kc with 5 kw fulltime and is ABC Radio affiliate. WSIX-FM is on 97.9 mc with 100 kw and is programmed separately.

Calgon triple play

Calgon Corp., Pittsburgh, for 1965-66—its third season in ABC-TV daytime—has tripled its budget since first joining that network’s advertiser list in 1963-64, and has renewals and new business recent preliminary negotiations. Soon to be announced by ABC-TV, Calgon’s daytime spending on network is spread over seven shows—all for firm 52 weeks. Calgon is supporting its bath oil beads, bouquet and water conditioner products. Ketchum, McLeod & Grove, Pittsburgh, is Calgon’s agency.

New NSI ratings

Some TV stations are grumbling about Nielsen’s new, expanded NSI local-market rating service. (BROADCASTING, Aug. 9.) They contend extra demographic breakdowns to be included will mean much more work, not to mention price increases averaging 30% or more (great deal more in some cases). With number of major agencies signing for new NSI, however, grumbling may be mostly sound effects. Nielsen officials say demographic extras are wanted by agencies and were worked out in consultation with them and also discussed with station reps. They say it’ll be another two weeks before they finish contacting current subscriptions, but estimate that reaction thus far is favorable by better than 30 to 1.

Research for groups

Council for Television Development, composed of group owners opposing FCC’s plan to limit multiple ownership in major markets, is beginning to move. Contractor for major independent research study of group ownership effects probably will be awarded this week and seems apt to go to United Research Co., Cambridge, Mass. Council’s research committee, headed by Hathaway Watson of RKO General, has studied proposals from number of firms, seems inclined toward URC and may announce that decision after meeting in New York Thursday (Sept. 16). Ward Quaal of WGN Inc., chairman of the council’s executive committee, is also expected to attend session.

Hot coals to Newcastle

FCC Commissioner Lee Loewingr, whose background includes journalism as well as jurisprudence, will address dinner meeting at Washington Professional Chapter of Sigma Delta Chi. Sept. 21, on as yet untitled talk to deal with one of his favorite topics: “Should the government try to improve programming or shouldn’t it?” Judge Loewinger, former assistant attorney general in charge of Antitrust Division, has been at odds with several of his colleagues on program jurisdiction. He has been member of Sigma Delta Chi since his undergraduate days at University of Minnesota.

Those Renault spots

Spots for Renault distributor on West Coast, which NAB Code Authority had said were disparaging to Volkswagen (BROADCASTING, Sept. 6), were to end over weekend. But Tilds & Cantz, which created campaign, said cessation shouldn’t be interpreted as capitulation to NAB ultimatum. Marvin Cantz, agency president, said phase of campaign matching Renualts and VWs had been scheduled long ago to end at this time.

Battle may be far from over. Agency’s position has been that spots are not disparaging. Mr. Cantz is due to confer with Renault dealers in New York about campaign. Last Friday (Sept. 10) he met with Howard Bell, code director, and Frank Morris, head of code’s Hollywood office.
Adults read the front page. Adults dance funny. Adults remember to turn off the lights. Adults read books thicker than sandwiches. Adults worry about what’s going to happen.

Adults...the money spending faction...watch the action on WJW-TV* Cleveland.

* Northern Ohio's first local color station.
Boys who study big board are also keeping weather eye on what ratings will show as three TV networks hit starting gate at same time. Wall Street says it likes prospects of broadcasting. See ...

**WILL RATINGS TURN PRICES ... 29**

Sixteen months after it began study of status and shape of Canadian broadcasting, Fowler committee says there is need for 'czar' to run industry. Decrees preponderance of U.S. TV shows in prime time. See ...

**CZAR FOR CANADA? ... 88**

Broadcasters, who expected Congress to come up with legislation on CATV, copyright revision or other items in this session, are rapidly learning that it isn't about to happen. See ...

**MAY STOP BILLS ... 68**

Station forfeitures set by FCC are based to some extent on licensee's ability to pay. Commission has ready reference of financial status: annual financial reports. Commissioners like policy; staff complains. See ...

**ABILITY TO PAY ... 56**

CATV baby born nine months ago is healthy adult today and is known in 14 states through its subsidiary CATV companies. Telesis Corp., headed by Richard Shively and Charles Bevis now $1 million business. See ...

**NINE-MONTH GIANT ... 62**

In wake of top-level management changes at RCA, speculation has arisen that NBC may switch to system of divisional presidents, a la ABC and CBS. Network now uses VP's and exec VP's. See ...

**NEW NBC SETUP? ... 68**

Two Democratic candidates for mayor of New York settle for individual shows on WPIX after FCC turns down their claim that station wasn't giving equal time. FCC says WPIX had complied with fairness rule. See ...

**EQUAL-TIME SQUABBLE ... 80**

Politics and poker are considered inseparable companions. Similar status has now been given to politics and TV. Fair Campaign Practices Committee outlines two-day meeting to study subject. See ...

**EXPLORE TV & POLITICS ... 84**

RAB's new split sessions in management conferences for both large and small markets are hailed by RAB President Miles David. Says meetings are 'excellent'; attendance up 10% over 1964 sessions. See ...

**SESSIONS WELL RECEIVED ... 44**

FCC decision not to judge group by action of one station is upheld by court of appeals. Court says commission action in renewing WFAQ license while denying WWIZ renewal, both under same ownership, was proper. See ...

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Broadcasting

THE BUSINESS OF TELEVISION AND RADIO

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Metro Charlotte is just the key. You activate the selling spring of a market reaching out 75 miles when you buy WBT Radio — the station more North and South Carolinians listen to. What's wrong with being 43 years young? ONLY WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with $3.5 BILLION in buying power. Your BLAIR man has the story. Let him spring it on you.

WBT RADIO CHARLOTTE
Jefferson Standard Broadcasting Company
WBT WBT-FM WBTV WBTW Jefferson Productions
AT&T profits from broadcasting small

AT&T earns net profit of less than 1% on interstate service it provides broadcasting industry, according to "preliminary" figures submitted to FCC by company Friday (Sept. 10).

Report was greeted with disbelief by broadcasting representatives, who have long maintained AT&T microwave and line charges are too high. Estimates have placed AT&T revenues from networks at $50 million annually.

AT&T figures showed net operating earnings on category of service including television, program audio, experimental, developmental WADS, among other services, at $4.7 million.

Net investment on plant involved, according to report, was just under $500 million, indicating net return of 0.9%. Television service represented largest single portion of category, AT&T said.

Higher Rates — Smallness of return rate prompted speculation commission might require higher rates for broadcast services to make them compensatory.

Company report indicated net earnings on all interstate operations during study period—12 months ending Aug. 31, 1964—was 7.5%. Highest rates of return were on message telephone service, 10%, and wide area telephone service, 13.4% on "busy hour" basis; 10.2% on "total day" basis—services in which AT&T has monopoly.

Figures were submitted to commission in connection with investigation into domestic telegraph rates, brought at instigation of Western Union.

That company has complained that AT&T charges noncompensatory, discriminatory rates in areas in which it competes with WU, as in long lines for television, and relies for healthy return in fields in which it has no competition. AT&T said figures should be used with caution, "the preliminary results . . . are subject to refinement in the further work being done . . ."

WCEM sale approved

FCC Friday (Sept. 10) approved sale of WCEM Cambridge, Md., from G. P. Richards to WCEM Inc. for $250,000 plus $5,000 yearly for at least three years to Mr. Richard as consultant. WCEM Inc. is owned by Samuel M. Cannon Jr., Philip G. D’Adamo, Charles E. Edmondson, Alice M. Foxwell, Dr. Lawrence Maryanov, Jon B. Richardson, Dr. Russell P. Smith Jr., Russell Tyler, F. P. Williamson and Edmund W. Woolfolk. WCEM is on 1240 kc with 1 kw day and 250 w night.

Jones to get major part of KTRK stock

John T. Jones, president of Houston Chronicle, will become largest stockholder in KTRK-TV (ch. 13) Houston and controlling owner of KTRK-AM-FM, under transaction to be filed with FCC.

Radio stations would be acquired by newly formed Rusk Corp., of which Mr. Jones holds 68% of stock for himself and his family, for $1,062,500. He personally would acquire 32% of stock in Houston Consolidated Television Co., licensee of KTRK-TV for undisclosed sum.

Mr. Jones already owns 11/4% of television entity.

Second largest stockholder of Houston Consolidated, with 16%, is Roy Hofheinz, president of Houston Astrodome and part owner of other stations.

Willard E. Walbridge, executive vice president-general manager of KTRK-TV, will hold 10% of stock of Rusk Corp. Frank Warren, vice president of Chronicle, will acquire 6%; Frank Stewart, manager of KTRK, 3% and Frank Wozencraft, attorney, 1/5%. Mr. Walbridge also holds 2½% of KTRK-TV.

KTRK, established in 1930, operates on 740 kc, with 50 kw and is affiliated with CBS radio. KTRK-AM-FM, established in 1947, operates on 101.1 mc, with 29.5 kw. KTRK-TV operates with 316 kw visual, 170 kw aural, and is affiliated with ABC-TV.

Ballantine takes smaller cut of Yankee package

P. Ballantine & Sons, Newark, N. J., sponsor of New York Yankees’ baseball for 19 consecutive seasons, has renewed broadcast arrangement with club for three years, but under new terms. Present contract expires this year.

Ballantine will be one-third sponsor of Yankees on wpxi(TV) New York and on 40-station radio lineup, paying package price estimated at $1.35 million or $450,000 per year. This would not include air time costs.

In past broadcasting company has bought all home territory broadcast rights from Yankees (last contract cost reported $1.2 million per year) and handled all broadcast negotiations, selling time not retained for its own announcements. Yankees, owned by CBS, will be packaging games themselves.

Team has not yet reported arrangements for telecasting games beyond New York City although in past, seven station TV network has carried some of Yankee games.

Dutch Radio-TV to go commercial soon

Dutch sources in New York indicate that commercial radio and TV in Netherlands will be started in October, or by January 1966, allowing advertisers to buy time on limited basis before and after new breaks. Agitation for several years by Dutch businessmen, who could reach their audience only through broadcasts from West Germany, resulting in expensive and difficult arrangements, has led to government approval of maximum of 25 minutes of radio and 15 minutes of TV commercials each day.

Another development enhancing Netherlands’ commercial life is possible renewal of pirate station REM (TV North Sea) which last year began telecasting syndicated American. British and German material from an island five miles off Dutch coast. REM is applying for license to relay about four hours of broadcast time, supported by commercials bought by Dutch businessmen.

Stations suffer in wake of hurricane

Hurricane Betsy, second this season, but first in memory of persons in New Orleans and Baton Rouge and Bayou country, last Thursday (Sept. 9) knocked down power lines rendering radio-TV facilities helpless in area.

Weather Bureau in Washington credited stations with saving thousands of lives by alerting people in low-lying areas to evacuate and by spreading advance word of storm.

Betsy earlier had plowed into Miami but stations there suffered little damage (see page 83).

In New Orleans, however, damage was great. Wusu-TV, there, was only TV station on air late Friday afternoon when Wusu-TV and Wvue(TV) went off between 7:30 and 9:30 p.m. (CDT) Thursday and, because power had not
George W. Bartlett, manager of engineering for National Association of Broadcasters since 1961, named VP for engineering. He joined NAB in 1955 as assistant manager of department. Prior to that time he had been chief engineer of WDN-C-AM-FM Durham, N. C., for nine years. Before World War II he was with FCC's Radio Intelligence Division and served as radio officer in U. S. Maritime Service during war.

Daniel D. Kinley, executive VP and general manager since 1962 of H. P. Hood & Sons, Boston (dairy products), appointed president of McCann-Erickson International, New York. Mr. Kinley fills post vacant since retirement last January of Phipps Rasmussen. From 1959 through 1962 Mr. Kinley was senior VP in charge of planning and marketing for McCann-Erickson. Earlier, he had been with Procter & Gamble for 11 years, supervising brand management of various soap and food products.

been restored, remained off air.

WDSU-AM-FM-TV, too, lost power but continued to broadcast around clock with auxiliary power supply.

Spokesman for WDSU said Friday all other radio and television signals in city were down. City lost 80% of its electrical power and estimated 200,000 telephones.

$6.7 million Folger account now all at C&W

Folger Coffee Co., Kansas City, Mo., subsidiary of Procter & Gamble Co., has consolidated nationwide advertising for its vacuum packed and instant coffees at Cunningham & Walsh, New York, agency announced Friday (Sept. 10). Consolidation, effective Jan. 1, 1966, involves switch of billings west of Rockies from Campbell-Ewald, San Francisco.

Account has total billings of $6.7 million, with $5.9 million in spot TV. Move follows Folger's transfer of West Coast advertising responsibilities from its San Francisco office to its general headquarters in Kansas City.

Schroeder lauds free TV at Canadian meet

Placing broadcasters at side of angels and taking poke at FCC attempts to control programing, Willard Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., told Canadian broadcasters last Thursday (Sept. 9) that his year as chairman of National Association of Broadcasters joint board had provided him with "somewhat less confused and with a more realistic attitude about our present and future position with government."

In speech to Canadian Broadcast Executives Society in Toronto, Mr. Schroeder contended that FCC philosophy of controlling programing had failed because broadcasting is not just entertainment programing. "The cornerstone of our strength," he said, "is that we've become a news medium."

Admitting that NAB's major task, that of convincing government and public that free industry can better render program service "if we're free to do it ourselves," is not simple chore, Mr. Schroeder noted that news puts "our customs and our Constitution" to work and puts broadcasters, "by U. S. standards, on the side of the angels."

Archway buys 'Hornet' on radio in 30 markets

One of largest spot radio program buys in recent years has been completed by Archway Cookies Inc., Battle Creek, Mich. Archway has bought half-hour radio series Green Hornet from Charles Michelson Inc., New York, on 52-week basis, starting on WJBK Detroit in early October and spreading to 29 other midwest and north central markets. Contract on WJBK alone runs about $100,000. Agency: Maraneu Advertising, Battle Creek.

'Clown' to be in color

New contract between WNDI-TV Boston, and Larry Harmon Pictures Corp., Hollywood, calls for station to produce and Harmon to syndicate, 130 half-hour programs of Bozo the Clown. WNDI-TV will film entire series in color.
SUCCESSFUL STATIONS ARE SUCCESSFUL MANAGEMENT

Successful station management demands from its representative complete information on each presentation for each account—the budget for the market, the audience the client wants to reach, and other pertinent facts.

Money, like responsibility, gravitates to the station whose representative works closely with station management and reflects station management honestly, alertly and in accord with management standards.

We remember that station management is the “boss”—we keep management completely informed so management knows complete details. Good representative service helps attract money to successful stations.

VENARD, TORBET & McCONNELL, INC.

TV & Radio Station Representative
New enlarged New York headquarters, 555 Fifth Ave.
Chicago, San Francisco, Los Angeles, Detroit, Dallas, St. Louis, Denver, Portland, Seattle
The trend is with us in the brand-new ball game in St. Louis, and our team is getting stronger all the time.
KRLD-TV is the station preferred by more viewers in the nation’s 12th ranked television market. With a quality in entertainment and informational television that produces dominance, KRLD-TV maintains its NUMBER 1 position with 19.8%* more viewers than the second station in the market.

For your next schedule, select the station Dallas-Fort Worth viewers prefer. See your ATS Representative.

*ARB — June/July 1965 Est.
9:00 AM to Midnight
Monday thru Sunday
COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!

WJXT
JACKSONVILLE, FLA.
A POST-NEWSWEEK STATION
WHY STOP TO REFUEL

when you can go all the way on one tankful?

You no longer need two market buys to travel your tv ad the whole length of Wisconsin's central market belt. Your film, tape or live commercial on WKOW-tv MADISON broadcasts simultaneously on microwave interconnected WAWQ-tv Wausau. This exclusive no-duplication, one-camera vertical coverage gives you total mileage throughout all central Wisconsin's ARB marketing area counties.

TONY MOE, Vice-Res. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Res.
Larry Benton, Pres.

DATEBOOK

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

Indicates first or revised listing.

SEPTEMBER

Sept. 12-15—Annual meeting, New York State CATV Association, Concord hotel, Klamath Lake (Miettencott).

Sept. 14—Hollywood Advertising Club luncheon meeting honoring Philip Morris Inc. Rose M. Miller, executive vice president in charge of marketing; James C. Bowling, vice president for sales and corporate relations, and Don Harris, advertising director, will speak. Hollywood Roosevelt.

Sept. 14-15—International Telecommunications Union ninth Plenipotentiary Conference in hundred-year existence. ITU elects secretary-general and deputy secretary-general; decides general policy and revives the ITU convention — union's basic charter. Montreux, Switzerland.

Sept. 15—Meeting of board of governors of New York chapter of The National Academy of Television Arts and Sciences, President Sonny Fox presiding. Overseas Press Club.


Sept. 15-17—New Jersey Public Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Co. to furnish facilities for community antenna service. Trenton.

Sept. 15-18—Seventeenth annual fall meeting and election of officers of Michigan Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters; John Gilbert, vice president and general manager, WABC-TV New York; David Bennett, director of FM operations, Triangle Stations, Philadelphia; James Caldwell, general manager, WAVY-TV Virginia; Bruce Buchanan, general manager, WFBC Greenville, S. C.; J. Patrick Kane, advertising manager, United Motors Service Division of General Motors, Detroit; Robert A. Dearth, executive vice president and general manager, Kenyon & Eckhardt, Detroit. Hidden Valley, Gaylord.


Sept. 17—FCC deadline for filing reply comments and part II and paragraph 20 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, 1963, toward asserting jurisdiction and regulating nonmicrowave community antenna TV systems. Former filing date was Aug. 24.


Sept. 19-21—Tenth annual fall convention election of officers of Northwest Community TV Association. Speakers include Frederick W. Ford, president, National Community Television Association, and Ben Conroy Jr., chairman, NCTA. Olympic hotel, Seattle.


Sept. 20—Deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules.

Sept. 20—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10 kw community TV stations with a 300-foot antenna limitation.


Sept. 22—Open membership meeting of New York chapter of National Academy of Television Arts and Sciences. Speakers will be Rod Serling, national president and Betty Furness, chairman of national awards.

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

Oct. 15-18—Marriott motor hotel, Atlanta.
Nov. 11-13—Sheraton-Chicago, Chicago.
Nov. 15-16—Brown Palace, Denver.
Nov. 18-19—Davenport hotel, Spokane.
Nov. 22-23—Westward Ho hotel, Phoenix.
In World Events,
The Associated Press has been telling it all for more than a century.

Whether the news breaks in Saigon, Santo Domingo, or 100 foreign countries in between, a fully staffed AP team is on the scene. With the world's largest, oldest, foremost newsgathering organization working for you, you know you're only a minute away from the latest bulletin and the most dramatic photo.

Since 1848, AP's leadership has never changed, never been challenged. It just keeps growing stronger with every year—and every new member. Today, there are more than 2700 member radio and TV stations who keep getting the best of the world news first.

The Associated Press
FIRST IN THE WORLD
WSYR-TV . . . Overwhelmingly THE LEADER
In the CENTRAL NEW YORK MARKET in a
REPEAT PERFORMANCE

WSYR-TV DOMINATES
. . . because of EIGHT YEARS OF UNBROKEN LEADERSHIP in the market, in ARB REPORTS.

Again
... it is NUMBER ONE in HOMES DELIVERED—
* 41% MORE THAN STATION NO. 2
* 76% MORE THAN STATION NO. 3

RAB MANAGEMENT CONFERENCES
Sept. 22-23—Fontainebleau motor hotel, New Orleans.
Sept. 29-30—Hilton Inn, Atlanta.
Oct. 11-12—Pleasant Run Lodge, Chicago.


Sept. 23—Broadcast industry forum of Educational Foundation of American Women in Radio and Television. State meeting of Kentucky Federation of Women's Clubs. Sheraton hotel, Louisville, Ky.


Sept. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Sept. 29-30—Annual convention, National Association of Railroad & Utilities Commissioners. Thursday panel on "CATV Jurisdictional Problems," will include FCC Commissioner Kenneth A. Cox as a speaker. FCC Chairman E. William Henry will address Friday session on "Communications Problems—1965." Hilton hotel, New York.

Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.


OCTOBER
Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three numbers indicates first or revised listing.

BROADCASTING, September 13, 1965
HOW TO REDUCE THE RISKS IN TELEVISION BUYING

Would you like to know, in advance, what the best shows will be in the '65-'66 season? Not just in total numbers, but by age and sex?

<table>
<thead>
<tr>
<th>HIS</th>
<th>HERS</th>
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<td>1. Bonanza</td>
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<td>2. The Wackiest Ship in the Army</td>
<td>2. Peyton Place II</td>
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<td>5. The Fugitive</td>
<td>5. The Fugitive</td>
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<td>6. 12 O'Clock High</td>
<td>6. The Long, Hot Summer</td>
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<td>7. Get Smart</td>
<td>7. The Wackiest Ship in the Army</td>
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<td>8. Saturday Night at the Movies</td>
<td>8. Dick Van Dyke Show</td>
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<tr>
<td>10. McHale's Navy</td>
<td>10. Get Smart</td>
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</tbody>
</table>

We give you above our forecasts for the “Best 10” shows for '65-'66 for men and women between ages 18 and 34. (Note the big differences between HIS and HERS. Only five shows are on both lists.)

We are able to make these advance selections because we have developed a procedure that predicts the final audience composition ratings with uncommon accuracy.

The Ayer Forecasts—with their emphasis on viewers, not homes—pinpoint the expected audiences for 97 shows by 13 separate categories of age and sex. This is the most effective way to match television buying to the marketing needs of the advertiser.

We will be glad to send you, without obligation, the detailed Ayer Audience Estimates for the 97 night-time programs for the '65-'66 season. Write TV-Radio Dept., N. W. Ayer & Son, Inc., 1271 Avenue of the Americas, New York, N. Y. 10020.

N. W. AYER & SON, INC.
ber of TV stations (not more than two of them VHF’s) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4—Annual outing, Federal Communications Bar Association, Washingtonian Country Club, Gaithersburg, Md.

Oct. 4—Society of Broadcast Engineers national convention. Lewiston, Mont.

Oct. 4—Fifteenth annual convention and election of officers of New Jersey Broadcasters Association. Speakers include Douglas A. Anello, general counsel of National Association of Broadcasters and Howard Bell, director of NAB Code Authority. Panel on local radio measurement will feature Dr. Sidney Rosowsky, president of Pulse Inc.; Frank Sisler, president of C. E. Hooper Inc., and George Dick, president of American Research Bureau. Governor Morris hotel, Morristown.

Oct. 5—Deadline for reply comments on the FCC’s notice of proposed rulemaking containing expanded use of UHF television channels by setting aside channels 76 through 83 inclusive for a new class of 10-kw community television stations with a 300-foot antenna limitation.

Oct. 5—FCC deadline for reply comments on parts II and IV of rule proposals concerning frequencies allocations for common carriers serving community antenna television systems and technical standards for proposed Community Relay Service. Old deadline was Aug. 3.

Oct. 5—Deadline for reply comments on FCC’s proposed rulemaking relating to network programs not available to certain television stations.

Oct. 5—Deadline for comments on FCC’s notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.


Oct. 11—Annual fall meeting, Pennsylvania Community Antenna Television Association. Frederick W. Ford, president of the National Community Television Association, will be speaker. James B. Palmer, Center Video Corp., and C-Cor Electronics Inc., is chairman, Holiday Inn, State College, Pa.

Oct. 11—James E. Webb of National Aeronautics and Space Administration will be featured at newsmaker luncheon held by International Radio & Television Society, Grand Ballroom, Waldorf-Astoria, New York.

Oct. 9-10—Fall conference and board meeting of Florida Association of Broadcasters. Silver Springs.


Oct. 12—University of Wisconsin’s 11th Wisconsin FM Station Clinic, University of Wisconsin, Madison.

Oct. 13-11th annual education-industry conference on public relations co-sponsored by the National Association of Manufacturers and the Henry W. Grady School of Journalism, University of Georgia, Athens. Featured speaker will be Ray Moore, director of news and local programming, CBS-TV Atlanta, Athens, Ga.

Indicates first or revised listing.


Oct. 14-15—Fifth annual International Film Festival & TV Festival of New York. Speakers include: Steve Krantz, president, Krantz Films; William Cooper Jr., director of Slim programming, WPX-TV; Tom Jones, program director, Triangle Stations; Abe Mandell, president, ITT; Eli Feldman, president, Focus Presentations. Workshop session on UHF to be directed by Ed Cooperstein, president of WJUJ-TV, New York. N. J. Americana hotel.


Oct. 14-23—Twelfth annual meeting of MiFED, Milano International Film and Television Festival, including first presentation of TV Peari awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MiFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.


Oct. 20—New deadline for comments on the FCC’s rulemaking proposing to prohibit voluntary and obligational cross-promotion programing between San Francisco television network affiliates (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programing between 6 and 11 p.m., or to two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs.

Oct. 21—Deadline for comments on FCC’s proposed rulemaking limiting to three major television networks (ABC, CBS and NBC) to equity holdings in more than 50% of all nonnews programing between 6 and 11 p.m., or to two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs.

Oct. 21-22—NBC Radio Network Affiliates annual meeting. Speakers include Robert W. Barnoff, NBC board chairman; Robert C. Kintner, NBC president; Stephen B. Labunski, executive vice president in charge of NBC Radio, Continental Plaza, Chicago.

Oct. 21-31—San Francisco International Film Festival with special television competition for entertainment and documentary films. Deadline for TV film entries, Sept. 1, Masonic auditorium.

Oct. 22—Senator Robert F. Kennedy (D-N.Y.) will be featured at newsmaker luncheon held by the International Radio & Television Society, Grand Ballroom, Waldorf-Astoria, New York.

Oct. 22—Deadline for comments on the FCC’s notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.
California's San Joaquin Valley is the Tiffany of America's farmland. Farms here are big, rich, and prosperous. So are the businessmen who run them. Right in the heart of this prosperity are the KFRE Stations in Fresno, serving one and a half million people up and down the valley. People out here like the KFRE Stations so much that on more than 40 occasions in the past year they've honored us with special commendations for our community services. Typical of how a Triangle station is accepted in its community. BUY SUCCESS. BUY TRIANGLE.
I know business is business. But why on earth do some of you allow (even help) advertisers to misrepresent automobiles or any product to me, my children, perhaps maybe your wife? Do you know what happens when you take a stand against impossible-to-believe advertising? Then, when you tell us about a product, we don’t say, “What’s the use?” But rather, “How can we use it?” Honesty is a good business to be in. May we send you a copy of “Recommended Standards of Practice for Advertising and Selling Automobiles”? It’s published by the Association of Better Business Bureaus, Inc. and the N.A.D.A. Please write to...

The National Automobile Dealers Association

Official Organization of America’s Franchised New Car and Truck Dealers • 2000 “K” Street, N.W., Washington, D.C. 20006
Does your audience think first about pleasing “finicky eaters” when buying food?

The discovery of vitamins and their role in regulating the metabolic processes that go on within our bodies has been one of the most important milestones in nutrition science history. Today, however, it is entirely possible that the emphasis on vitamins—especially in food and vitamin preparation advertising—may have misled many people into believing that an adequate intake of vitamins is all that is needed to maintain good health. Vitamins perhaps have been oversold—at the expense of good eating habits.

Most nutritionists deplore the idea of selling foods or pills on the basis of heavy emphasis on one or two of the nutrient requirements. This is why there is growing effort to de-emphasize foods as medicines and to encourage people to enjoy eating while at the same time selecting those foods which will provide the essential nutrients.

Mothers, most of whom desire to do the best possible job of keeping their children healthy, are especially subject to efforts to frighten them into believing that they must add this preparation or that to their children’s daily diet to assure good health. Mothers are told that this pill or that one is the answer to the problems of the so-called “finicky eater”—that child, or that adult for that matter, who seems to balk at almost any meal set before him.

A WASTE OF WORRY AND A WASTE OF MONEY

Oftentimes the person who appears to be a “finicky eater” is simply being offered more food than he needs and is actually getting a well balanced diet. Or allowing children to fill their stomachs with beverages that are absolutely void of any nutritional value or that contain only calories may be the reason why the children don’t eat at mealtimes.

Trying to correct a faulty diet by buying pills that are promoted as the answer to “finicky eaters”, is often a sheer waste of money. The statement has been made that American sewage is the most vitamin-enriched sewage in the world—because most of the vitamins, which the body uses in rather minute amounts, are not stored in the body. It is much wiser, and a happier course in the long run, to correct poor food habits as early as possible rather than to rely on pills as a substitute for good food.

Since children learn most of their lifetime food habits at the family table, it is important that parents set a good example. The mother who joins her children for breakfast and has only a cup of coffee is hardly encouraging her ten-year-old daughter to head off to school with the proper kind of nourishment for peak performance in the classroom. Breakfast is an important meal.

Planning a well balanced diet is not difficult. Sometimes people get unduly excited about food requirements. They really need not be a daily scientific experiment when it should be enjoyable and at the same time fulfill the basic needs of the body for nutrients required to maintain health.

Nutrition scientists have done a good job of making things easier for meal planners. They have devised the Daily Food Guide which suggests that foods should be elected each day from four basic groups which have been included because they provide the essential nutrients in adequate quantities when the guide recommendations are followed. The guide provides for variety, too.

The groups are: (1) Milk and other dairy foods; (2) Meats, poultry, fish, eggs; (3) Fruits and vegetables; and (4) Breads and cereals. The Daily Food Guide offers suggestions about quantities or number of servings to be consumed each day by various age groups in order that nutrient requirements are satisfied. With the tremendous variety of foods available within each of these major groups, it should not be difficult for any meal planner to find a composite of foods that will satisfy the most “finicky” of all eaters.

There usually is another choice that satisfies.

For example, occasionally there is a person who does not like the taste of milk. This does not mean that milk has to be dropped from the diet, of course, for not only are there a great variety of flavorings that can be simply added to milk, but also milk is available in many other forms such as cheese and ice cream—or the milk may be added to cooked or baked foods.

To demonstrate how easily this Daily Food Guide satisfies nutrient needs, the following table shows the approximate percentages of the Recommended Daily Dietary Allowances (as established by the Food and Nutrition Board of the National Academy of Sciences—National Research Council) supplied by the quantity of milk indicated for each age group:

<table>
<thead>
<tr>
<th></th>
<th>Protein</th>
<th>Calcium</th>
<th>Vitamin A</th>
<th>Riboflavin</th>
<th>Thiamine</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Woman</td>
<td>30%</td>
<td>72%</td>
<td>14%</td>
<td>64%</td>
<td>18%</td>
<td>169%</td>
</tr>
<tr>
<td>Adult Man (2 glasses)</td>
<td>24%</td>
<td>72%</td>
<td>14%</td>
<td>48%</td>
<td>12%</td>
<td>109%</td>
</tr>
<tr>
<td>15-18 Year Old Boy (4 glasses)</td>
<td>42%</td>
<td>100%</td>
<td>28%</td>
<td>84%</td>
<td>23%</td>
<td>193%</td>
</tr>
<tr>
<td>15-18 Year Old Girl (4 glasses)</td>
<td>62%</td>
<td>100%</td>
<td>28%</td>
<td>100%</td>
<td>35%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Each of the other food groups contributes nutrients which add up to the recommended allowances which the nutritionists agree are a basis for a good health program. The contribution of milk and other dairy foods to the daily diet explains why we often refer to milk’s “armored calories.” Milk supplies a complete protein, calcium which is important to adults as well as for growing children, vitamin A, the B-vitamins—thiamine and riboflavin, in impressive quantities. Milk adds other nutrients in less important quantities. All of this contrasts with those foods or beverages which furnish little or nothing to the diet other than calories—or which, in the case of the increasingly popular “diet drinks,” tend to add nothing at all to the diet.


Broadcasting, September 13, 1966
OPEN MIKE*

Defends disk jockeys

EDITOR: The article in the recent issue of Broadcasting on the burning of the Watts area of Los Angeles, and the battle cry supplied to them by the Negro disk jockey Magnificent Montague ("Burn Baby, Burn") prompts me to write in defense of announcers.

Ever since the payola scandals and the infamous DJ convention in Miami, any and all announcers have become suspect. Typical ads stipulate that station managers want no "boozey hounds, drifters, prima donnas, credit jocks." and other vallifying characterizations. True, these traits are to be disdained in any prospective employe, but does one find these undesirable features spelled out in help wanted ads for salesmen or shoe clerks?

A few minutes and opportunists have somehow managed to make the term "disk jockey" synonymous with a few charlatans and culprits who have evidently left some station managers and program directors with a bad taste in their mouths. 

To all station managers from a respectable announcer: Your answer to the irresponsible cry of "Burn Baby, Burn" should be: "You're Fired Baby, Fired!" -Jerry Foster, Bethesda, Md.

Longevity record?

EDITOR: Who is the woman who holds the record for the longest continual staff service in radio? and the record for the longest continual staff employment for the same station?

One of our women employees has been on the staff of WLM [Lowell, Mass.] continuously for going on 31 years, and I am curious to know whether or not any other stations have had a woman employee continuously for that length of time. . . . [Is this] some sort of record? —Albert N. Armstrong, Jr., station manager, WLM-AM-FM Lowell, Mass.

(While 31 years is fine record of loyalty, longevity records in radio are difficult to achieve. Any other women candidates?)

The way to measure stations

EDITOR: Could we have permission to reprint the Monday Memo for Aug. 23 ["Are we ready to measure stations by more than numbers?" by Benjamin Green of Geyer, Morey, Ballard Inc.].

We would like to include it in a mailing to local accounts.—J. L. Carpenter, general manager, KMJS Redding, Calif.

(Permission granted.)
Everything's up-to-date in Kansas City, especially Herb Weiss of Metro Radio Sales.

STATIONS: \(WNEW\) New York, \(KLAC\) Los Angeles, \(WCFL\) Chicago, \(WIP\) Philadelphia, \(KKHI\) San Francisco, \(WHK\) Cleveland, \(WCBM\) Baltimore, \(WWTC\) Minneapolis-St. Paul, \(KMBC\) Kansas City, \(KIMN\) Denver, \(WDRC\) Hartford, \(KYNM\) Portland, Ore.

OFFICES: New York, Chicago, Detroit, Philadelphia, Boston, Los Angeles, San Francisco and St. Louis.

Metro Radio Sales
A DIVISION OF METROMEDIA, INC.
COAST-TO-COAST MURAL
At first glance, the frantically congested gallery of faces above might seem to be making the point that “people need people.”
Actually, the performers you’re looking at represent the programs—just about all of them in color—that NBC Television audiences will be enjoying during the new season.
In our conceivably biased—but traditionally accurate—opinion, this NBC-TV schedule for 1965-66 will be the strongest and most diversi-
in the entire medium.

Of course, it wouldn’t shock us to learn that other networks are saying the same thing ut their forthcoming lineups—and they even believe that they’re right. Faith is onderful thing.

But, as we of the TV world are accustomed to putting it, the proof of the pudding is in the seeing. The seeing gets under way—in a great, big way—with NBC Week, Sept. 12 to 19. Don’t miss it. Where else can you see a “moment of truth” that’s a whole week long?
Success found in the direct approach of a simple, repetitive jingle

The jingle that nobody wanted made its 270,000th appearance recently on Southern California radio waves, paused to don eight new musical guises, and just might be headed for an airwaves tenure of forever. It shows what can happen to a crazy idea, like selling groceries by radio.

The 51-word ditty has no name but is known to millions of southland listeners as “Every Day’s a Special Day at Thriftimat,” and to half a generation that has grown up with it, the words and tune are probably more familiar than “Jingle Bells.”

What about the sponsor, the sprawling Thriftimat food market chain? In 1953, when the ubiquitous little verse made its debut, Thriftimat had 37 stores doing an annual business of $42 million. Today it has 70 retail outlets and does a corporate volume of $240 million.

Right Idea, Wrong Time • It is said there is nothing so powerful as an idea whose time has come. Fourteen years ago selling comestibles through radio was an idea whose time had not come. Anderson-McConnell hadn’t exactly arrived, either; we were six years old and developing new business was something of a fetish. We sought clients the conventional way; we also brainstormed for an idea that might have just a little market legs.

We overlooked the sprawling market chain in our sales approach, and were rejected by the administrator of a Southern California radio network. After a few more approaches, we were invited to meet with Don Conroy, ad-manager for Thriftimat, and we were sold on the idea.

We wrote and produced a jingle on the spot, and later that year conducted a test in which the jingle was played once a day through the month of September. The results were a nicely whumping 270,000th appearance recently on Southern California radio waves, paused to don eight new musical guises, and just might be headed for an airwaves tenure of forever. It shows what can happen to a crazy idea, like selling groceries by radio.

Doug Anderson started at the top (nominally, at least) in the advertising business as president of the Anderson-McConnell Agency which he founded with George McConnell in 1946. The agency today is one of the five largest in Southern California. A graduate of the University of California, Los Angeles, Mr. Anderson had been with Pan American Airways in San Francisco, where he headed public relations for two years and was supervisor of industrial relations for another.

The agency is the 70th largest in the country, the 29th largest in the West. Anderson-McConnell is the 13th largest advertising agency on the West Coast, and the 11th largest advertising agency on the West Coast. Anderson-McConnell is the 11th largest advertising agency on the West Coast.
There have been a few (other than our worthy and sturdy competitors) who have said, "Hmm... almost too good to be true."

The reference, of course, is to the WKNR Detroit Qualitative I which is the first in-depth study of radio listening in the Detroit market researched by Pulse, Inc. These cool statistics, covering some 50 different demographic characteristics of the Detroit radio listener, categorically delineate (among other things) the occupations of the Male Heads of Household as well as Total Family Annual Income. These data are then relegated to households which tune radios to WKNR.

It's good... and it's true.

As to annual income, for instance, in an average 24-hour day WKNR reaches more Detroit households whose annual income is between $5000 and $8000 than any other station. And this represents by far the largest (35.7%) income segment of the market.

Be good to your client. Get the true story in the WKNR Detroit Qualitative I. For a copy, call your Paul Raymer man or your WKNR salesman.
St. Louis' emotional attachment to KSD-TV is unique...for it has matured and strengthened since that day 18 years ago, when channel 5 became the first television station in St. Louis. Latest ratings*...plus an independent survey** of America's 8th Market TV listening habits...prove KSD-TV is still first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television / represented nationally by John Blair-TV

*Nielsen Station Index and A.R.B. Television Market report—June-July '65—rallings show KSD-TV first in St. Louis (average ratings—sign on to sign off).

**Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans.
Will ratings turn market prices?

Realizing TV's importance, Wall Street watches as 1965-66 season gets underway; specialists at most brokerage houses see another three-way race

The 1965-66 race for television network supremacy gets under way this week with a new element among the most intent spectators in the grandstand—Wall Street.

The financial community has been increasingly preoccupied with broadcasting affairs over the past several years, but with the opening of the new season its interest had reached a pitch to rival that of the networks, advertisers and agencies whose dollars and reputations are on the line.

Analysts at leading Wall Street houses acknowledge that they will be watching the Arbitrons and Trendexes, and later the Nielsenys, more intently than ever before.

These rating reports will begin pouring out today (Sept. 13) with the first audience figures on the programs with which all three networks kicked off the new season last night.

Overnight rating reports have been ordered by CBS and NBC from the American Research Bureau and by ABC from Trendex to provide daily clues to how the race is going in its early stages. The first A. C. Nielsen Co. report on the opening week, covering viewing in 30 markets where all three networks are represented, will be out Sept. 24, and the first Nielsen national report, spanning the period Sept. 13-26, is due Oct. 11.

Wall Street's mounting interest in broadcasting has reached the point where there is hardly a major brokerage house without a research specialist doing periodic reports on the TV business.

Close Watch • Practically all keep close track of the network stocks and growing numbers are regularly researching the group broadcasters, firmly convinced of their money-making potential. As one analyst from Paine Webber Jackson & Curtis said of broadcasting last week: "There's just no stopping it."

Thus Wall Street's unprecedented interest in the progress of the 1965-66 race represents in part a new stage in the evolution of broadcasting as a profitable field for investment.

To a considerable extent, however, the keener interest this year also stems from the seemingly equal terms on which the three networks start the race—and from a growing public awareness of ratings as reflected in the ups and downs of stock prices as one network or another forges ahead or falls back.

Although their own analyses run to much more sophisticated depth, Wall Street analysts point out that the ratings not only can have a profound effect on price fluctuations of network stocks but may also affect the issues of group broadcasters, depending on the concentration of their affiliations with one network or another. Consequently, early ratings have become one of the first divining rods for assessing near-term TV fortunes.

If Wall Street has never looked more closely at the television networks it is also true that never before have the networks had more cause to look over their shoulders at Wall Street as fingers shuffle through the first rating reports.

Volatile Climate • Last year's upheaval in relative network program strengths, which saw CBS-TV tumble from nighttime dominance, ABC-TV moving into front-running contention and all three networks at a virtual ratings standoff, has created a volatile situation for the network stocks as the new season begins.

Almost all industry analysts questioned by Broadcasting last week agreed that any early-season reversals in program success could have an immediate sharp effect on network stock prices—although almost all were expecting a continuation of a tight three-way audience race.

ABC-TV's position, almost all agreed, was the most attractive from a speculative point of view, but at the same time the most vulnerable.

Last week ABC stock had run up to $67% by midweek, a high for the year. This price, considered "steep," could come tumbling down on adverse rating news, financial observers noted.

On the other hand ABC-TV is felt to have the greatest leverage among the network stocks, with only 4.5 million shares outstanding (compared to CBS's 19 million plus) and still cornering well under one-third of the total network market.

Estimates of net revenues for 1965

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**Viewers asked to choose**

At least one network advertiser will conduct its own "ratings" survey as the 1965-66 season gets underway.

Bristol-Myers Co., New York, sponsor of four new ABC-TV series, will hold a $100,000 "TV Stakes" contest beginning Sept. 16, asking viewers to choose one program as their favorite.

The sweepstakes promotion, continuing until Oct. 29, will include spots on the four tested programs, O.K. Crackerby! (Thursday, 8:30-9 p.m. EDT), The Long, Hot Summer (Thursday, 10-11 p.m. EDT), The Big Valley (Wednesday, 9-10 p.m. EDT) and F Troop (Tuesday, 9-9:30 p.m. EDT). Promotion also includes magazine advertisements and some 60,000 posters with entry blanks in stores across the country. First prize will be $100,000, a 1966 Lincoln-Continental car and a Hollywood trip with a participating role in one ABC-TV show.
by the research department of Baker Weeks put ABC at $265 million, CBS at $395 million and NBC at $340 million. This is after agency commissions but before affiliate compensation. Comparable figures for 1964 were given as $240 million for ABC, $376 million for CBS, $310 million for NBC.

Low Quote - Meanwhile CBS, which was trading around 39 last week, but which had seen a high of 47% during the year, was considered "depressed" and capable of a quick price spurt should it receive a good rating news in the first few weeks of the season.

One analyst explained ABC and CBS, to a lesser extent, have both had histories of speculative price run-ups immediately prior to new program seasons with readjustments coming on news of programing standings.

RCA, NBC's parent, is considered an electronics stock by practically all Wall Street houses although NBC contributes a substantial portion of the corporation's profits. (Estimates of NBC's profit contribution to RCA made by security analysts last week went all the way from 25% to 40% but most estimates fell in the 30-35% range).

Several security analysts noted cyclical buying in the network stocks by short term investors who come in on the news of early favorable ratings, ride with the stock through the new program year, then sell at a profit in the spring rather than risk bad rating news in the fall.

However, most brokerage houses denied they would ever advise immediate purchase or sale of a network stock on the basis of early rating returns. But as one analyst explained: "We might hold off purchase or sale on the basis of adverse or favorable program performance."

Institutions - Large institutional clients look at broadcasting over the long run, it was pointed out, and from this viewpoint they like what they see. That was the consensus among all broadcasting analysts questioned last week. They looked for continued expansion of the national economy, continued increases in advertising outlays, and increased increases in the portion of advertising dollars going into television.

All of the television network-owning companies have close links to the financial world through various members of their boards of directors as well as through numerous associations initiated by stock analysts who regularly request audiences with network officials to get their fingers closer to the broadcasting pulse.

Examples of high-level Wall Street network association:

John A. Coleman, an ABC director since 1950, is senior partner of Adler Coleman & Co., a Wall Street house which maintains a specialist on the floor of the New York Stock Exchange.

Robert A. Lovett, on the CBS board since 1953 and a member of its finance committee is a partner of Brown Brothers Harriman & Co., bankers and

Co. But Mr. Levy has also acted as broker to Norton Simon, West Coast industrialist who, with control of about 9% of ABC stock, has the largest single interest in the company, but no board representation. Mr. Goldenson and ABC have made it clear they do not want Mr. Simon to be Simon representative on their board.

Intimations of a possible fight by Mr. Simon to gain representation in ABC are said to be much on the minds of ABC management as the new season opens. Mr. Simon has indicated no present interest in a voice in the company but has stated that the picture could change.

This situation has served to increase still further preoccupation with ratings. Most analysts suggest that regardless of minor fluctuations in program standing among the networks, earning power of any given network is not apt to be seriously curtailed over the long run even though stock prices may react quicker to early programing news over the short term.

The reasoning behind this position is that sponsor demand for network time has grown to the point where all networks can expect to command advertiser interest even with a continual introduction of higher rates and even though ratings may dip slightly.

Image Factor - Security analysts generally confirmed last week that the networks are very much aware of their image on Wall Street and that generally researchers from brokerage houses are treated with care and respect. Most felt that networks "level" with them in evaluating their operating outlooks though there was some disagreement about how far the networks will go in detailing their income breakdown.

One Wall Street researcher noted: "None of these people volunteer anything, but they will give us information up to (not including) the point of divisional breakdowns of revenue and profit."

Another said: "They won't make earnings estimates until the end of the TV season and none of them will estimate ratings for you but they will tell you what programs cost, how much is being spent on news projects, which expenses will be accounted for in a given quarter and where earnings are expected to be generated."

When a Wall Street researcher first knocks at the network door he is usually introduced initially to an official designated by the company to handle their requests for information. At ABC that is Herbert Hahn, a corporate vice president and at CBS, Kenneth Hoenh, the company's treasurer. In the case of RCA-NBC it could be any of a number of people, according to the Wall Street men, depending on what area of the corporation's operations are to be dis-
GET YOUR PITTSBURGHERS HERE!

Gulf does. They consistently pump sales into the nation’s eighth market (and Gulf’s home town) by buying WIIC exclusively. But you don’t have to live here to spot the best spot buy. Check avails with General Sales Manager Roger Rice or your Petry-TV man.
Radio drive to stress prunes for breakfast

"Say Prunes." That's the key phrase of a new singing jingle which starts next week on radio stations in 23 top markets throughout the country and will be broadcast on an every-other-week basis for the next 32 weeks. The California Prune Advisory Board, sponsor of the radio campaign, placed through Botsford, Constantine & McCarty, San Francisco, wanted to encourage the use of prunes as a breakfast fruit. Chuck Blore Creative Services, Hollywood, came up with this jingle:

Man: Say you want to start your day out right
Woman: Say prunes
Man: Say there's energy in every bite
Woman: Say prunes
Both: Say sunshine and sweetness
Say they are the eatin' es'
To delight your appetite
Woman: Say prunes (30 second announcer insert, with music under)
Man: Say good morning, have a happy day
Woman: Say prunes
Man: That's the appetizing, energizing way
Woman: Say prunes
Both: Say for breakfast they're delicious
Say they are the eatin' es'
Say they're healthy and nutritious
When it's something sweet you wish, ye say prunes.
Woman: Say prunes!

There are three 6-second commercials and two 30-second spots, all employing the jingle or a condensed version of it, with one of an assortment of nonjingle commercial messages inserted midway through it to express the same idea in prose: that prunes are rich in vitamins and minerals and loaded with natural sugars that give energy and, in addition to all that, they also taste good.

Along with the spot radio campaign, the California Prune Advisory Board is also using two spots a week on the ABC Radio Network's Breakfast Club, with live commercials by Don McNeill, the program's host. The network campaign starts Sept. 20 for 39 weeks.

The use of Mr. McNeill as radio salesman for California prunes is no accident, according to Frank Scott, account executive on the prune account at BC&McC. Under the direction of Burton Granicher, advertising manager of the California Prune Advisory Board, an extensive research program has been carried on about the market for prunes.

"We know who the consumers are, where they live and why they buy prunes, Mr. Scott said. "We know that they listen to Don McNeill, which is why the board is using his program again for the third year. And we know that they listen to Arthur Godfrey and that one of his sponsors is SunSweet Growers, a major contributor of the CPAB campaign. They also listen to Art Linkletter and watch Lawrence Welk. The audiences to these shows are the definitely over 35, mostly over 45 set and they're the ones we're after." Although not one of the top 25 markets, Tampa, Fla., is included in the CPAB spot campaign because its citizens have an average age of 20 years more than the national average, making it an exceptionally good market for prunes. Sacramento, Calif., is also on the spot schedule, because it was used as a test market last year.

The "Say Prunes" commercials were produced under the supervision of Peter Arnot, broadcast director of Botsford, Constantine & McCarty. The time was bought by Elenore Nelson, media buyer, under the supervision of Kay Blackburn, media director.

RCA Victor fall drive has $6 million for TV

The RCA Victor Corp., New York, announced last week that it will invest $6 million in TV participations during its annual fall home entertainment products advertising campaign which begins this week. The sales effort, part of a $10-million overall campaign, will continue until Christmas.

J. Walter Thompson Co., New York, handles the account.

The $10-million outlay is approximately $3 million more than that of a year ago and double RCA's advertising budget in the fall of 1963, according to Jack Williams, vice president of advertising and sales promotion for the RCA Sales Corp.

During the campaign RCA will participate heavily in NBC-TV's Walt Disney's Wonderful World of Color, The Dean Martin Show, Tuesday Night at the Movies, Daniel Boone, and NCAA and AFL football games. In addition, various RCA dealers will supplement the campaign with local radio and TV co-op spots.

Sunkist board raises rate of ad assessment

Sunkist Growers will spend $3,880,000 for advertising oranges, $1,618,200 for lemons, during the coming season, according to advance estimates. Shipments of oranges will total 38,000 packed cars, with lemon shipments totaling 14,500 cars.

The Sunkist board increased the advertising assessment from 8 cents to 10 cents a carton for oranges and from 9.5 cents to 12 cents a carton for lemons.

Orange advertising, handled by Foote, Cone & Belding, Los Angeles, will include commercials on children's TV programs in 15 major markets to supplement the basic magazine-newspaper campaign.

Lemon advertising, through Leo Burnett Co., Chicago, will be chiefly in magazines.

Bates buys Nielsen local TV reports

Ted Bates & Co., one of the biggest agencies in spot television, was reported last week to have indicated it will sign, for the first time, for the local-market TV rating reports of the A. C. Nielsen Co., effective this fall.

In the past, Bates has consistently
Just about this time last year, Hamilton Beach rewrote the book on small appliance selling. Instead of focusing on their general line for Christmas, they geared their entire holiday promotion to a single item, their electric carving knife “with the hole in the handle.” (Which, incidentally, had just gone into production and which the public had never seen.)

To sell it, Hamilton Beach picked Spot TV, bought saturation campaigns in 22 markets for five weeks, used a single 60-second commercial throughout. What happened? In short order... the first plant went out of stock... then the second plant sold out despite an increase in production-line workers from 100 to 700. Inventive as ever, Hamilton Beach rushed out gift certificates—and sold 75,000. All of this for a product selling at $24.95, with no discernible discounting!

The knife was a bonanza but, equally important, Hamilton Beach’s bold strategy boosted their entire line of appliances for an overall gain of 34%. Moral: there’s still time to use Spot TV for the holidays. Plan your Christmas shopping now in the eight top markets where our stations do the job best.

Carving was fowl play
IF YOU THINK CHICAGO ISN'T A HOT RADIO MARKET YOU PROBABLY THINK THE POCONOS ARE A TRIBE OF INDIANS!
And if you think WGN isn’t the hottest station in Chicago, you aren’t getting all the sales you could!

Got a sales problem in Chicago or the Midwest?
Consider this one simple fact:

Chicago radio sells like no other media.

And WGN uniquely is the sellingest radio station in Chicago.

What do you get? The radio audience with real money to spend. And most importantly, audience response out of all proportion to your investment. (Plus effective media merchandising that is famous with brokers and salesmen.)

Want proof? Marv Astrin has it by the carload.
Call him collect—Area Code 312, 528-2311—right now, and find out how the sellingest station in Chicago can start solving your sales problems!
used the American Research Bureau's local-market reports in its spot buying, while relying on the Nielsen network ratings on the national level.

Compton Advertising, Young & Rubicam and Dancer-Fitzgerald-Sample, all of which have Procter & Gamble accounts among their clients, and Carson/Roberts, Los Angeles, are other agencies reportedly signed for the Nielsen local-market (NSI) service this fall after lapses of one or more years (Broadcasting, Aug 23, 9).

New A-C products to get big TV push

Alberto-Culver Co., Melrose Park, Ill., moved two new hair care products into national distribution last week and will support them with heavy allocations among its CBS-TV and NBC-TV programs already purchased for the new season. The network buys total in excess of $20 million for all of the firm's wares.

The new products are Alberto VOS Conditioner for color treated and damaged hair and Get Set Hair Setting Gel, a new wave set that contains no oil, grease or gums. Both new products are being handled by BBDO, Chicago.

Because of the weight of Alberto-Culver's network participations during the fall new-program introduction period, the sponsor is holding back on its usually heavy spot TV buys for several weeks until about mid-October. Alberto-Culver normally buys spot TV consistently at a rate in excess of $1 million a month. Total ad budget this year will run around $40 million, nearly all in television.

Standardization for data processing?

A discussion of areas in which there is need for standardization in the electronic data processing field will be held today (Sept. 13) in New York at a meeting sponsored by the Advertising Data Processing Association.

Scheduled to attend the session, at the offices of Kenyon & Eckhardt, are Norman Cash, president of the Television Bureau of Advertising; Miles David, president, Radio Advertising Bureau; Mel Goldberg, chairman of the Station Representatives Association research committee; Michael Donovan, president, Media Directors Council; Ted Blumenstein, chairman of the Advertising Data Processing Association standards committee; Ernest Gray, executive director, Magazine Advertising Bureau; Harold Harkaway, vice president, Standard Rate and Data Service; B. J. Egan, president, National Outdoor Advertising Bureau and Charles Lipscomb, president, Bureau of Advertising, American Newspaper Publishers Association.

The agenda includes a review of the growth of electronics data processing as it affects the advertising industry; problems created by this growth; the need for control of statistical information and the establishment of standards to facilitate exchange of information.

Dan O'Neill, president of ADPA, indicated it is not the intention of the committee to establish a universal code but merely to define those areas in which standardization would be beneficial. He added that some minimum standards might be set up for the reporting of billing, audience, traffic, costs and other data with which the advertising industry is involved regularly.

Mr. Blumenstein said that at this initial meeting possible areas for standardization will be assigned to each organization represented on the committee. These organizations will examine separately the areas of special concern to their advertising function and subsequently they will reconvene at an early date to explore areas of common interest and to develop codes for the exchange of information.

The giant will ho-ho more in TV

Green Giant Co., Le Suer, Minn., plans to introduce 30 new vegetable products into the food packing business this year with an extra $13 million allocated to its advertising budget. As much as $4 million of it may be in network and spot TV, it was indicated by a company spokesman last week.

The vegetable products, which represent mixtures, combinations and variations (cream, cheese and mushroom sauces), include 12 boil-in-bag additions to the consumer frozen line, two vegetables to the consumer canned line, and 16 frozen vegetables for the institutional market.

In network TV, Green Giant will use about six new two-minute commercials (produced in color) in participations in Saturday Night at the Movies, Today and Tonight shows on NBC-TV; Thursday movies on CBS-TV. In spot, the company will present commercials in color in 20 major markets.

The total consumer advertising package of $8 million doubles the advertising dollars spent last year in media allocations. In addition, Green Giant is allocating $5 million for the institutional market. Agency for Green Giant is Leo Burnett Co., Chicago.

Spot-TV orientation planned by Katz


Eugene Katz, president of the company, announcing the program last week, said spot television's acceptance among advertisers and agencies has not grown commensurately with its proven strength as an advertising medium.

Noting an air of "confusion and uncertainty" which may prevent spot TV's use, Mr. Katz cited a need for formal explanation of the medium.

The Katz Agency expects 400 agen-
Farm Expert Proves Champion Salesman

100% TESTIMONIAL FROM PANHANDLE BANKER:
"About 50% of the farmers believe anything Cotton tells them and will do what he says. About 40% don't necessarily believe what he says but will do it anyway because Cotton told them to. The other 10% will go along because the 90% are already doing it."
Hey, look us over!

A glittering new season is underway on the CBS Television Network. A new season loaded with laughter...tingling with action...alive with drama. It swings and sings with the beat and gusto of youth. It brings home into thrilling focus the clash of competitive sports. It opens the mind and eye to the challenge and promise of the world around us. In sum, you'll find it a season overflowing with the best entertainment and information on television, much of it in color.

And entertainment with a difference—a difference in the quality of performance, the skill of execution, the power of invention, and the level of taste. You see its reflection in each category of the network’s program schedule. In the unique artistry of a Danny Kaye. In the sharp photographic realism of a “Slattery’s People.” In the inspired writing behind a Dick Van Dyke. And as the curtain rises on a fresh parade of action and adventure, fantasy and variety, you’ll see this same entertainment-with-a-difference on the new premieres of "The Steve Lawrence Show," "Lost in Space," "Green Acres," "The Wild, Wild West," "Hogan's Heroes," "The Smothers Brothers Show," "Trials of O’Brien" and "The Loner."

It's the feeling of excitement you get from seeing something done by people who can do it better than any one else. Like the extraordinary one-time "specials" highlighting the talents of such stars as Barbra Streisand, Sir John Gielgud, Carol Channing, Zero Mostel, and Carol Burnett. Like the incomparable thrills of the upcoming series of NFL football games. Like the world’s greatest auto-racing, basketball, track and field stars on "CBS Sports Spectacular." And you also get it from the sharp, meaningful daily reporting of CBS News world-wide correspondents and the penetrating, news-breaking documentaries on domestic and foreign issues.

So fasten your seat-belts and watch....

The CBS Television Network.
Monday night

Monday night is the time to discover the strange and delightful ways in which people spend their lives—both in fact and in fiction. It won't always be easy! Bud Collyer and Steve Allen will keep you guessing till the final buzzer. And the way that hilarious redhead named Lucy spends her life could lead you to hysteria. But then you can fall back on the tranquility and warmth of Sheriff Andy or America's favorite maid, Miss Shirley Booth, now working at a new address. You wind up the evening with an hour of variety sparked by that brilliant young entertainer, Steve Lawrence.

Tuesday night

Two of man's deepest impulses are gratified on this evening's schedule: his implacable will to conquer, and his unquenchable thirst for laughter. The first can be seen in the thrilling drama of the great Western cattle drives of the last century, with Clint Eastwood, now elevated to the rank of trail boss. As for laughter, who can equal that King of Clowns, Red Skelton, returning for a wonderful new season of comic anarchy—or those hilarious hotel operators, Bea Benaderet and Edgar Buchanan? Finally, CBS News throws new light on the challenging issues of the day.
Wednesday night

Lost in Space
7:30 pm (new)

The Beverly Hillbillies
8:30 pm (in color)

Green Acres
9 pm (new and in color)

The Dick Van Dyke Show
9:30 pm

The Danny Kaye Show
10 pm (in color)

Wednesday night adds up to a brilliant exercise in various kinds of comedy starring with a delightful and exciting spoof on science fiction involving a modern family marooned on an unknown planet. Then the hilarious predicaments of a group of displaced persons—the famous Hollywood-based mountaineers, and a sophisticated city couple (Eddie Albert and Eva Gabor) transplanted to Petticoat Junction country. After which, you enjoy the antics of two of the funniest and most talented performers in show business: Dick Van Dyke and Danny Kaye.

Thursday night

The Munsters
7:30 pm

My Three Sons
8:30 pm (in color)

Gilligan's Island
8 pm (in color)

The CBS Thursday Night Movies
9 pm (many in color)

Thursday night starts out by being both larger and funnier than life with that bizarre household of Fred Gwynne, Yvonne De Carlo and Al Lewis—and that equally incredible group of marooned islanders led by Bob Denver and Alan Hale. A note of domestic reality follows with Fred MacMurray as a harried father of three sons. Finally, the evening reaches its climax with a two-hour showing of one of a special group of the most powerful motion pictures to come out of Hollywood, beginning this season with "The Manchurian Candidate" starring Frank Sinatra.
Friday night

The Wild, Wild West 7:30 pm (new)
Hogan's Heroes 8:30 pm (new and in color)
Gomer Pyle—USMC 9 pm
(The Smothers Brothers Show 9:30 pm (new)
Slattery's People 10 pm

To be perfectly candid, there is a cheerful air of unreality surrounding most of Friday night on CBS. We suspect the frontier of its gaudiest could never match The Wild, Wild West, and we know that prison camps were less inviting than the crazy stables that are home to Hogan's Heroes. As to the reliability of Tom Smoother's portrayal of an angel—we reserve judgment since we never met a real one. And, of course, there is always Gomer Pyle! In short, the world may not be too much like the kind of place portrayed each Friday night on CBS. But wouldn't it be nicer if it were?

Saturday night

The Jackie Gleason Show 7:30 pm
Trials of O'Brien 8:30 pm (new)
The Loner 9:30 pm (new)
Gunsmoke 10 pm

Normally the word "action" suggests an atmosphere fraught with conflict, suspense, tension, and the excitement of personal combat. The genius of Jackie Gleason is that he succeeds in injecting all these qualities into an hour of vibrant comedy. From the foundation he establishes, the momentum builds as Peter Falk, Lloyd Bridges, and Jim Arnott star in a sequence of gripping adventure dramas—the first as a flamboyant, highly unconventional lawyer; the second as a brooding ex-Union Army officer; the third as an indomitable defender of frontier law and order.
Ad Council to aid Negro

Planned campaigns deal with his economic status and how to improve it

"There isn't any advertising manager of the United States, although there ought to be, so the Advertising Council has stepped into the vacancy," Theodore S. Repplier, president of the council, said Wednesday (Sept. 8) in a report to the council's Hollywood radio-TV committee. Walter Bunker, the committee's chairman and Hollywood vice president of Young & Rubicam, presided at the luncheon meeting in Beverly Hills, Calif.

How effectively the Advertising Council has performed its volunteer activities on behalf of the American public can be gauged by Mr. Repplier's statistics that council campaigns are evaluated at $268 million a year today, up from about $100 million a year at the end of World War II.

Mr. Repplier and Samuel Thurm, vice president in charge of advertising for Lever Bros. and chairman of the council's national radio-TV committee, thanked the TV networks, stations, producers, unions, advertisers and agencies for their voluntary contributions to Advertising Council TV campaigns. Mr. Thurm reported these campaigns delivered 19 billion TV home impressions during the 1964-65 season, 12% higher than the year before. The United Crusade campaign had over two billion home impressions, he said, the traffic safety campaign more than three billion. Sample TV announcements for a score of coming campaigns, were screened, about half of them in color.

A Look Ahead: Among major coming council campaigns, Mr. Repplier cited specially one on the little understood subject of America's international balance-of-payments monetary problem (Broadcasting, Aug. 16) and a group of related campaigns dealing with the economic status of the American Negro and what can be done to improve it.

Expanding on this at a news conference held in connection with the luncheon, the council president said that while federal laws now guarantee the Negro equal educational and voting rights, he is striving to improve his economic climate as well.

"Ironically," Mr. Repplier commented, "the Negro crisis comes at a time of the greatest technological change in America. Automation and other technical changes are casting aside people with the least skills and education, a group that includes many Negroes. Another phase of this is the problem of school dropouts, again involving many Negroes."

Recognizing the complexity of the problem, the Advertising Council is taking a four-avenue approach to its solution, he said. First, there is the campaign which started about a year ago, to urge workers in danger of losing their jobs to machines—elevator operators, for instance—to get retraining so that they can find other employment when it is needed. "You don't have tomorrow's job with yesterday's skill" is the theme of this campaign. Allied is a campaign urging youngsters to stay in school or go back to get the education which they will need to obtain employment in the future.

Third is a new campaign, now in the testing stage, to encourage the formation of biracial community relations committees throughout the land. "Put your racial problems on the table and take them off the streets" is the theme of this campaign.

Employment: The fourth campaign related to the Negro problem is one on equal employment opportunity. More than 400 major business organizations have already pledged their support to the idea of abolishing discrimination in employment practices, Mr. Repplier reported, and one purpose of the campaign is to get all American business firms, small as well as large, to go along.

Then, he stated, the major job will be to convince the Negro that jobs are available to him if he has the ability to handle them, which has not always been the case in the past.

Test campaigns are now under way in San Francisco, Boston and Baton Rouge, Mr. Repplier reported, adding that a fourth market, Tallahassee, Fla., had been scheduled for inclusion but the representatives of the media there decided not to participate. In the other three cities, time and space are being donated by local broadcasters and publishers.

"We're trying to test all media, not only the Negro press," he said, "and we will depend heavily on broadcasting. We've got a song in the so-called 'beat' which we think is the nuts. The basic message is that things are changing, that jobs are now available to Negroes because the American employer has changed his way of thinking."

Grey Advertising is the volunteer agency for this campaign.

Brand Names sets theme

The 1965-66 consumer and trade advertising campaign of the Brand Names Foundation will accentuate the theme that competition results in better products, it was announced last week. The 1965-66 campaign has been created by Grey Advertising, New York, and will utilize all media. More than $15 million will be spent in broadcast time and space is donated annually to BNF for its campaigns.

Sales rep for producers

Oglia Blohm Sales Associates has been established in Hollywood by Miss Blohm, former general manager of Standard Radio Transcription Services. She plans to act as a sales representative for independent producers of packaged sales and program aids for radio, customized commercials for both radio and television and customized jingles for advertisers in both broadcast media. The new company also plans to provide music libraries for radio stations and storercast services. The new company is located at 1515 North Cahuenga Boulevard, Hollywood 90028. Telephone is 464-0644.
e has prayed with presidents, preached before a queen, and turned down $1,000,000 a year on TV.

hat makes a great salesman? For half an hour the preacher sat, his head bowed over his Bible, while the prayers were offered and the hymns were sung. As the last notes faded, he rose and walked to the pulpit, stood in silence looking over the crowd. Quietly, conversationally, he said, "We are here tonight for a divine appointment..." And Billy Graham began another of his renowned crusades.

The powerful persuasiveness of the Rev. William Franklin Graham has attracted over 80 million people to his crusades in stadiums, arenas, museums and tents from San Francisco to London, Israel to South America. His impelling magnetism has moved 800,000 listeners to "come forward" and follow Christ. He has worshipped with world leaders, prayed with every president since Harry Truman, and preached before the Queen of England in her private chapel. But when Billy Graham was offered a five-year television contract at $1 million a year, and the opportunity to preach to millions of viewers at a time, he turned it down—followed instead his burning desire to carry his gospel to New York City where he packed Madison Square Garden for 16 weeks and drew 100,000 to Yankee Stadium in one night. What is the secret of Billy Graham's power to move so many in body and spirit? Among other things, certainly a superb understanding of the fundamental needs deep within the hearts of the people in his audience. Understanding audience needs and programming to meet them is also one of the things that makes every Storer broadcasting station a great salesman for advertisers' products. Local news, for example, receives great emphasis on Storer stations as does local public affairs programming. These and other Storer standards help deliver more worthwhile listening for the public and more successful selling for advertisers.
'Split sessions' well received

RAB management conferences have separate meetings for large-market and small-market radio stations

The Radio Advertising Bureau opened its 1965 series of management conferences in Detroit last week with separate sessions, held for the first time, for large-market and small-market stations.

Miles David, RAB president, reported that reaction to the split sessions—and to the initial conferences in general—was "excellent," marked by more enthusiasm than he had seen in seven years of management conferences. He noted that registration for the six scheduled RAB management conferences is running 10% ahead of last year. Others will be held in New Orleans (Sept. 22-23), Atlanta (Sept. 28-29), Rye, N. Y. (Oct. 4-5), Chicago (Oct. 11-12) and San Francisco (Oct. 14-15).

At the large-market session in Detroit, Stanley L. Spero, vice president in charge of sales, KMPC Los Angeles, told broadcasters that his station invests more than $100,000 a year to provide traffic reports to its listeners. He reported this effort has contributed toward the building of a "positive, public spirited image" of the station in the community.

Mr. Spero said the traffic reports are presented without sponsorship and that this makes them a public-service vehicle and projects an image of dedication to community needs. KMPC's coverage of the recent Los Angeles riots was cited as another service that contributes to the station's community image.

The value of a large sales staff was outlined by Robert F. Kieve, general manager, and Jim Trayhern, sales manager, of WBAI Rochester, N. Y. They stressed that a large staff made it possible to cover the hundreds of accounts advertised every week in the newspapers; to disseminate sales materials rapidly to a large number of advertisers and to call on new agency personnel at least twice a year.

"The real payoff for a station with a large sales staff," Mr. Trayhern said, "is that you can do bigger things, get them done quicker, and touch more prospect bases, simply because you have more manpower available."

WBBR, he said, has eight fulltime and four parttime salesmen.

Wallace Dunlap, general manager, KDKA Pittsburgh, described the station's "Tell Me" technique designed to elicit the prospects' marketing problems and to come up with an advertising solution. He said KDKA salesmen question advertising prospects on their products and services; distribution patterns; their prime consumers; the size and activity of the competition; the prospects' current advertising programs and their ultimate marketing objectives.

Mr. Dunlap said the way to make money in radio in 1966 is to "get out of the radio business"—by "getting into a lot of others" and finding out how radio advertising can help them reach their individual objectives.

He contended that "flip cards, slides and other fancy station presentations, as we know them, are a useless, expensive waste of time—and represent the exact opposite of good modern salesmanship."

"Taking off down main street with your trusty Wollensak and a tape full of commercials you've made on pure spec is as old-fashioned as the flower vase in a Pierce-Arrow, and spending man-hours and mental muscle dreaming up a special program idea or copy approach for a prospect is not creative selling."

"Until we know the full marketing picture of our client we cannot hope to intelligently recommend our station's services to help him solve his marketing problems."

When your salesman can gain the confidence of the prospect and intelligently relate what his radio station has to offer to what the prospect's goals are," Mr. Dunlap told the radio executives, "you'll prosper."

'Spectrum Buy' — Stan Torgerson, station manager, WMC Memphis, advised stations which lack rating dominance in a market, to provide listeners and advertisers with "specialty broadcasting," a programming service not already existent in the area. Mr. Torgerson said he suggests to advertisers that they use a "spectrum buy," purchasing time on stations with different formats enabling them to reach all sections of the audience.

Salesmanship that downgrades radio competitors will damage all radio including the station that uses this approach, Mr. Torgerson said. "You can't torpedo half a ship," he asserted.

He said there are two ways for a station to make money without having the highest ratings in town. One, he said, is to "sell specifics"—specific farm spots and programs, helicopter reports, sports broadcasts, newscasts, special events and the like.

The other, he continued, is to "sell by selling our competitors"—other radio stations. His salesmen, he explained, tell prospects: "look, the people who listen to the top 40 stations think we are square. But the people who listen to us are the ones who say [they] can't stand that rock 'n' roll music. Our group may be smaller, but they are important. To do the best job for your client, buy three
our peacock has whiskers

Our NBC peacock has grown 12 whiskers as a matter of fact . . . one for each year since May 1954 that WBAP-TV has been color-casting NBC network and live studio programming. You bet we are old timers in color, programming over 60 hours weekly during the '64-'65 season. (Four times more than any other Fort Worth-Dallas station.) Make that over 75 hours for '65-'66. That's why your color commercial THIS FALL will be far more effective on WBAP-TV. Full facilities for scheduling live, tape, film and slide at NO ADDITIONAL CHARGE excluding on-camera talent fees. We are extremely proud our peacock has whiskers . . . all the better to serve you with.

WBAP-TV
5
FORT WORTH-DALLAS

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives
The train that never stops...

except to save you money

It's the unit train, helping hold the lid on price inflation and writing one of the brightest chapters in the railroad comeback story. Unit trains carry vast tonnages of a single commodity from point to point, shuttling constantly from loading to consumer sites at great savings to the public. Such methods of carrying coal are cutting electric utility bills $50,000,000 a year. Grain and ore are also hauled with similar economy. Today's unit trains are another way in which the self-supporting railroads are providing better service at lower cost for everybody, and are shaping a better transportation future for all America.

ASSOCIATION OF AMERICAN RAILROADS
stations—two if the Negro is not a factor because of purchasing power, but three if you can.”

A spectrum buy, he continued, “does the best job for a client appealing to the mass consumer. It does reach all sections of the audience. Negro hair straightener belongs on a Negro station. Slim pants for high-school boys belong on a top-40 station. But soup and beer belong on all three stations.”

To show the success of this approach he said wmc was included in 72% of the national budgets in the Memphis market and that the station this year will bill more than twice as much as it did in 1956 and 60% more than in 1960.

During the small-market conference, Edward A. Wheeler, president, WAEV Evanston, Ill., spoke on money-saving techniques and pointed out that his station in recent years has “tripled its billing without increasing the size of its office staff.” He explained the mechanics of the station’s duplicating system, billing procedure and sales evaluation form used in sales training and supervision.

Other speakers at the session were Eddie Algood, wbtm Danville, Va.; Steve Bellinger, woz Decatur, Ill., and Robert O. Moran, wbel Beloit, Wis. They discussed various promotions conducted by their stations to increase audience ratings and attract advertisers.

On Hand * RAB officials at the conference in addition to President David were Robert H. Alter, sales vice president; Lewis Birchfield, sales development director; Maurice E. (Doc) Fidler, regional sales director; Edward Whitney, director of the small-markets division, and Michael Cary, national account executive.

The RAB contingent reported during the meeting on approximately 100 of “the year’s most exciting and profitable new developments in radio sales.”

Mr. David reported that registrations for the conferences were running so high that no more could be accepted for the Chicago and New York sessions, and that seating is “scarce but still available” for those to be held in New Orleans, Atlanta and San Francisco.

Business briefly . . .

American Sugar Co. (Domino sugar), through Ted Bates & Co., both New York, will begin a fourth-quarter advertising campaign this week, including spot TV in 60 markets. The effort centers around a promotion to reach women and teen-agers through a premium offer of a bracelet and a choice of 72 historical charms.

J. M. Smucker Co., Orrville, Ohio, through Wyse Advertising, Cleveland, entering its first network TV sponsorship, has bought a September to Novem-

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ment today (Sept. 13) said speakers supplied by one of the SRA members would be available to present spot broadcasting’s story depending on the “occasion and the circumstances” of the request. Hasting W. Baker, managing director of SRA, will coordinate arrangements for SRA, which is located at 366 Madison Avenue, New York.

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Agenda announced for ARF conference

Three sessions, two of them run concurrently in the afternoon, are scheduled for the 11th annual conference of the Advertising Research Foundation which will be held Oct. 5 in New York.

ARF said it will have concurrent sessions on experimental research and on specialized advertising research problems. Also on the program is a luncheon at which Thomas C. Dillon, president of BBDO, will speak on the question of whether advertising research is meeting its basic challenges. All three meetings and the luncheon will be held at the Waldorf Astoria.

Several topics will be highlighted at the morning program. Herbert H. Jacobs, vice president, research and development of Hallmark Cards, Inc., will speak on the type of research management needs; Fred R. Haviland Jr., vice president, marketing and corporate planning, Joseph Schltz Brewing Co., will talk on the translation of research into marketing decisions, and Draper Daniels, chairman of the board, Draper Daniels Inc., has selected the title of "If We Don't Start Working Together, We May All Be Out of Work." A fourth speaker for the morning session has not yet been selected.

Four speakers are scheduled for the afternoon session on experimental research. James C. Becknell Jr., director of research at D'Arcy Advertising Co., Chicago, will talk on the use of pretesting devices for reducing variance in advertising experiments. Stanley Canter, vice president and director of research, Ogilvy, Benson & Mather, will discuss media evaluation through empirical experiments. Allan Easton, adjunct associate professor of business of the Columbia University Graduate School of Business, will speak on "Advertising Performance Evaluation with Multiple Criteria," and Simon R. Broad- bent, director of Research Services Ltd., will discuss a year's experience with the "LPE" media model.

Four presentations also are scheduled for the session on specialized advertising research problems. Two executives—Malcolm A. McNiven, manager of advertising research at the E. I. du Pont de Nemours & Co., and Robert K. McMillan, research senior plans director of the Chilton Co.—will discuss "Telecentral Communication," which they describe as an "innovation in survey research."

Also set for the session is a progress report on measuring special media audiences by William E. Farragher Jr., advertising manager of the Youngstown Sheet & Tube Co. A treatment of "Revolution in Industrial Purchasing Patterns" will be given by Richard C. Christian, president of Marsteller Inc. Seymour Smith, president of Seymour Smith Associates Inc., will discuss "Total Measurements: Evaluating All Promotional Factors in a Campaign."

Rep. appointments...

- **WCEE-TV** Freeport-Rockford, Ill.: The Meeker Co., New York.
- **WBIX** Jacksonville, Fla.: Spot Time Sales, New York.
- **WINK-AM-FM-TV** Ft. Myers, Fla.: Advertising Reps. Inc., Miami, as regional reps for Dade and Broward counties, Fla.
- **WRNC Raleigh, N. C.:** Mort Bassett & Co., New York.
- **WPOQ** Jacksonville, Fla.: Blair Radio, New York.

IRTS seminar starts Sept. 22

The 12th annual timebuying and selling seminar, held in New York under the auspices of the International Radio & Television Society, will feature 10 weekly sessions starting Sept. 22.

The first session course will explore the role of broadcasting in the economy and its relation to buyers and time salesmen. Other courses will deal with marketing, broadcast research, media strategy, the timebuyer, the time salesman, the networks and the future of the advertising business. Donald E. Leonard, vice president-director of media, Tatham-Laird & Kudner, is chairman of the seminar. IRTS, 444 Madison Avenue, is accepting registrations—fees are $25 per person for 10 sessions, and $20 per person if there is a group of at least three persons from the same firm. Seminars will be held at the Hotel Roosevelt, 5:30-7 p.m.

Agency appointments...

- National Drinks Bottling Co., West Coast distributor of White Rock bottled products, appoints Reach, McClinton & Co., Los Angeles, to handle advertising and public relations for the White Rock line.
- The Kelvinator appliance division of American Motors Corp., Detroit, has appointed Benton & Bowles, New York, effective Jan. 1, 1966, replacing Geyer, Morey, Ballard, New York. The account is estimated to bill around $2 mil-

Humor on radio sells potato chips in Toledo

Make-believe workers at a make-believe potato chip plant described their jobs in humorous one-minute radio commercials so effectively that sales of Cain potato chips in the Toledo area was boosted materially.

The six-week campaign featured such employees as Patty Cake, 83-year-old woman who worked in the packaging department of Cain's. She looked like she was 18 and married a boy 17. Mrs. Cake eats potato chips on rye sandwiches, creamed beef and Cain's, and Cain's and bread. That's why she looks so young. Her husband, they say, now appears to be a seven-year-old!

Also at the plant is Fred Brown, the chip turner. He turns the chips with tweezers so they can be salted on both sides. Off the job, he has to wear lead weights to keep his hands from flipping over automatically. Otherwise, he says, drivers continually think he's hitchhiking and pick him up.

Then there's Sandra Sweet, 16-foot one in her stocking feet and weighing in at 57 pounds. Miss Sweet tastes Cain's chips all day long and has been doing so for the past 25 years, eight hours a day, five days a week.

The imaginary characters ran an imaginary race for the most popular plant employe with listeners voting to determine the winner. Distributors of the chips handed out buttons bearing the names of the candidates.

The campaign was handled by Don Lee, account executive for John I. Carr Associates Inc., Toledo, Cain's agency.

48 (BROADCAST ADVERTISING) BROADCASTING, September 13, 1965
Now WDAY-TV has
nation’s greatest "share"!

A few months ago we proudly announced that WDAY-TV was the nation’s top-rated NBC Outlet, in 9 a.m. to midnight Metro share of audience, in 3 or more VHF station markets.

Now the March '65 ARB shows that we are tops among ALL networks. Our 9 a.m.-midnight Metro share is 51%! (In Total Homes Reached, we are among the nation’s top 20, with 42%)

And our 3 to 4 p.m. local “Party Line” show has a Metro share of 68%!

But, ladies and gents, GET THIS: In our 6 to 6:30 p.m. local news block AND in our 10 to 10:30 p.m. news block, our Metro Share is 76%! YES, 76%!! YES, 76%!!!

Maybe you’ll want to talk this over with PGW. They’ve got many real interesting facts for you, about WDAY-TV!

Metro rankings based on article in June 21, 1965, issue of TV Age.

WDAY-TV
AFFILIATED WITH NBC • CHANNEL 6
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Prologue to Understanding

It was to be the largest undertaking of its kind in the history of television.

Never before had a television network set aside three and one-half hours of prime-time programming for a planned news special. Five months had gone into the program's preparation. In terms of its running length, its scope and the importance of its subject matter, "American White Paper: United States Foreign Policy" was virtually certain to emerge as an event of the first magnitude.

And it did.

An audience of more than 21 million people—in approximately 12 million homes—watched this unique program.* Never before had so many Americans followed so intensive a study of United States participation in world affairs.

This NBC News examination of our country's foreign policy over the past two decades had but one goal: to furnish viewers with the broad perspective and factual background that would help them form their own conclusions about the United States' current role in Viet Nam and other zones-of-conflict.

"American White Paper" not only reached a gratifyingly large segment of the viewing public, but drew enthusiastic response:
from the nation's television reviewers. A few excerpts:

"...an intelligent, calm and enlightening analysis."—CYNTHIA LOWRY, ASSOCIATED PRESS.

"NBC News deserves great praise for assembling, editing and executing a spectacular television document that showed intelligent planning and conscientious effort."

BOB SMITH, CHICAGO DAILY NEWS.

"The American White Paper was the best of its kind yet to be televised."

ATRA BAER, NEW YORK JOURNAL AMERICAN.

"...It was a thoughtful, balanced achievement in an obviously difficult and complex area...NBC News' entire team of producers, directors and reporters rate a salute on this one. It's one thing to do something prestigious because you ought to; it's quite another to do something that ought to be done and to do it boldly and well."

BERNIE HARRISON, WASHINGTON EVENING STAR.

"American White Paper was a monumental show...a startling amount of history."

BILL LADD, LOUISVILLE COURIER JOURNAL.

"Judged by standards of clarity, thoroughness and importance of subject, last night's White Paper on American Foreign Policy was the most brilliant educational show ever presented...on American television."

HENRY MITCHELL, MEMPHIS COMM'L. APPEAL.

The NBC Television Network is extremely proud of the manner in which "American White Paper" executive producer Fred Freed, Chet Huntley, David Brinkley and more than 130 of their NBC News colleagues throughout the world fulfilled this most difficult assignment.

Their inspired and dedicated teamwork during the five months of the program's preparation is typical of the spirit that has made NBC News the leading organization in broadcast journalism.

That leadership will continue this season with the "Huntley-Brinkley Report" (which goes to color November 15); the "Scherer-MacNeil Report" (premiere October 23, color beginning November 20); the re-designed "Sunday" program (with Frank McGee, September 19th premiere); and the reporting of such major events as the flights of Gemini 6 and 7, now scheduled for October and December, respectively.

As always, for the most accurate and most complete coverage, it's NBC News.
ion, none in broadcast. Earlier this year, American Motors moved its $16 million Rambler Motor division account to B&B from GMB.

NAB sets deadline for standards for drug ads

Radio-TV advertising for arthritis and rheumatism drugs and products has until Oct. 1 to comply with the new guidelines set by the National Association of Broadcasters Code Authority. Product advertising which fails to meet revised guidelines by that date will be considered unacceptable under the specifications of the codes.

Howard Bell, code director, in a memo to subscribers, said he was pleased by the cooperation agencies and advertisers had shown in implementing the guidelines. Among other things, the revised guides rule out claims that a product will restore complete function to crippled joints or will reduce inflammation and swelling.

TV to introduce new ‘water-tip’ cigarette

American Tobacco Co. is introducing a new “water-tipped” cigarette, the Waterford, with initial distribution scheduled in Buffalo, N. Y., in a campaign dominated by television and newspapers.

Distribution will be expanded into other areas “as production permits,” officials said. The agency is BBDO, New York, whose communications design center also designed the crushproof box in which the new cigarette will be packaged and marketed at regular filter-cigarette prices.

The Waterford’s “water tip,” said to be the first of its kind, includes charcoal plus tiny capsules that moisten the filter when pinched and thus provide a cigarette version of the hookahs or waterpipes popular with 17th-century smokers and still widely used in Turkey and Persia, company officials reported.

THE MEDIA

Losing one doesn’t mean all

Court upholds FCC view that it need not take away all the licenses of a multiple owner when it denies a license renewal to one of his stations

The U. S. Court of Appeals in Washington last week affirmed the FCC’s view that it need not strip all licenses from a multiple broadcast owner if it takes away one.

The court expressed its position in upholding the commission’s decision denying applications for renewal of the license of WWIZ Lorain, Ohio, and for transfer of control of the license corporation, WWIZ Inc., to the Lorain Journal.

The commission had held that an unauthorized transfer of actual control from Sanford Schafitz, majority owner of WWIZ Inc. to the Journal had taken place before the applications for transfer were filed. (BROADCASTING, April 6, 1964) And the court held that the commission’s conclusions “were amply supported by the underlying findings of fact.”

One of the arguments made on appeal by counsel for the station was based on the commission’s decision to renew the license of WFAR, Farrell, Pa., which is owned by Mr. Schafitz.

WWIZ’s attorney had asserted that the renewal of WFAR was inconsistent with—and therefore that it undercuts—the conclusion that the violations involving WWIZ were serious enough to warrant a denial of renewal of that station’s license.

The court in a unanimous decision, found “no merit” in this argument. It noted that “insofar as the commission found mitigating circumstances” for Mr. Schafitz, it apparently took them into account by granting him a renewal of WFAR. It added that findings accepted by the commission “were favorable” concerning his operation in Farrell.

Not First Time • The commission has on several occasions stripped the license of a station while renewing others under the same ownership. But last week’s court decision was the first judicial determination that such actions were not necessarily inconsistent.

Commission attorneys were happy also over language in the court’s decision supporting the commission’s action in reaching a conclusion different from that of the hearing examiner. The examiner had recommended a renewal of WWIZ, and counsel for the station argued that the commission had not given sufficient weight to the examiner’s findings.

The court, however, said that examiners’ authority to render initial decisions “does not mean that the various boards and commissions are relegated to the role of reviewing courts who sustain fact findings of courts of first instance unless clearly erroneous.”

“The responsibility for decision,” the court added, “is placed in the commissions appointed by the President and confirmed by the Senate . . . The agency’s conclusions must be sustained if supported by substantial evidence, even though there is also substantial evidence to support the contrary conclusion of the examiner.”

Money Problems • Mr. Schafitz’s difficulties, according to the court, grew out of his need for money in 1958, shortly after WWIZ went on the air to finance construction of a UHF station, WXTV(TV) Youngstown, Ohio, for which he then had a construction permit. (The commission denied his application for a license to cover the permit because he failed to inform it that a partner had been indicted on a felony charge).

The court said that Harry Hrovitz, president of the Journal, and Mr. Schafitz agreed to the formation of the licensee corporation as a means of permitting the Journal to acquire an interest in the station. In return for the preferred stock and 45% of the voting stock, the Journal paid Mr. Schafitz $56,000.

The Journal didn’t press for 100% ownership because, the court said, it feared that might prejudice its chances of acquiring WCTW Mansfield, Ohio. The application for that assignment was later dismissed.

The court also said the Journal
In 1922 WGY offered one of its first programming innovations: a weekly dramatic series (with microphones covered by lamp shades to set the actors' minds at ease). Other innovations such as political news coverage, sports, farm news, and educational programs soon followed.

Today WGY continues to offer programs of unusual variety and special interest for its listeners. And this diversified programming makes WGY the favorite of housewives, factory workers, white collar workers, government officials, business executives, and students throughout Northeastern New York and Western New England.

WGY - 810 KC - 50 KW
GENERAL ELECTRIC BROADCASTING CO.
Represented by Henry I. Christal
wanted to avoid giving the Elyria-Lorain Broadcasting Co. (WEO) an opportunity to force a lengthy hearing. The court described Elyria-Lorain, which intervened in the commission proceeding and on the appeal to the court, as "an unfriendly competitor."

Changes in Corporation - After the commission approved the assignment of the WWO license to WWZ Inc., on Oct. 15, 1958, "Schaftiz acquiesced in changes in the charter and by-laws demanded by Horvitz which effectively deprived Schafitz of majority control," the court said.

These changes, it added, involved placing certain key decision-making authority in a two-thirds majority vote of the common stock and in a three-man board of directors consisting of Mr. Schafitz, Mr. Horvitz and an attorney for the Journal.

In addition, the court said, a co-signature representing the Journal's interests was required on all checks and the preferred stock was converted to a $100, par 6% cumulative participating preferred which gave the Journal dividends each year of $1,200 plus 72.5% of all other dividends declared, and the WWZ books were kept by the Journal staff at the newspaper's offices.

The court also said Mr. Schafitz's lack of responsibility "in allowing control of the station to slip from his hands without approval was compounded" by the "filing of misinformation and the withholding of information."

The court said that in applying for assignment of license to WWZ Inc., Mr. Schafitz failed to supply any information "concerning the actual purpose underlying the formation of the corporation, namely to enable Journal to acquire a substantial interest therein." Mr. Schafitz had told the commission he wanted to operate as a corporation "to take advantage of a corporation's legal rights and privileges."

Peace through law group will hear Gen. Sarnoff

Brigadier General David E. Sarnoff, chairman of RCA, will make the featured address to the World Peace Through Law Center at its luncheon meeting Friday, Sept. 17, at the Washington Hilton hotel.

The occasion is the Washington World Conference of the World Peace Through Law organization, the world's largest international law association which expects more than 2,000 lawyers and judges from more than 100 nations to participate.

The organization's prime function is to make international law a greater instrument of peace.

Payments don't reflect profits

Spokesmen explain checks to KCET are only portion of interim earnings

KCET(TV) Los Angeles, the non-profit educational station in Los Angeles, is $49,000 better off—and expecting further payments—as a result of the FCC action last year in granting interim operation of KRLA Pasadena-Los Angeles to Oak Knoll Broadcasting Corp.

Dr. Kenneth Harwood, chairman of Oak Knoll, which is composed of educational interests, presented a check for $24,000 from second-quarter earnings to Dr. Lee Dubridge for educational KCET(TV) Los Angeles.

But some industry observers familiar with the station's operation estimate it is operating at the rate of an annual gross of more than $3 million.

Alabama's ETV progress aired at seminar

A seminar of the Alabama Literacy Council on the campus of the University of Alabama at, University, heard featured speaker Neil Peerson, developer of the state's experimental adult educational project aired on the educational television network, tell of the progress gained via television in Alabama. Miss Peerson's efforts have been sponsored by a joint Alabama- U. S. Department of Health, Education & Welfare grant. Recognition also was given for the funds achieved in adult literacy by the Birmingham area ETV adult reading telecourse series presented in conjunction with the Alabama Federation of Women's Clubs, Alabama ETV network and lately by the state department of education.

Other speakers at the seminar were Mrs. Alma Bates, ETV reading teacher and author; Dr. George Howard, professor emeritus of education and executive secretary of Alabama school boards, and Graydon Ausmus, director of the university ETV studio.

Announced at the meeting was a new federal grant of $1,158,534 allocated to the state under the federal Adult Basic Education Program, Title II-B. Mr. Beamon Lyon, Alabama assistant superintendent of education, reported a matching grant by the state legislature of $100,000, part of which will go to the educational television system.

KAIT-TV to join ABC-TV

KAIT-TV Jonesboro, Ark., will become an ABC-TV primary affiliate, effective Oct. 1, the network announced last week. KAIT-TV, which began operating as an independent station on July 15, 1963, is owned and operated by George T. Herrnreich. The station, on channel 8, is ABC-TV's first affiliate in the area.
OIL MAKES NEWS AROUND THE CLOCK.
THE PUBLIC RELATIONS STAFF OF
HUMBLE OIL & REFINING COMPANY IS
READY TO HELP YOU TELL THE STORY
OF PETROLEUM DAY OR NIGHT.
CALL, TELETEYPE OR WRITE

HOUSTON   JAY ROSE   (221-5864)
NEW YORK  JAY SPRY   (974-3620)
NEW ORLEANS GUS KENT (527-3322)
TULSA     STEVE HUSTON (582-6101)
CHICAGO   BILL BROOKS (654-2600)
DENVER    JACK HOWARD (534-1251)
FCC looks into computerized records

The FCC is considering making additional use of its Univac III computer, this time as a tool in creating an index of all FCC reports.

The FCC has no official index of all of its actions, and relies on the privately published Pike & Fisher Digest of commission reports, as well as private indexes of commission staff members.

The commission last week decided to hire a consultant to determine whether—and how—the computer could be used to help in producing an index. The computer has been used to process applications and to help draft an allocations table for UHF television.

The commission acted at the suggestion of Commissioner Lee Loewinger, who has long been interested in the possible uses of computers in indexing and retrieving legal information.

If the computer is found to be a practical tool—Commissioner Loewinger said it might be able to do the work of several score of clerks working day and night—the resulting index would be made available to the public through sale by the Government Printing Office.

The consultant to be hired, John Lyons, was also Commissioner Loewinger's suggestion. Mr. Lyons, who is serving in a similar consulting capacity at the Federal Aviation Agency, helped establish an indexing system at the Justice Department during Commissioner Loewinger's service as head of that agency's antitrust division from 1961 to 1963.

The feasibility study—for which the commission has set a maximum cost of $1,500—is not expected to be completed for several months.

FCC HAS READY REFERENCE—ANNUAL FINANCIAL REPORTS

On July 3, 1963, the FCC imposed a $1,000 forfeiture on a television station in Lafayette, La., for failure to identify sponsorship of teaser announcements. On the same day it levied a $250 fine on a 1 kw radio station in the same town for the same offense.

The commission didn't specify the reasons for treating differently the stations which had carried the same announcements for the same four days. But the order imposing the forfeiture—in referring to the station's plea of financial hardship—suggested the reason was the commission's concern with a station's relative ability to pay.

For the commission, in imposing forfeitures, attempts to tailor the size of the fine to fit not only the offense and the particular facts in the case—the seriousness and frequency of the violation and the record of the licensee, among others—but the licensee's poachbook, as well.

The practice has gone virtually unnoticed, in the broadcasting industry, although the commission has made no secret of it. In an order on May 5 rejecting a request of WXYX-FM Paducah, Ky., for a reduction of a proposed forfeiture of $500, for instance, the commission said it had "considered the financial status of the station before" issuing the notice of apparent liability. Six months earlier, in an order affirming a $1,000 forfeiture for KXVO Cheyenne, Wyo., the commission said it had considered all relevant factors, "including the station's financial status."

Infalible Source • The commission has a ready reference to a station's financial ability—the financial report the licensee is required to file annually. There appears to be no prohibition against making that kind of use of the information, so long as it is kept confidential. Indeed, commission staff members check financial reports in connection with their examinations of stations' commercial practices.

And there appears to be no disagreement among the commissioners regarding the practice of considering ability to pay. But some commission staff members, as well as industry observers, regard the practice as unjust.

In their view, a wealthy operation should not be hit with a heavier forfeiture simply because it can afford to pay. They feel that licensees should be penalized the same amount for the same offense—all other things being equal—with relative ability to pay ignored. They argue that a judge doesn't examine a motorist's bank account before fining him for speeding.

FCC Chairman E. William Henry, however, said the forfeitures imposed by the commission were more analogous to the imposition by a court of punitive damages in a civil law suit. "Ability to pay is considered" in those situations, he said.

And FCC Commissioner Lee Loewinger, former head of the Justice Department's Antitrust Division, said he considered the practice even closer to that followed by courts in criminal antitrust cases. "It's standard and proper to consider ability to pay" in those proceedings, he said.

Staffer's Defense • A commission staffer defended the practice this way: "Congress didn't intend this forfeiture authority to replace the power to revoke licenses. The commission tries to avoid putting an offending licensee out of business by setting the amount of forfeiture down to his size. "Some AM's gross less than $20,000," he continued, "and these are the ones most frequently in trouble. Can you imagine what a $2,000 fine would do to a station like that?"

The authority to impose forfeitures was granted by Congress in 1966, in the wake of the rigged quiz-show and payola scandals that shook the broadcasting industry, when the commission said it needed new and more flexible sanctions than merely the power to revoke licenses if it was to do a more adequate policing job. The act containing the forfeiture authority also granted the commission power to impose short-term licenses.

The law permits fines up to $1,000 per day for each offense, with a $10,000 maximum. Payment is made to the U.S. Treasury, not the FCC.

No Schedule • Although the forfeiture law has been on the books for five years, there is no formal or informal schedule of fines for particular offenses. Staffers say some "initial guidelines" for determining the amount to be levied have been built up. And the commission frequently asks the staff, in bringing up a forfeiture case, to analyze it in terms of prior cases.

But no schedule of forfeitures has been reduced to writing, and staffers can't quote even a rough "price list." The difficulty, they say, is that no two cases are alike. One licensee operating a station without a licensed operator may have been guilty of only forgetting to require an otherwise qualified employee to take the commission examination for a third-class operator permit. Or a licensee might have consciously attempted to circumvent the commission rules requiring the employment of licensed operators.

These kinds of differences are considered. The commission would also want to know the licensee's past broad-
buy exciting
daytime tv
on wmal-tv
WASHINGTON, D. C.

New! exciting
children's program
8:00-9:00 a.m. Mon. thru Fri.

CLAIRE & COCO
Color cartoons, new games, new educational features — all designed to entertain and inform the pre-school set.

New! exciting
variety, comedy
9:00-10:00 a.m. Mon. thru Fri.

MIKE DOUGLAS SHOW
60 minutes of variety with a celebrity co-host. Songs, comedy and interviews in an informal ad-lib atmosphere.

New! exciting
woman's show
10:30-11:00 a.m. Mon. thru Fri.

HERE'S BARBARA
New woman's show concept! Barbara Coleman features studio and on-location reports of society, fashion and civic events.

plus these other exciting daytime programs:
7:30 a.m. exciting Bozo Show
10:00 a.m. exciting Girl Talk Show
5:00 p.m. exciting Lloyd Thaxton Show
6:00 p.m. exciting News 7
7:00 p.m. exciting 30-min. action-comedy block

Coming Soon:
Natural color for ALL tv-7 Local Programs

wmal-tv abc
WASHINGTON, D. C.
The Evening Star Broadcasting Company
contact: Harrington, Righter & Parsons
cast record, as well as whether he has taken steps to assure compliance in the future? These and a variety of other factors go into the mix out of which comes the amount of forfeiture to be fined—these, plus a station's ability to pay.

Straus buys two N.Y.
AM's for $500,000

The Straus Broadcasting Group has purchased WTLB Utica and wowa Geneva, both New York, from Star Broadcasting Co., it was announced last Friday (Sept. 10) by Peter Straus, president.

Application for approval of the sale will be made to the FCC “within three or four weeks,” a Straus spokesman said. The price for both stations was reported to be in excess of $500,000. The sale was handled by Keith Horton of Chapman Associates, Elmira, N. Y.

WTLB operates fulltime on 1310 kc with 1 kw-day and 500 w-night. Wowa operates fulltime on 1240 kc with 1 kw-day and 250 w-night. Straus Broadcasting owns WMCN New York; WALL Middletown, N. Y., and Radio Press International, a voiced news service.

Another plea for changing 1% rule

The FCC was urged again last week to liberalize its standard for determining control of broadcasting companies—at least for investment companies which are concerned with investing in profitable firms, not in managing them.

The request was made by Insurance Securities Inc., of San Francisco, on behalf of the Insurance Securities Trust Fund, for which it serves as manager, underwriter and administrator.

ISI's arguments were similar to those advanced by other investment and broadcasting companies commenting on the commission's proposed rulemaking and notice of inquiry dealing with its so-called 1% rule (Broadcasting, Sept. 6). Companies are in violation of the commission's multiple-ownership rules if they own 1% or more of two or more groups that, combined, control more stations than are allowed one licensee.

ISI said that the 1% benchmark is unrealistic for companies like the Trust Fund, whose ownership interests are "passive." ISI noted that Congress, in the Investment Company Act of 1940, recognized the passive nature of investment-company ownership by establishing 25% as a presumption of control for such concerns.

ISI suggested that the commission use 10% as a standard for controlling ownership. It said the commission's objectives of promoting diversity of ownership and preventing concentration of control could be achieved by requiring companies to report on the size of their holdings in broadcast companies and to inform the commission that their policies against exercising control of portfolio companies had not changed.

The trust fund, with assets of $1.2 billion, has shares in 125 insurance companies as well as banks. Some of these, in turn, have holdings in broadcast companies. The trust fund has no direct interests in broadcasting.

Eight AM's sign to be new Mutual affiliates

Mutual announced last week that eight stations had joined the network as affiliates within the past two weeks. They are: KYOK Houston, on 1590 kc with 5 kw; WSGQ North Syracuse, N. Y., on 1220 kc with 1 kw; WWOOD Toledo, Ohio, on 1560 kc with 5 kw; WSGN Knoxville, Tenn., on 1340 kc with 1 kw-day and 250 w-night; WWOX Charlotte, N. C., on 1480 kc with 5 kw; KECK Odessa, Tex., on 920 kc with 1 kw-day and 500 w-night; WGAP Maryville, Tenn., on 1400 kc with 1 kw-day and 250 w-night, and WSGN Baldwinville, N. Y., on 1050 kc with 250 w.

None of the new affiliates had recently been associated with a network.

Changing hands

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

WTLB Utica and Wowa Geneva, both New York: Sold by Star Broadcasting Co. to Straus Broadcasting Group for reported excess of $500,000 (see above).

KBUB Reno: Sold to Edward Jensen, president, Silver Circle Broadcasting Corp., to KBUB Inc., a new corporation formed by Lisle Shelton and Alan Lisser, for $112,500 plus a consulting agreement with Mr. Jensen in the amount of $37,500. Messrs. Shelton and Lisser, as part of group, recently bought KRLM-AM-FM Carmel, Calif. (Broadcasting, Aug. 16). KBUB operates daytime only on 1270 kc with 1 kw. Broker: Hogan-Feldmann.

KVRE Santa Rosa, Calif.: Sold by

- **KDON** Salinas, Calif.: Sold by John B. Rushmer, to M. C. Broadcasting Co. for $232,000 plus $43,000 in consulting fees. Principals of M. C. Broadcasting are Richard B. Stevens, with interest in KGJ Los Angeles; Bernard Howard; Simon Vogel; Sidney Forstater, and Marvin Orleans. The station, when sale is approved, would operate in conjunction with KGJ. KDON is fulltime on 1460 kc with 5 kw.

**APPROVED** - The following transfer of station interests was approved by the FCC last week (For other commission activities see *For The Record*, page 93).

- **WFMG**(FM) Des Moines, Iowa: Sold by Herbert Burton (70%) to William N. Plymat and Ruth C. Plymat (each 50%) for $10,000. In granting transfer commission waived three-year holding rule. WFMG broadcasts on 94.9 mc with 5 kw.

**CATV SALE**

- Salem, Ill.: Salem Cable TV Co. sold by Tommy Moore, Ken Durant, John Kirby and Avery Ludy to Douglas L. Phillips for $130,000. Mr. Phillips owns Flora Cable TV Co., Flora, Ill. The system in Salem began business in February of this year and now serves approximately 400 subscribers. Broker: Daniels & Associates.

**WGN Inc. shuffles management lineup**

Several promotions under an executive realignment of responsibilities of the management staff of WGN-TM-TV Chicago were announced late Thursday (Sept. 9) by Ward L. Quaal, president and general manager of WGN Inc.

They come subsequent to WGN Inc.'s purchase of KCTO(TV) Denver from J. Elroy McCaw for $3.5 million subject to approval by the FCC (Broadcasting, Sept. 6).

First of the promotions at the WGN stations involves Daniel D. Calibraro, executive administrative assistant and manager of public relations, who becomes assistant to the president of WGN Inc. In addition to operating WGN-AM-TV and being purchaser of KCTO, WGN Inc. involves KDAL Inc. (KDAL-AM-TV Duluth, Minn.; WGN Televents Inc., a CATV system in Houghton-Hancock, Mich., and Mid-America Video-Tape Productions.

Charles Gates and Ben Berenson, vice presidents and station managers, respectively, of WGN and WGN-TV, announced that James G. Hanlon, former manager of advertising, sales promotion and research, becomes the manager of public relations and advertising. Boyd Seghers, assistant manager of sales promotion and research, becomes manager of sales promotion and research.

Mr. Quaal also named Daniel T. Pecaro, program manager of WGN-TV, to the new post of manager of programming for WGN Inc. television station group. Sheldon Cooper, executive producer and assistant television program manager, becomes program manager of WGN-TV. Kip Jamison, assistant manager of public relations, was named director of publicity and Mrs. Mary Elaine (P. J.) Zerler, assistant director.

**Conn. CATV hearing to resume today**

Hearings by the Connecticut Public Utilities Commission to determine which of some 20 applicants will be granted franchises to operate community antenna television systems in the state will be resumed today (Sept. 13) at 10:30 a.m. in the state office building, Hartford.

The commission and the competing applicants will resume their cross-examination of Connecticut Television Inc., which owns and operates WNBTV (ch. 30) West Hartford. The firm is requesting a franchise to serve several towns in the Waterbury, New Haven, Hartford and Torrington areas.

The hearings began almost one year ago with direct testimony. Cross-examination of only three applicants is complete.

**New York radio study released by WOR**

A study of the New York radio audience that details numbers of listeners according to demographic groupings by age, annual income and annual consumer expenditures has been made available by WOR New York to advertisers and agencies.

The five age groupings were taken from the U. S. Department of Labor's "Survey of Consumer Expenditures, 1960-61," the latest survey available. The station correlated the various levels and categories of expenditure by age of...
Disenchantment: A retrospective look at James Aubrey

The rule and ruin of James T. Aubrey Jr., as president of the CBS television network are revived by Life magazine in an article, "The Tyrant's Fall that Rocked the TV World," in the Sept. 10 issue. Observers last week seemed to generally agree that the article, which had been a subject of fitful speculation for several months, for the most part adds little new substance to the welter of reports that circulated at and immediately after Mr. Aubrey's dismissal as head of the network last winter (Broadcasting, March 8).

The article attributes the dismissal to a growing disenchantment among CBS top management with Mr. Aubrey's methods of operation, program taste and personal habits. This, capped by his attendance at "a rau-
cous and wild party" in Miami, provided "a reason" for demanding his resignation.

The article deals at length with Mr. Aubrey's association with Keefe Brasselle, president of Richelieu Productions, from whom CBS-TV bought three programs which no pilots had been made while allowing Richelieu, according to the article, "extraordinarily high" production fees.

Richelieu is said to have furnished a car and chauffeur for Mr. Aubrey's use during 1964, and another producer from which CBS-TV bought a number of shows, Filmways Inc., is said to have leased an apartment to him and paid $200 of the $690 monthly rental.

The article says that CBS, in response to an FCC 1964 demand for an investigation of rumored "kickbacks" by TV producers, had a study made by outside counsel and filed a report that "was regarded with skepticism in Washington." The apartment lease arrangement was not mentioned to the FCC, according to the article.

Mr. Aubrey is depicted as a monarch whose "contemptuous, often brutal treatment of leading stars, producers and advertisers of television offended many of them," and who "banished" CBS-TV associates who were "likely to challenge him." He is reported to have dismissed Hubbell Robinson, former CBS-TV program chief, by interrupting him in a long recital of program proposals with the words: "You're through, Hub."

Despite ratings that soared and corporate net profits that went from $25 million in 1959 to $49 million in 1964, the article asserts, CBS Chairman William S. Paley and President Frank Stanton decided months before his dismissal that he would have to go. Mr. Paley is quoted as having given this account to a friend late in 1964:

"Got To Go" * "I was sitting in my office the other day, and I thought, I'm 63, and Frank is seven years younger. Then I happened to think, 'my God, what if anything should happen to both of us—would I really want CBS to become an Aubrey operation'? So then I walked down the hall and opened the door and said, 'Frank, he's got to go.'"

Mr. Aubrey is quoted in the article, but CBS top management has consistently refused to discuss Mr. Aubrey and the circumstances surrounding his departure. Last week they declined to comment on the Life article.

Other informed sources, however, suggested that the account was "way off base" in saying that the so-called "wild party" in Miami had triggered Mr. Aubrey's dismissal. This was not an influence, they said, implying that events would have occurred as they did whether there had been a party or not.

The article is skimpy on details about the party, saying only that it followed one held for comedian Jackie Gleason, was at "another hotel," that "the police were sum-
moned" but that "no arrests were made."

Since his departure from CBS Mr. Aubrey has been intermittently reported as likely to re-enter the entertainment business. Shortly after his departure a stockholder's suit, still pending, was filed by a small CBS shareholder charging that Mr. Aubrey had a financial interest in Richelieu Productions and "shared directly and indirectly in its profits" (Broadcasting, April 5).

Disenchantment: A retrospective look at James Aubrey

Mr. Aubrey
An old story revisited

household to the age levels of the audi-
ence of nine New York radio stations,
including WOR.

Audience data was compiled in five
three-hour time periods using special
tabulations of the January 1965, Pulse
New York report of the 18-county area.

Media reports...

Courses moved * Broadcasting courses at The College of Arts University of Washing-
ton, have been transferred from the
Speech Arts Department to the Depart-
ment of Journalism and Public Rela-
tions. The department, which offers 56
courses, offers both bachelor's and mas-
ter's degrees in journalism, public rela-
tions and broadcasting.

Petition denied * The FCC on Sept. 8
denied petition by W. Gordon Allen to
revoke the license of KEZY Salem, Ore.
The commission said Mr. Allen sub-
mited no new facts to support his nine-
year-old allegations of premature trans-
fers of control.

Mayor added * Mayor Samuel Yorty of
Los Angeles will be the speaker at the
closing luncheon of the Institute of
Broadcasting Financial Management's
conference in Los Angeles, Sept. 21-23.
Other speakers had been announced
earlier in the month (Broadcasting,
Sept. 6).

American message * KXL Portland,
Ore., has published a group of 31 essays
written and aired by John Salisbury,
the station's news director. The comments
were broadcast on his morning comment
program. The subject matter ranges from
patriotism to manners and is col-
lected under the title A Message for
Americans. Binford & Mort, Portland,
is co-publisher; price is $3.

Broadcasting, September 13, 1965
Now we're sending 'em to...

Your Katz man will deliver The Quad-City Market information to you...and he has a cigar for you, in honor of this new association between Katz and WQAD-TV.

WQAD-ABC 8

Moline-East Moline-Rock Island, Illinois-Davenport, Iowa
Serving 456-thousand TV homes in The Quad City Market (March '65 ARB)
Telesis Corp.: a nine-month old giant
NEW CATV COMPANY IS cabeça BY TWO FORMER BROADCASTERS

The development of a new community antenna television holding company from scratch to an estimated worth well in excess of a million dollars in less than nine months is being written into broadcasting history by two former station executives.

The new CATV venture: Telesis Corp., 645 North Michigan Avenue, Chicago. The broadcasters: Richard F. Shively and Charles C. Bevis, both most recently of Polaris Broadcasting and before that in station and network positions.

Telesis, formed last January with Mr. Shively as president and Mr. Bevis as vice president, has grown into a diversified holding company with multiple CATV subsidiary companies in 14 states and an engineering and construction division that is deep in research and development for general broadcasting application as well as CATV.

In many areas well known broadcasters are associated with Telesis as minor stockholders and officers of local CATV subsidiaries. Jack Hopkins, for two decades in technical executive posts with WSM-AM-TV Nashville, is president of subsidiary Telesis Engineering Inc., Evansville, Ind. A principal financial investor in Telesis is understood to be Ferris E. Traylor, who still is a major stockholder in Polaris.

A part of the Telesis activity was disclosed late last week coincident with the promotion of Mr. Bevis to the new position of vice president in charge of CATV operations of Telesis Corp. By the end of the year Telesis will be operating franchises for areas having customer potentials in excess of 60,000 homes.

The Lineup - Telesis presently is getting systems ready for operation in Alexandria, Sauk Centre, Glenwood and Park Rapids, all in Minnesota; Belleville, Kan., and Jasper and Huntington, both Indiana. Other systems are under construction in Princeton, Ky.; Jacksonville and Piedmont, both Alabama, and Winchester, Cowan and Decherd, all Tennessee. Together these systems are expected to total over 16,000 subscribers.

Other communities where franchises have been obtained and construction will get underway this fall include the additional Minnesota communities of Wadena, Staples, Long Prairie, Albany and Melrose, plus Bloomfield, Ind.; Valentine and Ainsworth, both Nebraska, and Winner, S. D.

Telesis also is a party to the application which has received the approval of the board of public works of Bloomington, Ind., for a new CATV system in that area. President of the Bloomingtom venture is Phil Dickens, former Tennessee football star who retired last year as head coach at Indiana University. Mr. Dickens learned of CATV in its early years as a subscriber in Laramie, Wyo., where he was head football coach at the University of Wyoming.

Newest figure to associate with Telesis, just last week, is film star Robert...

Agenda set for CBS Radio meeting

An estimated 280 broadcasters are expected at the 12th annual CBS Radio Affiliates Association convention this week (Sept. 15-16) at the New York Hilton hotel.

Lee Fondren, of KLZ Denver, convention chairman, and Michael R. Hannah, of WYCU Ithaca, N. Y., board chairman of the association, will preside at the opening session Wednesday morning at 10. A group of CBS executives including Arthur Hull Hayes, CBS Radio president; W. Thomas Dawson, vice president, information services; George Perkins, vice president of network programs; Harper Carraine, director of research; Fred Ruegg, vice president, station administration, and George Arkedis, vice president, network sales, will deliver reports.

Lowell Thomas, CBS Radio broadcaster and author who marks his 35th year in network radio this month, will speak at the luncheon meeting, and business sessions will be held in the afternoon. CBS Radio's annual banquet, set for Wednesday night, will feature Florence Henderson, musical comedy star; comedian Jimmy Joyce and lyricist-calypso singer Steven DePass.

Thursday morning activity will be highlighted by a report on broadcasting developments in Washington during the past year, delivered by Leon Brooks, CBS Inc. vice president and general counsel. Other CBS executives to appear Thursday will be Fred Friendly, president of CBS News, and Lee Hanna, director of radio news. CBS News correspondents from around the world will attend the session. Leonard H. Marks, director of the United States Information Agency, will speak at Thursday's luncheon meeting.

62 (THE MEDIA) BROADCASTING, September 13, 1965
Arkansas Educational Television Gets Off The Ground...

We are proud to place the Arkansas Educational Television Commission's Channel 2 antenna on the second tallest structure in the world — KATV's new 2,000 foot tower. And we are equally proud to donate our original 920 foot tower and transmission line to the Commission to assist in total coverage of the state.
Taylor, who joins the firm's Kansas-Nebraska division and plans to become active in franchise acquisition on his return from Spain where he is making a movie. Mr. Taylor also will become a corporate director. A native of Nebraska, Mr. Taylor has CATV service at his ranch home in Beverly Hills.

Other Broadcasters • Among broadcasters associated with Telesis, generally as officers and minor stockholders in local subsidiary corporations, are Tom Barnes, William Martin, Bill Moore. Tom and Mel Gleason, Gene Halker. William Russell, Charley Stratton, Kenneth Turner, Ed Mason, Joel Townsend, Steve Bellinger and James Mudd, plus others.

Mr. Barnes formerly was vice president-general manager of WDAY-TV Fargo, N. D., and now is executive vice president of Central Minnesota Television Co., including KCMT(TV) Alexandria, KMNT(TV) Walker and KVOX Moorhead, all Minnesota. Mr. Martin is president-general manager of KMUL Grand Island, Neb., and Mr. Moore is former sales manager of KMMJ. The Gleasons are owners of KAWL York, Neb.

Mr. Halker owns WATW Ashland. Wis. Mr. Russell is former manager of WSON Henderson, Ky., and WKYW Louisville. Mr. Stratton manages WNO Mayfield, Ky., while Mr. Mason is president-general manager of KXXX Colby, Kan.; Messrs. Townsend and Bellinger, Prairie States Broadcasting, and Mr. Mudd, WRAM Monmouth, Ill.

Two CATV veterans are associated with Telesis activities too. They are Bill Neal of Huntsville, Ala., and Ken Everett, builder and operator of systems in Texas and Nebraska.

Engineering Branch • Telesis Engineering now has a staff of over 30 techni- cians and direction of Mr. Hopkins. They design and construct the Telesis systems to broadcast technical standards. Mr. Hopkins also heads a research-development department which already has applied for several CATV patents and has developed a modern easy-to-read time and weather scanner which is being marketed by Ameco Inc.

Mr. Hopkins, in addition to his years with the ws station, for several years was project engineer on several classified projects for DECO Electronics, Washington. He also was director of research and development for Polaris, responsible for the design and construction of the 2,063 ft. tower at Fargo, N. D., for KTHI-TV there.

Other fields in which Telesis Engineering is working include the design of TV automation systems, data storage and display systems, data processing systems, microwave, TV custom switching and data multiplex. Telesis Engineering people also are available as radio-TV consultants.

Before forming Telesis, Mr. Shively was executive vice president of Polaris Broadcasting. Earlier he had been manager of WTVW(TV) Evansville, Ind., and WLKY-TV Louisville. Mr. Bevis formerly was director of operations for Polaris Broadcasting and before that had been with the Association on Broadcasting Standards and the Association of Maximum Service Telecasters, both Washington. Still earlier he was director of NBC-owned TV stations.

Mr. Bevis found the name "Telesis" for the new company. He discovered it in Webster's New Collegiate Dictionary. Telesis: "Intelligent direction of natu - ral and social forces to a desired end, progress intelligently planned and directed."

That's the young company's motto, now of course—a million bucks worth.

**FCC reviewed by Wasilewski**

**Court access, VHF limit,**

**AM-FM split among items surveyed at Maine meeting**

Interminable problems are a fate broadcasters should accept and not be disheartened by, for the problems reflect "a measure of our success," Maine broadcasters were told Saturday (Sept. 11).

In a speech before the Maine Associa- tion of Broadcasters in Bar Harbor, Vincent T. Wasilewski, president of the National Association of Broadcasters, said the problems "arise because broad- casting is growing and changing; be- cause it is a vital, impossible-to-ignore part of American life. As broadcasters, we are not idly floating in some backwater—we are in the mainstream... [where] real professional and personal satisfaction is achieved."

Discussing recent actions of the FCC, courts and Congress, the NAB chief noted the sudden "magical formula" the commission seems to have found with "50%" as the key; felt the U.S. Supreme Court's decision on the Billie Sol Estes case does not close the court- room door in broadcasters' faces forever, and said the "past year has been one of the best broadcasting has had in the legislative area, and it was a year in which we could have had serious problems."

Although the industry does not know what the significance of "50%" is yet, Mr. Wasilewski said development of this formula may "displace the old rule-of-thumb. It may even outmode those four-to-three votes."

The figure, he recalled, has been prominent in the FCC's rulings on AM-FM programming, network control of prime-time programming and station ownership. He wondered if the formula might be carried further and allow a station manager to be "50% wrong on the proposals he is required to make for his three-year license renewal."

However, in its three prominent ap- plications, Mr. Wasilewski noted, the formula "reverses previous commission thinking on the subject."

FM Turnabout • Originally, he said, the FCC had supported AM-FM com- mon ownership to promote FM. Then came the ruling requiring FM's in cities of over 100,000 population to be pro- grammed separately 50% of the time from their AM adjunct in the same market. That same notice, he continued, also gives "AM licenses the cheery news that the commission is 'ultimately planning to take the station away anyway, stating that separate ownership of AM-FM stations in the same community is a desirable long-range goal."

This decision, he maintained, asks an AM broadcaster to build up his separate FM station "in contemplation of that happy date when he will be forced to relinquish the license of the well-established station to a competitor."

In the area of network programming, Mr. Wasilewski recalled the commis- sion had "implied that networks and stations were not controlling what went out over the air closely enough." There were charges that advertisers and "certain irresponsible elements in the pro- duction field" had taken over the pro- gramming responsibilities.

But now, he said, "the FCC feels that networks should turn over 50% of their programming to those very ad- vertisers or other outside sources" even though the advertisers have said they don't want it. He suggested that "everybody would be satisfied" if the 50% were turned over to the commission "to program as it sees fit."

VHF Reversal • The rule limiting ownership of VHF stations to the top 50 TV markets, he noted, seems to be a reversal of the FCC's view that the "public" would be well served if licensees were permitted to own several stations. That proved to be a correct assumption; few can dispute that these group owners have done excellent jobs."

However, Mr. Wasilewski said, that the FCC and broadcasters can and do work together is evidenced by the new radio license renewal form in which FCC, NAB and broadcasters joined forces. Although the form is far from perfect, he said, it does represent "com-
Going places WPDQ, the Belk Broadcasting Company station in Jacksonville, Florida, has joined America's most influential group of radio stations. General Manager Hugh E. Holder announced the appointment of Blair Radio as exclusive national representative!
promise between the industry and the government... It is a far better form than would have been issued from the commission had we declined to participate."

The NAB president said the Supreme Court's decision last spring on Billie Sol Estes' petition that TV cameras in the courtroom had prevented a fair trial was not as bleak as some might paint it.

The court "did not rule out radio and television coverage of court trials as unconstitutional on its face," he said, and "the question is not closed. ... We still have hope for an ultimate opening of courtrooms to radio and television. The successful achievement of that objective will be determined largely by our own careful and decorous handling of sensitive issues of all kinds."

Speaking on the lack of serious legislative problems this year, he said broadcasters cannot anticipate that Congress will always be busy with "major Great Society proposals" as it was in this session. Such a situation will not continue indefinitely and there will be important legislative developments in the near future.

**Multi-set TV homes have other plusses**

The multi-set television home in the U. S. is an attractive advertising target, composed of families that surpass the one-set home in such vital dimensions as time devoted to TV, size of family and household income.

These are the highlights of a national study conducted by R. H. Bruskin Associates, New Brunswick, N. J., and released last week in the company's newsletter. The survey covered 2,800 homes during March 1965.

A significant finding by Bruskin was that as families add TV sets, they watch more, rather than divide their former viewing time among different sets. For example, one-set families watch an average of 4 hours 30 minutes a day. Two-set homes view an average of 6 hours 14 minutes, and those with three or more receivers watch an average of 7 hours 31 minutes daily.

Bruskin found that multi-set families are "much larger" than single set families. Among all families having three or more sets, 60% contain four or more members, compared with 56% in the case of two-set families and 40% among one-set families.

The multi-set household also ranks significantly higher in terms of income. Bruskin found that 35% of homes having three or more sets have a yearly income above $15,000 compared to 23% in the case of two-set families and 18% among one-set homes.
income of $10,000 or more, compared with 27% of two-set families and 12% of one-set families. At the other extreme, only 5% of three-set families earn $4,000 or less, as against 9% of two-set households and 28% one-set families.

The study also revealed that multi-set families represent the prime prospects for the planned purchase of new cars and color TV sets and currently are more likely to be the owners of color receivers. Bruce reported that as of early 1965, more than 20% of all U.S. homes had two or more sets in working order and said the percentage is rising rapidly.

Hearing scheduled on three FCC bills

A hearing will be held Tuesday (Sept. 14) by the House Communications Subcommittee on the three FCC bills passed by the Senate between July 30 and Aug. 3.

The Senate Aug. 30, S903, S1554 and S1948 are expected to be passed with little, if any, opposition.

The main witness before the committee will be E. William Henry, chairman of the FCC. He will testify on all three bills.

The first bill, S903, passed by the Senate July 30, would amend the Communications Act to specify that a station must paint and illuminate its antenna tower and, if the station loses its license, must dismantle the tower if the Federal Aviation Authority deems it a menace to air safety.

Prior to this, the commission had the responsibility of compelling the licensee to paint and illuminate his tower, but there was no provision for dismantlement.

A technicality is the reason for the second bill, S1554, also passed July, 30. It calls for the secretaries of the Army and the Navy to be replaced by the secretary of defense as the person to be notified for the filing of certain applications in the common carrier service.

The third bill, S1948, deals with the conflict of interest of the members of the commission. It was passed by the Senate Aug. 3.

The bill forbids commission members and employees from having any connection with firms doing business as broadcasters or common carriers or servicing such firms as a primary activity, or to have holdings in mutual funds whose investments are concentrated substantially in the firms. Executive reservists—persons experienced in the industry who serve the commission in time of national emergency—and

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- **DAVEY and GOLIATH** is a superior 15 minute children’s series that delightfully tells how Davey comes to understand about GOD.
- **DAVEY and GOLIATH** has proven appeal—carried by 331 stations.
- **DAVEY and GOLIATH** will be starring in a 30 minute color Christmas Special ready for release November 15. The series and/or the special are available at no charge. They are produced by The Lutheran Church in America.

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special governmental employees, such as consultants, are exempted.

The changes would bring the Communications Act into line with a general conflict-of-interest statute enacted in 1962. Presently, commission personnel may have no connection with commission licensees, including the many industries using various forms of wireless communications systems.

Exempting executive reservists and other special employees will allow the commission to obtain the best industry talent available for potentially vital work. Now, the commission cannot guarantee a waiver of the conflict-of-interest provision when seeking the help of an executive with stock in a commission-licensed firm (Broadcasting, May 17).

Adjourment may stop bills

Congress with eyes on home likely to bypass CATV, copyright revision, boxing

With Congress moving swiftly in hopes of a late-October adjournment, chances are slim for passage this session of more broadcast legislation. Among the issues that seem destined to carry over to the next session are community antenna television, copyright revision and the boxing bill.

Insofar as CATV is concerned, a much-hoped-forconciliation on the issues by the broadcasters and the CATV interests has not occurred.

And, it is felt in some quarters that any action as time-consuming as the CATV bill or the copyright revision will be superceded by last-minute Great Society measures from President Johnson.

Copyright Redrafting • Representative Richard H. Poff (R-Va.) indicated last week that large portions of the copyright revision bill will have to be redrafted and that other portions will have to wait because, he feels, differences of opinion should be ironed out before the bill is taken out of the Judiciary Committee, of which Mr. Poff is a member.

Representative Poff has suggested that the copyright subcommittee meet in executive session with the warring factions and try to resolve differences, rather than attempt legislation that might not meet with favor on either side.

He said that it would almost be impossible to get any bill on copyright through the House this session, and that it would probably be well into the next session before something could be done.

Too Many Complaints • He does feel that a copyright bill will be enacted in a later session because so many complaints have been made about present copyright protection that Congress cannot sidestep the issue.

Representative Oren Harris (D-Ark.) had hoped for agreement between the broadcasters and the CATV interests on his bill for the FCC to regulate CATV but it has reached a virtual stalemate. The bill, HR 7715, stands little chance of passage this session due to shortness of time and the amount of other legislation that has been marked as a must by President Johnson.

The broadcasters and the CATV owners have not resolved their differences, and this has slowed up the process. Informal sources indicate that Representative Harris feels some legislation regarding CATV is in order, but he does not wish to act with the rival factions still so far apart.

Out by Christmas? • Congress is now in its ninth month, a session that has seen more legislation than ever before and the congressmen are now hoping to leave Washington by the third week in October. A new session begins in January—an election year in which the President wants early adjournment to allow time for campaigns in late summer and early fall.

In the Senate, even less hope for broadcast legislation. The Senate now is immersed in vital agriculture lawmaking and following that, it has to deal with such issues as the repeal of section 14(b) of the Taft-Hartley Act.

On 14(b) there may be a filibuster, and indications are that a vote to break it by cloture will not be successful. Further, the act is such that compromise will be difficult to work out—either the states have the right to enact the so-called right-to-work acts, or they don’t.

Boxing • The House-passed boxing bill, which calls for a federal boxing commission to regulate the sport through the control of the interstate closed-circuit television systems that provide much of the revenue, stands little, if any, chance of Senate action this session.

The reason is that the Senate has other more-pressing considerations and the Commerce Committee has not yet held the first hearing on the bill.

On the whole, broadcasters can expect very little further action this session but can expect boxing, copyright revision and, eventually, CATV legislation starting in January.

New setup for NBC?

Speculation that network may make change to ‘divisional presidents’

A possibility that NBC will switch to a system of “divisional presidents” was advanced last week following the election, effective Jan. 1, of Robert E. Kintner to be chairman of the board and chief executive officer as well as president of NBC (Broadcasting, Sept. 6).

Both CBS and ABC are organized into divisions headed by presidents, and there have been intermittent speculation that NBC, whose divisions are headed by vice presidents and executive vice presidents, might revise its thinking and adopt a similar pattern.

These reports were revived after the announcement 10 days ago that Robert W. Sarnoff would move from the chairmanship of NBC to the presidency of RCA, NBC’s parent company, at the first of the year, with Mr. Kintner then taking full command of NBC’s operations.

Although not confirmed, this speculation gained credence on the widespread assumption that Mr. Kintner intends to retain full administrative control in addition to the authority that he will assume as chief executive officer, and thus will not—at least in the foreseeable future—give up the presidential title or the administrative control that normally goes with the presidency.

In that case, observers reasoned, having NBC divisions headed by presidents would seem a logical development in that it would increase the stature of these officers, both inside and outside the company, without placing an intermediate administrator between them and Mr. Kintner.

Five Divisions • NBC has five major operating divisions: NBC Television Network, headed by Walter Scott, executive vice president; NBC News, by William R. McAndrew, executive vice president; NBC Radio Network, by Stephen Labunski, executive vice president; NBC Owned- Stations and NBC Spot Sales Division, by Raymond W. Welpott, executive vice president, and NBC Enterprises Division, by George A. Graham Jr., vice president.

David C. Adams, who operates in the top management echelon, is senior
Ladies and Gentlemen, Have You Noticed How the West is Acting Today

Here
The Pasadena Playhouse,
photographed with its own drama
from left to right:
"Amphitryon, I love you."
"Et Tu, Brute?"
"John!" "Marcia!"
"Men come in two sizes; dead or alive."

and Hear
KRLA,
the sort of sound
that makes you remember
the whole world's a stage
and it's your scene, next.

KRLA/Los Angeles' most-listened-to radio station
executive vice president.

In taking over the NBC chairmanship as well as the presidency Mr. Kintner will be the first to hold both offices simultaneously on a regular basis, although not the first to combine the two offices. Only precedent was provided by Brigadier General David Sarnoff, who in 1953 was chairman and also took over the presidency for a three-month period between the resignation of President Frank White and the election of Sylvester L. (Pat) Weaver Jr. to succeed him.

General Sarnoff, chairman of RCA, will retain that office but gives up the post of RCA’s chief executive officer to Elmer W. Engstrom in the changes that promote Mr. Kintner and move Robert Sarnoff to RCA. Dr. Engstrom, now RCA president, will become chairman of the executive committee as well as chief executive officer.

Both General Sarnoff, now 74, and Dr. Engstrom, 64, have accepted new five-year contracts, also effective Jan. 1. It was assumed that Robert Sarnoff would also receive a new contract as RCA president, presumably also for a five-year term.

Social problem study discussed by NAB group

The possibility of broadcasters sponsoring a national conference to consider current social problems facing society today will be looked into by the National Association of Broadcasters special Committee on American Values. As envisioned by the committee at its first meeting in Washington last week, the conference would include leading figures from the media, government, law, education, religion, medicine and other segments of American society.

Members of the committee were unanimous in their feeling that broadcasters have an obligation in helping Americans to attain higher ideals and that the industry has the power to brake the increasing deterioration of moral and ethical standards.

The committee will make its recommendations to the NAB joint board when plans are detailed. The board is not expected to act, however, until its January meeting.

FINANCIAL REPORTS

CBS Inc. adds Pasadena firm

CBS Inc. in a new venture in its diversification program has acquired Electro Music Inc., Pasadena, Calif., which manufactures speaker systems for electronic organs. The purchase, announced last week, was made through the Electro Music Distribution Corp., the distribution wing of CBS’s Columbia Records Division.

CBS did not disclose the purchase price but it was reported the company paid what was said unofficially to be “something less than $5 million.” CBS authorities declined to reveal a precise figure. CBS Records Distribution acquired the Fender Guitar & Amplifier Corp. of Fullerton and Santa Ana, Calif. in a $13-million cash deal last January. Fender is a leading manufacturer of electric guitars and amplifiers.

In the summer of 1964, CBS Inc. acquired the New York Yankees with an initial 80% purchase for $1.12 million. The Electro Music company makes the Leslie speaker system known also as the “Pipe-Voice” of the Electronic Organ.” CBS said that Robert Campbell, chief executive officer, and Donald J. Leslie, former owner, Electro Music, will continue with the company, Mr. Campbell as general manager and Mr. Leslie as consultant in research and development.

Collins net income almost doubles

Collins Radio Co. has reported earnings in fiscal 1965 ended July 30 of $4,550,000 ($2.04 a share) compared to $2,405,000 income in 1964 ($1.08 a share). At year’s end the company had a backlog of orders to be delivered totaling $288 million compared to $262 million at the end of 1964.

President Arthur A. Collins said domestic and foreign commercial sales volume were up 13% over the previous year to 31.1% of the company’s total sales. Fiscal year ended July 30:

- Gross income: $2,405,000
- Net income: $2,405,000
- Shares outstanding: 2,230,000

Collins reported total sales of $85 million compared to $79 million in 1964. Collins net sales were up 7%.

Financial notes...

- Regular quarterly dividend of 10 cents a share was declared by board of directors of Cox Broadcasting Corp. last...
"I can ship anytime day or night..."

that's why I always specify Greyhound Package Express!

Greyhound Package Express never stops for lunch, never quiets at five, never sleeps at night. Not on weekdays. Not on weekends. Not even on holidays. Your shipments travel on regular Greyhound buses...via fast, frequent Greyhound schedules. Your shipments get moving faster so they can arrive sooner. Packages shipped hundreds of miles frequently arrive the very same day. And even on longer trips, overnight deliveries are routine. Save time! Save money! Save trouble, too! Ship C.O.D., Collect, Prepaid or open a Greyhound Package Express Charge Account.

For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-J, 140 S. Dearborn St., Chicago, Ill. 60603.

It's there in hours...and costs you less

<table>
<thead>
<tr>
<th>For Example</th>
<th>Buses Daily</th>
<th>Running Time</th>
<th>20 lbs.</th>
<th>30 lbs.</th>
<th>40 lbs.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND—COLUMBUS</td>
<td>10</td>
<td>3 Hrs. 5 Mins.</td>
<td>$1.60</td>
<td>$1.80</td>
<td>$2.05</td>
</tr>
<tr>
<td>SEATTLE—PORTLAND</td>
<td>19</td>
<td>4 Hrs. 5 Mins.</td>
<td>1.70</td>
<td>2.00</td>
<td>2.25</td>
</tr>
<tr>
<td>RICHMOND—NORFOLK</td>
<td>21</td>
<td>3 Hrs.</td>
<td>1.45</td>
<td>1.65</td>
<td>1.90</td>
</tr>
<tr>
<td>NEW YORK—PHILADELPHIA</td>
<td>32</td>
<td>2 Hrs.</td>
<td>1.40</td>
<td>1.55</td>
<td>1.85</td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs.

One of a series of messages depicting another growing service of The Greyhound Corporation.
Thursday (Sept. 9) at meeting in Atlanta. The third-quarter dividend is payable Oct. 15 to stockholders of record Sept. 22.

- Decca Records Inc., New York, has declared a quarterly dividend of 30 cents a share on capital stock to stockholders of record Sept. 15, payable on Sept. 29.
- Board of Plough Inc., pharmaceutical company with broadcast ownership, has voted to raise quarterly dividend on common stock from 17 cents to 20 cents a share, payable Oct. 1 to shareholders of record Sept. 10. This action raised annual cash dividend rate to 80 cents compared with current annual rate of 68 cents, and is the 11th consecutive annual increase since 1954 when yearly dividends were 15 cents a share.
- Universal Pictures Co., New York, declared a quarterly dividend of 25 cents per share on common stock to holders of record Sept. 16, payable on Sept. 27.

Zenith expects to set another record in 1965

Zenith Radio Corp., Chicago, claimed last week that it will break another all-time industry record this year and produce and sell more than two million TV sets, both color and monochrome. Zenith has claimed "first" each year since 1959 with production of more than a million TV sets annually.

J. C. Truesdell, president of subsidiary Zenith Sales Corp., reported Thursday that the company now has orders for delivery of more than two million units. "Since these are firm orders covering our planned production and delivery of TV sets of all types through November, our total shipments this year will far exceed two million total TV sets, a figure that to date has never been reached by anyone in a 12-month period," he said.

Zenith distributor sales to dealers of black-and-white sets so far this year are more than 10% ahead of last year's record pace, Mr. Truesdell said. Zenith color sales are running double last year's rate.

Outlet Co. net up 11.3% in first half

The Outlet Co., Providence, R. I., has announced an increase in net earnings of $33,865 or 11.3% for the half year period ended July 31 over the same period of 1964.

The Outlet Co. owns WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla., and a Providence department store. The company has also applied for community antenna franchises in 38 Rhode Island cities and towns (every city and town except Providence).

Six months ended July 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.66</td>
<td>$0.60</td>
</tr>
<tr>
<td>Sales</td>
<td>12,706,086</td>
<td>12,546,079</td>
</tr>
<tr>
<td>Net earnings</td>
<td>333,071</td>
<td>299,008</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>505,220</td>
<td>498,071</td>
</tr>
</tbody>
</table>

Desilu net income up 55.8% for quarter

Desilu Productions' gross income for the first quarter of its new fiscal year was down 2.6% from the same period of fiscal 1965, but the company's net income was up 55.8%, according to a report to shareholders made by Lucille Ball, Desilu president.

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>First quarter of fiscal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$0.16</td>
<td>$0.10</td>
</tr>
<tr>
<td>Net earnings</td>
<td>187,700</td>
<td>118,490</td>
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<tr>
<td>Gross income</td>
<td>4,221,239</td>
<td>4,338,045</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,153,581</td>
<td>1,196,508</td>
</tr>
</tbody>
</table>
WTPA DELIVERS MORE HOMES THAN LEBANON, YORKE THE OTHER HARRISBURG STATION COMBINED*

*MARCH ARB 7:30 - 11:00 P.M. MONDAY THRU SUNDAY
represented by
HARRINGTON RIGHTER & PARSONS, INC.

WTPA-27 HARRISBURG, YORK & LEBANON

BROADCASTING, September 13, 1965
No money but good ratings

NBC's 'White Paper' gets 10.7 rating; Eastern covers production costs

NBC-TV took in about $500,000 in sponsor coin for its unprecedented three-and-one-half hour American White Paper: United States Foreign Policy program on Sept. 7, a sum that just about covered production costs. Thus its financial loss for the evening amounted, roughly, to its normal intake for a Tuesday night's entertainment programing if fully sponsored—and this was estimated at $714,000.

Obviously intended not as a money maker but as novel informational programing, NBC's study of U. S. foreign policy managed to gain a respectable rating though buffeted in one period by the strong Petticoat Junction (CBS) and Peyton Place (ABC). Eastern Air Lines, through Young & Rubicam, bought all of the 21 commercial minutes in the American White Paper presentation for a near $500,000 package price. This figure includes time and production costs. If all 21 minutes were filled by advertisers in a usual Tuesday night, the time-and-production tab would come to some $714,000. (roughly some 14 different advertisers would fill the 21 minutes of time).

NBC officials indicated last week that still other documentaries similar to American White Paper would be programed in the future. In September 1963 NBC-TV documented in prime-time a report on the civil rights controversy. That program filled three hours in a single evening.

The Ratings - The American White Paper averaged a 10.7 rating and 22 share of audience over the three and one-half hours, according to national Arbitrons. The NBC rating compared to CBS's 16.2 average rating and ABC's 15.8 rating and a share of 33 for both the networks over that period.

Half-hour readings showed NBC began its program in the 7:30-8 p. m. EDT period with a 9.7 rating that increased to 11.1 at 8-8:30 and to 12.0 in the 9-9:30 period, and then fell to 9.6 against Petticoat Junction and Peyton Place, which on CBS and

ABC in the 9:30-10 slot had respective ratings of 20.0 and 16.2.

In the next two half-hours, the American White Paper climbed to a 10.7 and then dipped slightly to 10.1. The NBC share in each period that night for American White Paper, hovered in the area of 22 to 24%, except for its low of 18% while Petticoat Junction and Peyton Place were on.

NBC said the Arbitrons estimated 21 million people viewed American White Paper in a total of 12 million TV homes, the average home viewing for 1 hour and 43 minutes. The network also estimated 7.5 million viewers in 5.76 million homes watched the show during an average minute.

Large-Scale Promotion - The program received intensive promotion. In all, NBC-TV gave the show a total of 100 "over the crawl" on-air mentions—audio messages delivered over a program's closing credits. (In NBC-TV's full preseason promotion, some 290 such mentions covered 30 shows [Broadcasting, Sept. 6].)

NBC-TV also sent promotion kits to more than 200 affiliates and on request copies of a discussion guide for stations to distribute locally. The Foreign Policy Association mailed copies to 300 national organizations and to 60 local World Affairs Councils. On Aug. 26, a one-hour American White Paper roundtable discussion was fed closed circuit to affiliates.

NBC International said that a day after the NBC telecast of American White Paper, the documentary was sold to broadcasters in several overseas

'TV at its very best'

Representative Roman C. Pucinski (D-III.) hailed NBC-TV's American White Paper as television's finest three-and-a-half hours. He called the program "television at its very best" and said that he was sure that former FCC Chairman Newton Minow would exclude the program from what Mr. Minow once called a "vast wasteland."

Representative Pucinski's remarks were made on the House floor last week. He also cited the sponsor of the program, Eastern Air Lines, for its "impressive experiment in better understanding" and added that both the network and the sponsor have earned the "highest gratitude of all Americans."
areas. Programing rights were acquired in Australia, Denmark, Sweden, Germany and Puerto Rico, and film prints for auditioning were sought in Japan, Spain, England and Mexico. Danmarks Radio-TV, which operates a TV network in Denmark, scheduled the special for the afternoon of Sept. 12; and Australian Broadcasting Co. set the show for the afternoon of Sept. 19.

CBS-TV to test viewers' citizenship

CBS-TV’s first program in its new series of mass audience tests has been scheduled for Nov. 9 (10-11 p.m. EST). Called the National Citizenship Test, it will quiz the viewing public on attitudes toward responsibilities and privileges as citizens, and on a knowledge of American governmental procedures.

The participating audience will be able to compare its responses with those of respondents in two national public opinion surveys. One of these will be made in a preprogram survey. The other will be taken among viewers during the program. Their answers will be reported, as the program is aired, to a computing center so that the mass audience can compare test scores with those of the samples before the program’s conclusion.

Questions for the test are being prepared by CBS News in cooperation with the Educational Testing Service, Princeton, N. J.

CBS’s first venture into mass test programing, The National Drivers Test, was seen by an estimated 30 million viewers.

International Business Machines, which is sponsoring 15 of the programs to be aired by CBS News in the Tuesday 10-11 p.m. period, will be the sponsor of the test. Executive producer of the program is Av Westin.

16 win ABC's drama stipends

A select 16 out of 3,500 auditioning for one-year scholarships won $750 stipends and will attend the American Academy of Dramatic Arts, New York.

The winners were announced last week by Leonard Goldenson, president of ABC Inc., which sponsored the competition (Broadcasting, Aug. 30), and Worthington Miner, who is president of the academy.

The contest drew more than 25,000 applicants, 3,500 of them auditioning at local ABC affiliates during the past few months. Winners of the national audition were graded on personality, integrity of performance, imagination and originality, vitality, physical appearance and grace, speaking and singing voice, range of capacity and potential ability. Each audition required the performer to memorize two serious play scenes, two comedy scenes, and two musical selections.

The final selection of winners (and alternates) was made by Mr. Miner; Warren Lyons, ABC manager of talent development, and Frances Fuller, director of the academy.

FBI official defends bureau's radio-TV role

A top ranking official of the Federal Bureau of Investigation has defended the FBI’s decision to cooperate with the broadcast media in presenting programs dealing with bureau activities.

C. D. Loach, assistant director of the FBI, told host Fred Foy of ABC Radio’s FBI Washington program Sunday (Sept. 12) that TV-radio programs can provide the bureau with assistance and called criticism of FBI cooperation in broadcast programing “nonsense.”

The FBI is providing assistance both to The FBI, an entertainment series that begins on ABC-TV this fall (Sunday, 8-9 p.m.), and to ABC Radio’s FBI Washington. He noted that the bureau had rejected earlier efforts to cooperate in projected TV series but indicated that the time now was appropriate for participation.

AM seeks court test of school board bans

WRKL New City, N. Y., a Rockland county station, plans a court test of the refusal of two local school boards to let a station reporter tape record public meetings for later broadcast.

Both the Nyack village school board and the Clarkstown school board have refused this permission. The Nyack board passed a resolution banning tape recorders, giving as reasons that people didn’t want to speak when they might be reproduced on radio and that a tape could be edited. The Clarkstown board refused to let the WRKL reporter record events at several successive meetings and has now told the WRKL manager, Albert Spiro, that they will pass a similar resolution at a meeting this week.

Mr. Spiro says attorneys for the station are preparing a court appeal of the action.
Conservative program enters its 2d year

The American Security Council, a nonprofit, bi-partisan organization of businessmen formed to combat the threat of communism in the U. S., is completing its first year of Washington Report, a five-minute daily news summary dealing with developments in the cold war.

The series is distributed free to stations on records, five programs to a record, on a weekly schedule. Money for the program has been provided by the Schick Stainless Steel Blade Division of the Schick Safety Razor Co. under a grant which will make the programs available until September 1966.

The program is designed so that it may be sponsored locally as a five-minute news show, with allowances for spot announcements, and it also may be used with an enlarged news program.

The editors of the program, Senator Thomas J. Dodd (D-Conn.) and Dr. Walter H. Judd, former Republican representative from Minnesota, combine to give the coverage in-depth background on the meaning of current Cold War events.

The ASC claims the program's 900 or more stations make it the largest single radio program in the world. It is carried overseas by the stations of Radio Free Europe and by New York's international station, WINS, which beams the program to 106 countries around the world.

Detailed coverage set for Pope's visit to UN

The three TV networks will present extensive coverage—much of it live and in color—of the scheduled Oct. 4 visit of Pope Paul VI to the United Nations.

CBS-TV and NBC-TV said they would pick up the Pope's arrival at New York's John F. Kennedy International Airport, scheduled for 10 a.m. EDT; his motorcade into New York for an expected meeting with President Johnson, and meetings with Francis Cardinal Spellman at St. Patrick's Cathedral; his appeal for peace to be made before the United Nations General Assembly (tentatively scheduled at 3-4 p.m.), and the celebration by the Pontiff of a late afternoon or early evening outdoor mass at either Yankee stadium or Shea stadium.

ABC-TV said it planned to cover the Pope's arrival and UN address, but had not yet determined its plans for coverage of the outdoor mass.

Press Wireless taken over by ITT division

ITT World Communications Inc., subsidiary of ITT, New York, last week acquired sole control of all outstanding shares of Press Wireless Inc., having secured an ownership transfer with FCC approval in July (Broadcasting, Aug. 2).

Through an exchange of shares, the international communications carrier will now drop its former owners, principally Time Inc., The New York Times and The New York Herald-Tribune. Press Wireless will continue its news media service to some 65 countries by teleprinter, facsimile, telephoto and voice communication.

Radio series sales...


Jimmie Fidler Hollywood News (Jimmie Fidler): WCCO Greensboro, and WKLW Wilmington, both North Carolina, and WEAM Washington.

Here's Helloise (King Features Syndicate): WNN Atlanta; WMMU Greenville, S. C.; WSPD Toledo and WSTV Stubenville, both Ohio; WIFF Milford, Conn.; KASI Ames, Iowa and; KBUY Amarillo; KWED Seguin, both Texas.

So You're Here Today (Realistic Radio Sales): WKBW-FM Milton and WLCO-Eustis, both Florida.


Doctor's House Call (Signal Productions): WTOP Washington; WKNR Youngstown and WAKR Akron, both Ohio; WDBJ Roanoke, WAWV Norfolk and WGBA Richmond, all Virginia; WJAG Hagerstown, Md.; WCMC Harrisburg and WBBT Easton, both Pennsylvania; WKIZ Kalamazoo, Mich., and WEAQ Eau Claire, Wis.

Anniversaries In Sound (Triangle): WWIS Black River Falls and KFIZ Fond du Lac, both Wis.

July 4, 1776 (Woroner Productions Inc.): KISN Vancouver, Wash.; WMBT Shenandoah, Pa.; WBCY Bucyrus, Ohio, and KQEO Albuquerque, N. M.

Close-Up (Woroner Productions Inc.): WLEC Sandusky, Ohio; CKOC Hamilton, Ont., and KQCO San Diego.

Tips on Tots (Woroner Productions Inc.): KTEE Idaho Falls; KOSY Twin Falls, Idaho; WBT-FM Charlotte, N. C., and WGBA Richmond, Va.

Easter the Beginning (Woroner Productions Inc.): WCOS Columbia, S. C.; WJNO West Palm Beach, Fla.; WMBT Shenandoah, Pa.; WRTA Altoona, Pa.; KJEM Oklahoma City; WHIZ Zanesville, WZIP Cincinnati, WOMP Bellaire, and WXT Portsmouth, all Ohio; WTAP Parkersburg, W. Va.; CKPC Brantford, CHYM Kitchener, CFCO Chatham and CCFOR Orillia, all Ontario, and WTAH Norfolk, Va.

“We increased our share of the Atlanta TV audience by promoting better reception.”

Joe Higgins, station manager
WAIL-TV Atlanta, Georgia

It makes sense. Show your audience how they can obtain better, more enjoyable TV reception, and you’ll have happier viewers. And more of them. In fact, it made so much sense to Joe Higgins (and attracted so many new viewers) that WAIL-TV has promoted “better reception” for two years and will soon promote it again.

Here’s the way it started, three years ago. A special station survey showed that WAIL-TV viewers with outdoor antennas received better reception and watched the station more often than people with indoor antennas. That’s all Joe Higgins had to know. He decided to promote better reception through the use of outdoor antennas.

The next step was for station engineers to test outdoor antennas. They did just that and found Winegard antennas provided greatly improved reception (both in color and black & white). With this discovery, WAIL-TV entered into a unique station/sponsor/dealer promotion with the Winegard Co. and local Winegard dealers.

Briefly, the program included an extensive on-air campaign, in-store merchandising and consumer contests—all designed to promote WAIL-TV and improve the station’s reception through the use of Winegard antennas.

The results? Just the way it was planned. Hundreds of WAIL-TV viewers got better reception — and WAIL-TV got hundreds of new viewers.

That’s the way it worked (and is still working) for WAIL-TV in Atlanta. How about your station? If you have lost a single viewer because of poor reception . . . if your station is programming color shows that demand the finest antennas . . . and if you want to increase your share of the audience (and who doesn’t), let us show you why it makes sense to promote “better reception”.

Write (or call) for complete information on how your station can participate in a station/sponsor/dealer program with Winegard.

WINEGARD CO. ANTENNA SYSTEMS
3000 Kirkwood • Burlington, Iowa 52602 • (319) 754-6595

Please rush complete information on how we can participate in your station/sponsor/dealer program.

NAME

TITLE

STATION

PHONE NO

ADDRESS

CITY

STATE

ZIP CODE
How to keep the new logs

Traffic managers will be allowed to attend
NAB conferences for sessions on program rules

The National Association of Broadcasters last week announced officially that it would break with precedent and allow traffic managers of member radio stations to attend—without charge—the fall conference sessions on the FCC's new logging requirements and license renewal forms (CLOSED CIRCUIT, Sept. 6).

At the same time NAB said it would begin mailing this week of a revised booklet on radio program log recommendations containing all the FCC's latest rules on the subject and a sample log. The rules take effect Dec. 1.

Douglas A. Anello, NAB general counsel, will present a detailed analysis of the rules and how stations should meet them at the eight fall conferences in October and November.

In a foreword to the NAB's logging primer, Mr. Anello notes that "while the format of the new statement of program service has been changed considerably, there are basically three major changes in philosophical approach."

* "The new form requires a statement regarding the ascertainment of community needs by the applicant. There is no one means by which this may be accomplished."
* "The second major change involves the breakdown of programs into categories. While these are not greatly different from those formerly used, they do provide for subcategories which enable a station to provide a more accurate breakdown of its programming."
* "In that portion of the form dealing with commercial matter, the amount of time devoted to commercial material is now expressed in hours and minutes rather than numbers."

NAB President Vincent Wasilewski said attendance by the traffic managers at the session should be "most helpful" since they bear the primary brunt of keeping the detail required in the logs. They may attend the logging session without being a conference registrant.

Dobard charges libel over newsletter

Charging "libel, slander, invasion of my privacy and intentional disrespect," Ray Dobard, Berkeley, Calif., record shop owner and publisher of weekly top 30 sheet-newsletter, last week said he was suing his "jealous competitors" for $1,000,002.

Mr. Dobard said his Aug. 29 newsletter which called on "all soul brother DJ's . . . [to] help and burn down some of those others ghetto towns that should be burnt down . . ." (BROADCASTING, Sept. 6) was misinterpreted by "backbiters and nonsouful square competitors and Ray Dobard haters that exhibit ignorance of the Negro jargon, Negro language and Negro culture."

That Aug. 29 newsletter had resulted in an investigation by the Alameda county district attorney's office and the U. S. attorney in San Francisco after they had been given copies by the California attorney general.

Mr. Dobard, who operates the Music City Record Shop, said in his Sept. 12 newsletter that he has never "attempted to persuade anyone to become an arsonist. Furthermore the Magnificent Montague [a disk jockey on KFJD Los Angeles] is not an arsonist and he did not set fire to any buildings in Watts."

"Burn baby, burn," was the DJ Montague had used prior to the Negro riots in the Watts section of Los Angeles last month. The phrase was discontinued when the riots began.

Mr. Dobard said his Aug. 29 newsletter, in urging other DJ's to "burn their town down," did not mean for
WEBSTER'S DEFINES LP-GAS IN ONLY 62 WORDS

But what it does takes volumes

Because LP-gas does so many things.
You might think LP-gas is like natural gas. It is and it isn't. People in towns, suburbs, and on farms and ranches do use LP-gas just as people served by utilities use natural gas—to cook food, heat water, dry clothes, and heat and cool their homes.

But because of its remarkable versatility, LP-gas uses extend far beyond those of natural gas. LP-gas also powers trucks, tractors, buses, taxis and generators just like gasoline and diesel fuel.

LP-gas has many uses uniquely its own, too. Flame weeding crops is one. Duplicating the searing re-entry heat for space capsule research is another.

Liquefied petroleum gas is the complete name of LP-gas. It is a gas converted into a liquid for easy transportation and storage. Propane, butane, bottled gas are some of the names it goes by. But they're all LP-gas.

Wherever heat and power are required, LP-gas does the job.
WONDERFUL ISLE OF DREAMS...

What's in a name?

South Florida radio listeners will tell you that one means adult programming, community service and integrity—since 1926!

610 KC - 5000 WATTS
97.3 MC - 100,000 W.
MIAMI • FLORIDA
National Representative
GEORGE P. HOLLINGER
Cox Broadcasting Corp.

DECISION AT 5:01

Will it be golf, fishing or hunting? They're all just minutes away for those who live in Duluth...where over 1,000,000 people work hard, play hard and enjoy WDSM-TV Channel 6.

WDSM-TV Wonderful Duluth-Superior Market
See your PGW man for details
BILL HURLEY IN MINNEAPOLIS

80 (PROGRAMMING)

them “to become arsonists and burn down their Own Homes,” but to become number one or the king of the disk jockies of their communities, as has Montague in KQX.

He said soul-brother disk jockies “deserve great praise for the poetic and unique use of our Negro language and Negro culture that cannot be imitated, duplicated, nor subdued, and most often misunderstood. Some of my competitors attempted to disrespect this language by giving out defamatory information about me.”

Mr. Dobard said $1 million of his suit “will be held in trust to eliminate poor working conditions for the Negro disk jockeys and the investigation of the scarcity of the Negro disk jockey” in the American Federation of Television & Radio Artists.

The other $2, he added, will “be given to my jealous competitors for all the advertisement and publicity that they are giving me.”

Equal-time squabble in N.Y.

WPIX comes up with compromise as FCC declines to intervene

Two candidates for the New York Democratic mayoral nomination, to be decided in a primary election Tuesday (Sept. 14) protested to the FCC early last week that a debate scheduled on WPIX (TV) New York between two other Democratic contenders was unfair to them. A few hours before the debate was to begin, the issue was settled and the two objectors were slated to appear separately in later telecasts.

In contention was a debate last Thursday (Sept. 9, 8:30-9 p.m.) between City Council President Paul R. Screvane and Controller Abraham D. Beame.

The initial objections were made individually by Representative William F. Ryan (D-N.Y.) and city councilman Paul O’Dwyer, also seeking the nomination. Both men asserted the debate ought to be cancelled unless they, too, were allowed to take part. They charged that wpxi, by not permitting them to appear opposite Mr. Screvane and Mr. Beame, in effect was prejuring the importance of their candidacies. Messrs. Screvane and Beame had been favored by independent polls as the two top Democratic candidates.

According to a wpxi spokesman, the idea for the debate came up two weeks ago when Mr. Screvane challenged Mr. Beame to a “prime-time debate” and offered to pay half the costs of production. WPIX then said it offered free time to both candidates for a debate, while at the same time informing Mr. Ryan and Mr. O’Dwyer that they could debate each other in a separate prime-time half-hour.

WPIX said that when Mr. Ryan and Mr. O’Dwyer asked for a joint one-hour debate, the station declined on the ground that it was extremely difficult to set aside an hour of prime-time on short notice. A station spokesman said that to schedule all four candidates at the same time would also be "valueless...since in a crowded roundtable discussion no one really talks on an issue."

The FCC’s Opinion - In Washington, an FCC spokesman said there was nothing in the commission’s rules that required a station to present all the candidates for office at the same time. What was required, he said, was that the station offer the candidates equal time—and that wpxi had complied.

Mr. Ryan’s campaign manager, lawyer Myron Cohen, said that he had appealed to the FCC for reconsideration, but that this, too, had been rejected.

By arranging a debate between only two candidates, Mr. Cohen contended, wpxi was making a judgment “which it had no right to do” on which candidate should be pitted against each other.

In a separate appeal to the FCC, also rejected, Mr. O’Dwyer contended it was highly improper for one station to decide which was the important and which was the unimportant candidate, and that such a decision would in the future give networks and stations an opportunity to take sides in similar contests by prejudging the important candidates.

Mr. O’Dwyer said that he asked FCC for a personal hearing on the matter,

Client calling...

Open Line, a morning telephone talk program on KRAM Las Vegas, triggered usual listener response last week plus a bit of advertiser response. One of the callers anxiously awaiting time on the air was Ivan Annenberg, president of a local advertising firm, with an offer to supply a client if a like talk show could be scheduled in the evening. On Sept. 3, the nighttime twin opened on KLAM sponsored by Pioneer Club hotel and casino.
Then all communications are knocked out, what do you do?

In the wake of a major disaster, communications are likely to be a shambles. It can take precious hours to call for help, days to re-establish a communications system.

Now there is a unique ITT midget microwave system undergoing field tests that restores any communications facility instantly.

Each line-of-sight unit weighs only 17 pounds. With a pair, two-way communications are possible via telephone, telegraph, radar, radio or TV over distances up to 20 miles.

Helping people communicate—that's a vital part of ITT's business.

ITT holds some 22,000 patents—many of which helped put 13 million telephone lines in 80 nations. Patents for vast microwave systems that span mountains, jungles and deserts. Patents that helped make commercial satellite communications a reality.

Research pays off at ITT. In fact, sixty percent of ITT's current products are the result of the last five years' research and development.

International Telephone and Telegraph Corporation, New York, N.Y.
but that the commission replied that "under no circumstances" would it al-

low such a hearing. He said the FCC had offered as justification that it was

pressed for time by a heavy agenda of other matters.

The candidate also said that he had, in general, "nothing but praise" for the

fairness with which he had been treated by the New York broadcast media, and

that his argument was only with wpix.

Kudos for Broadcasters — In addition, he claimed that broadcasters had done

a far better job in covering his cam-
paign than had most of the local press.

In announcing the decision on Messrs.

Ryan and O'Dwyer to appear on wpix,

the station said that each candidate would speak separately in prime-time

for 15 minutes, Mr. Ryan on Saturday,

Sept. 11 (8:45-9 p.m.) and Mr.

O'Dwyer today, Sept. 13 (8:30-8:45

p.m.).

Weintraub to pilot

Tarzan for NBC-TV

NBC-TV has entered into an agree-

ment with independent producer Sy

Weintraub to produce a one-hour color

pilot based on Edgar Rice Burroughs' Tarzan character for prime-time show-

ing during the 1966-67 season. NBC is

partially financing the project, which will feature former Los Angeles Rams

football star Mike Henry.

Mr. Weintraub acquired TV and

movie rights to Tarzan from the Bur-

roughs' estate in 1963.

The Tarzan character, it was re-

ported, will be considerably more articu-

late in past movies, where his conversa-

tion was limited.

ABC also wants delay

in FCC's program rule

ABC last week filed a brief with the

FCC supporting NBC's request for a

second extension of the deadline for comments on the FCC's proposal to

limit network ownership and control of prime-time television programming.

NBC asked that the deadline be post-
poned from Oct. 21 to Feb. 21, 1966,

for comments, and from Dec. 1 to

April 1, 1966, for replies (BROADCAST-

ing, Sept. 6). This would be the second

four-month extension.

ABC states that the commission's proposals "would have extraordinary ramifica-

tions upon the structure of net-

work broadcasting in this country." For

this reason, sufficient time should be al-

lowed to permit the preparation and

presentation of all pertinent factual

matter and legal argument.

The brief points out that ABC, CBS

and NBC have commissioned the Ar-

thur D. Little organization to prepare an economic study covering the anticipa-

ted effects and impact of the pro-

posed rules. Additional time is re-

quired to complete the study which has

been in preparation for several months.

The proposed FCC rulemaking

would limit to 50% network ownership

and control of nonnews prime-time programming. The rulemaking was set

forth in Part I of the second interim

report of the office of network study.

ABC contends that the rulemaking is

in part founded upon Part II of the

study which has not been published for

general distribution. One copy is avail-

able for inspection at the commission's

public information office.

Commenting on the complexity of

the issues involved, ABC points out

that a period of approximately three

years ensued between the close of

record in 1962 and the promulgation of

the commission's notice of proposed

rulemaking in 1965.

Film sales . . .

Felix the Cat (Trans-Lux): KAAR-TV
San Diego, and WWJ-TV Detroit.
It's a Wonderful World (Trans-Lux):
KXLY-TV Spokane, Wash., and KAAR-TV
San Diego.
Top Draw (Trans-Lux): WPSS-TV
Tallahassee, Fla.
Girl Talk (ABC Films): KARK-TV
Little Rock, Ark.; WLNY-TV Lancaster-
Lebanon, WHP-TV Harrisburg, WSA-TV
York, and WSBF-TV Philadelphia, all
Pennsylvania; WJXT-TV Jacksonville, Fla.;
WRCB-TV Chattanooga, and WNIC
(TV) Pittsburgh.
The Forest Rangers (NBC Films):
WMAL-TV Washington; WTXC-TV Har-
ford, Conn.; KEKL-TV Shreveport, La.;
KONO-TV San Antonio, Tex.; WLEX-TV
Lexington, Ky.; KONV-TV Portland, Ore.;
KLAS-TV Las Vegas; WJAC-TV John-
town, Pa.; KXWV-TV Philadelphia; WITN-
TV Washington, N. C., and WOAL-TV
Open End (National Telefilm Asso-
ciates): KHJ-TV Los Angeles; KING-TV
Seattle; WPIX (TV) New York; WZTV-
TV Grand Rapids, Mich., and ETV sta-
tions: KQED (TV) San Francisco; WQED
(TV) Pittsburgh; KTVI (TV) Sacramento,
Calif.; WITY-TV Philadelphia; KWSO-
TV Pullman, Wash., and WGAB-TV Boston.
Hollywood and the Stars (UA-TV):
WNAC-TV Boston; WBEN-TV Buffalo,
N. Y., and KCNC-TV Amarillo, Tex.
Sea Hunt (UA-TV): KTRG-TV Hon-
lulu; WILX-TV Jackson, Mich.; WTVO
(TV) Rockford, III.; WATE-TV Knox-
ville, Tenn.; WWTY (TV) Cadillac, Mich.
Betsy tests radio-TV room at hurricane center

As Hurricane Betsy churned up the Atlantic and across South Florida last week she gave Miami's three television stations their first opportunity to see if the TV-radio room set up at the new National Hurricane Center would be as useful as everyone hoped.

The answer, according to station personnel and weather bureau was an unqualified "yes."

The National Hurricane Center of the U. S. Weather Bureau, located on the campus of the University of Miami, was the scene of more than 215 live originations to the three TV stations and all radio stations in southern Florida that are hooked into the Florida Defense Network.

Starting at 1 p.m. Monday (Sept. 6), the TV pool at the center, handled by WLBW-TV, carried hourly reports on Betsy. The three to five-minute reports ran for 53 straight hours until 6 p.m. Wednesday (Sept. 8). In addition to these reports, WCKT-TV, WTVJ-TV and WLBW-TV would request special pickups with their own personnel either reporting from the center or interviewing weather bureau personnel. Wans and WFUN were the only two local radio stations with reporters at the center.

Jeff Baker, public information officer with the Weather Bureau in Washington, said the system had worked well and the bureau might consider using it as a prototype for storm warning centers in other areas.

Orm West, pool coordinator for WLBW-TV, said the system functioned "exceptionally well" and that every feed request was fulfilled. The three stations will alternate pool coverage with a different station covering each hurricane.

The center also proved its worth in keeping officials free of the same questions from a dozen different newsmen. On Tuesday afternoon, when Betsy's course clearly indicated she would hit the mainland, a news conference was held at the center with chief forecaster Gordon Dunn. The session, attended by newsmen from the three TV stations, two radio stations, newspapers and the wire services, was also fed over the pool.

Damage to stations in the area was reported slight with some intermittent power failures and some flooding of buildings.

The three TV's remained on the air around the clock during the 53-hour period, filling the early, early morning hours with feature films plus the reports from the hurricane center.

Among the extra expenses incurred at WLBW-TV was $411—the cost of food for its employees.
Campaign group to explore TV and politics

Political broadcasting may be hammered into new dimensions next month when the Fair Campaign Practices Committee swings its gavel in Washington on Oct. 13-14 at a national conference on broadcasting and election campaigns (Closed Circuit, Aug. 30).

With emphasis on TV, experts from broadcasting, journalism, politics, government, social sciences and the law will congregate in a seminar to seek proposals for updating political campaigns to reflect technological changes. Charles P. Taft of Cincinnati, FCPC chairman, said two important questions will be considered: “Does TV make our Campaign Methods Obsolete?” and “Can Politics Catch up with Technology?”

The conference with four panels and 19 scheduled speakers will rotate on six major themes: TV’s effect on campaigning and politics, regulation’s effect on TV journalism, candidates’ role in the medium, costs in operation and coverage of campaigns, TV benefit on politics or vice-versa, and protection of electorate against broadcasting abuse by candidates or irresponsible supporters.


In addition, two panels, on “The Magic Eye Since 1952—How Has TV Affected Political Campaigns?” and “The Tough Nuts to Crack,” will be conducted on opening day.


Two panel discussions the second day will be on “Misuses and Abuses of the Electronic Media,” and “What Can We Do Better?”

Program notes...

Girl and man hunting • Charles M. Conner Productions Inc., Houston, has produced two five-minute radio series: The Female Art of Man Hunting, gives technical advice to women on how to trap wary men; The Manly Art of Girl Hunting, advises men on how and where to pursue women.

Red tape aid • Terry Broadcast Enterprises Inc., Evanston, Ill., has a service to prepare the programing portion of FCC forms used by stations in applying for construction permits and renewals of existing licenses.

Program syndication • Hayden Hudson Advertising Agency, Roanoke, Va., is now producing and syndicating five radio programs: Klub Kwit, Klassroom Kwit, Kiddie Kollege, Claim to Fame, and Dinner Winner.

Producer appointed • WNPT-TV Newark, N. J.-New York has named Richard Siemanowski to produce an eight-week foreign policy series, Great Decisions, set for telecast in February 1966. Mr. Siemanowski worked with the Asian segment of American White Paper: United States Foreign Policy telecast last week on NBC-TV (see page 74), and had a nine-year association with CBS News.

Forum on teen-agers • WNEW-TV New York last week initiated a new teen-age
Talk series, Speak Out! (Saturdays 5-6 p.m. EDT), with Sonny Fox, as host, probing guest teenagers on such topics as rebellion, love, music, beliefs, attitudes to parents and marriage. Besides debate, other techniques will be used such as spontaneous interrogation among the guests or film clips.

CBS pilot — Harbour Productions, Hollywood, has announced that Gunar's Oceans, a half-hour color adventure series created by Len White, creative vice president, is being prepared for broadcast twice a week on CBS-TV in 1966-67. Clair Huffaker, author of books, short stories, motion pictures and TV shows, will write the pilot script. Harbour also has two half-hour comedy series in preparation for 1966-67: Mr. Melilichios for CBS-TV and My Father the King for ABC-TV, as well as a special program for CBS-TV, This Is Canada, to be narrated by Raymond Burr, Harbour president.

New England tour — Betty and Bob Lewis radio team are preparing an on the spot series of eight programs about New England's fall life, which they will syndicate to 500 radio stations as The Wondrous World of Betty and Bob.

Both Lewises were commissioned by American Airlines, New York, to investigate what that part of the country offers tourists and sportsmen.

Robinson's new show — Former CBS program executive, Hubbell Robinson has proposed a new TV series, tentatively called The Night Side, to CBS-TV. The filmed dramatic series will be about a detective attached to the district attorney's office in New York City.

Program handler — The Unisphere Broadcasting System has announced its association with American Diversified Services, both New York. Agreement calls for ADS to handle all network film and video-tape program properties for UBS, as well as to coordinate production activities with outside package producers. Unisphere is proposed as a fourth network made up of UHF stations (Broadcasting, May 24, et seq.).

'Giant' acquisition — National Educational Television has acquired from the Canadian Broadcasting Corp. 52 programs in CBC's The Friendly Giant children's series. NET will aim the telecasts for twice-weekly exposure starting in January 1966. The 15-minute series originally was broadcast through NET 1954-57 and then moved to CBC.

### EQUIPMENT & ENGINEERING

Station wants color tariff suspended

WDXI-TV Jackson, Tenn., last week asked the FCC to suspend the announced rate increase of AT&T under one of two tariffs for interexchange transmission of color TV signals.

The increase of $4 per airline mile over the monochrome rate is in the telephone company's 253 tariff which is for interexchange users only. The other tariff, 216, is a superior service and is used both by interexchange users and those operating within a telephone company exchange.

The rate increase applies to the 25 AT&T subsidiaries and will affect all television stations which transmit in color under tariff 253.

Until the announced increase only monochrome transmission was available under the 253 tariff. WDXI contends that the $4 increase for color over monochrome is "patently discriminatory" since there is no difference in rates under the 216 tariff.

WDXI-TV uses an interexchange channel to carry the signals of ABC and CBS from Memphis, Tenn., to Jackson. The station plans to begin colorcasting this fall.

The basic monochrome rate under tariff 253 is $27.50 per airline mile. This is $7.50 less than the rate under tariff 216. WDXI-TV contends that the basic differences in service which justify the difference in rates apply equally to monochrome and color transmission. The proposed rate for color transmission under tariff 253 is $31.50.

WDXI-TV is also protesting as "unreasonable" the $450 station connection charge for color transmission which is in addition to the monochrome connection charge.

The station contends that since it understands that there is no additional color connection charge made by the telephone company for related programs such as a studio-transmitter link, then "the additional connection charge for an interexchange channel for color transmission in tariff 253 is unreasonable and discriminatory."

The station also contends that the additional connection charge of $450 and the rate increase of $4 per airline mile amount to a double charge for stations which transmit in color.

The proposed rate increases go into effect Wednesday (Sept. 15) unless suspended by the FCC. WDXI-TV is asking the commission to suspend the section of the tariff concerning the proposed rate increase to $31.50; to conduct an investigation into tariffs 216 and 253; and to conduct hearings on the proposed revisions in tariff 253.

Yes, friends, in Honolulu too. (Renewed by KHVH-TV.)

KING FEATURES SYNDICATE

235 E. 45th St., New York, NY 10022 6000

220 Popeye cartoons—in color
GE moves portable operation to Virginia

General Electric Co. plans to relocate its portable black-and-white TV manufacturing operations from Syracuse, N. Y., to a new plant in Portsmouth, Va., and by February begin a production level rise to one million portables yearly.

By moving to the Portsmouth facility, a 200,000-square-foot building, GE's output of 9-, 11-, and 16-inch portable TV sets will be pushed 14 months ahead of schedule. It was indicated this will help offset competition from imported Japanese models.

At Syracuse, production of 19-, 21-, and 25-inch black-and-white receivers will continue, and the space occupied by portable TV operations will be used for expanded color-TV manufacturing.

Technical topics . . .

CATV gear . . . Viking Cable Co., Hoboken, N. J., has three new pieces of CATV equipment. Trunk line amplifier, 574, is designed to provide greater cascadability than previously available in solid-state equipment since AGC circuits operate by changing gain after second stage of amplifier. The remote power supply, at $77, provides 6 amps of regulated 30 volt AC to a solid-state system from either of two connectors. Model 561, remote power supply at $30, is designed to duplex 24 or 30 volts AC onto cable systems supplying power for any combination of transistor amplifiers up to a maximum of two amps.

Big buy . . . WDCA-TV Washington, has signed a $425,000 contract with Ampex Corp. for complete studio equipment, including five Marconi cameras, a color film chain, mobile unit audio equipment, lighting and three Ampex Videotapecorders. WDCA-TV (ch. 20) is scheduled to start operations in December.

Comments? . . . The FCC on Sept. 8 invited comments on a proposed rulemaking assigning TV channel 4 to Colby, Kan. Colby Development Inc., a corporation formed by local businessmen, requested the rulemaking.

Tape repeater . . . Projection Systems Inc., New York, is distributing in its metropolitan area the GP 360, a one-quarter-inch tape repeater, playing up to six minutes of commercial message (for radio testing) with automatic repeat and stop. The cost is $50 per unit.

In the air . . . The FCC on Sept. 8 amended parts 73 and 74 of its rules to make each broadcast permittee or licensee using a common antenna structure responsible for marking the structure in the interests of air navigation safety. Where broadcast users share towers with users in other services, each permittee or licensee in the affected services is responsible.

GE announces new low-light level tube

The General Electric Co., Syracuse, N. Y., last week announced production of a new low-light level three-inch image orthicon tube designed for color application and priced at $1,680.

The new tube, Z7866, was described as having the sensitivity of earlier low-light level IO's but with about 25% greater signal-to-noise characteristics than previously available.

Dr. Herbert Hannam, manager of GE Tube Department's Pickup Tube Operation, said the Z7866 means a station "can shoot good quality color in black-and-white lighting conditions. The station won't require a major investment in expensive lighting and air-conditioning equipment."

Featuring field-mesh construction, the IO is said to produce good color pictures with 50-100 footcandle illumination and black-and-white pictures with 25-50 footcandles. The tube has an expected life of 4,000 hours.

FANFARE

TV spots promote drive-in contest

Now underway in the greater Washington area is an extensive promotion campaign for McDonald's Drive-Ins. Using wtrr(TV) Washington, McDonald's is sponsoring a children's contest which will be climaxed by the grand prize winners' appearance on WTTG's 90-minute special Aladdin's Lamp, Oct. 23.

McDonald's has 29 food-and-drink establishments throughout the Washington area.

The drive-ins have scheduled spots on WTTG which will saturate all of the station's children's programs. This is backed up by intensive radio and newspaper advertising, and posters in elementary schools.

Besides the grand-prize winners, there is a weekly drawing, on Wednesdays, which began last week and runs through the week of Oct. 23, in the McDonald's executive offices, for 50 lucky winners. Entry blanks for the contest are available only at the drive-ins. McDonald's agency is Kal, Ehrlich & Merrick.

Staggers praised by fellow West Virginians

Representative Harley O. Staggers (c) (D-W. Va.), who will become chairman of House Commerce Committee when Representative Oren Harris (D-Ark.) becomes a federal district judge, has received a special citation from the West Virginia Broadcasters Association "in grateful recognition of the honor" he has brought to the state. Making the presentation during a trip to Washington: Jack W. Lee (l), WSAW-AM-TV Huntington and Robert W. Ferguson (r), WTRF-TV Wheeling.
TV puts Durham in tube-trading mood

Television tube sales increased last month in North Carolina as a result of a combined effort by WRAL-TV Raleigh and WTVD-TV Durham, both North Carolina. Proclaiming August as "TV tube tradin’ time," people were urged to replace worn-out tubes in preparation for the new fall season.

Southeastern Radio Supply Co., a Raleigh firm, signed 230 dealers in 80 towns to participate in the promotion. The company reported that at the end of the month its records showed that 1450 picture tubes were installed in the station's viewing area, and projected with sales from other sources, the number probably reached 2000. Three dealers, Philco, General Electric and Motorola, reported increases over the previous August as, respectively, 10%, 25% and "tremendous."

Mailing furthers theme of WNEM-TV's market

A large silver meat-carving aid and a can of imported ham were sent to advertising and media executives of the top 100 advertisers and agencies by WNEM-TV Bay City-Saginaw, Mich., as part of the station's promotion "Cut A Thick Slice of Michigan's Sales Market."

The mailing was the latest promotion for the concept that the Flint-Saginaw-Bay City television market is an "advance market for advertisers."

This idea had been developed after an economic survey conducted last year by Doherty, Clifford, Steers & Shenfield (now Needham, Harper & Steers) [Broadcasting, Aug. 3, 1964].

The survey had said that this area would grow beyond the normal expansion expected in the rest of the country, citing a $260-million expansion that is planned for the area by General Motors.

Mich. studies in the works

Three national advertising agencies and three TV stations, all located in Detroit, are combining talents to produce a series of nine half-hour television programs for the state of Michigan.

Topics include studies of health, social welfare, crime and justice and topics like tourism and recreation. The shows are being offered to stations in the state and surrounding areas.

D. P. Brother & Co. and WWJ-TV have just completed an examination of Michigan's tourist business, the state's second largest industry. The other teams are MacManus, John & Adams and WXYZ-TV and Campbell-Ewald Co. and WJBK-TV. Each team is producing three programs.

Drumbeats...

'Coming Swoon' - Actress Elsa Lancaster and KYW-TV Philadelphia are having fun in on-air promotions, for the station's fall attractions. Miss Lancaster is billed as "Madame Elfreth," named after Elfreth's Alley in Phila-

NAME HIM and get two weeks FREE radio broadcasts of his show on a 52 week contract.

Clue: He is the most popular radio mystery man of all time. Present station programmers not eligible. Answers should be on company letterhead.

CHARLES MICHELSON, INC.
45 West 45th St., New York 10036
Plaza 7-0695

WHO knows this character?

PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information. 

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland
A czar for Canadian radio-TV?

Special committee advocates dropping BBG and CBC as governing bodies, recommends rules on Canadian program content be stiffened

A thorough overhaul of Canadian broadcasting at the regulatory and programming levels, including creation of a "czar" of broadcasting, was called for last week by a special committee of inquiry that has spent 16 months studying broadcasting in that country.

Charging Canadian prime-time TV is "seriously imbalanced" with "trivial entertainment shows" from the United States, the three-man committee said more domestic product is needed on television. The report said the present rule calling for 55% Canadian content should be made a rock-bottom minimum and that stations that prosper should be ordered to have an even higher percentage of Canadian fare as part of their license conditions.

The committee said the Board of Broadcast Governors and Canadian Broadcasting Corp. board of directors should be dumped as governing bodies and replaced by a 15-member group with one fulltime executive who would run the show.

R. M. Fowler, president of the Canadian Pulp & Paper Association and head of the 1957 Royal Commission on Broadcasting, headed the committee. The other members were Marc Lafonde, Montreal lawyer, and Ernest Steele, undersecretary to Secretary of State Maurice Lamontagne.

Shortcomings Cited • Mr. Lamontagne had told the Canadian Association of Broadcasters last year that the committee would look into shortcomings of the 1958 Canada Broadcasting Act, especially in "confusion about the aims and roles of public and private broadcasting in Canada, the relations between the CBC and private broadcasting, the powers of the CBC and BBG, and the extension of television broadcasting."

The committee's aim, he said at that time, would be to work out a definition of government policy in broadcasting (BROADCASTING, April 20, 1964).

"The only thing that really matters in broadcasting is program content; all the rest is housekeeping."

Among its major recommendations the report calls for banning all morning TV programming and replacing it with school broadcasts.

Instead of the three fulltime and 12 parttime BBG members and 11 CBC board members, the committee proposed creation of the 15-member Canadian Broadcasting Authority, headed by the fulltime "czar."

In his hands, the report says, would be the general broadcasting policy of the CBC and virtually complete control over the activities of the nation's privately owned stations.

The government had no comment on the report. The CBC had earlier noted that since it came into existence in 1932, it had been examined by three royal commissions and 16 parliamentary committees.

Union Criticism • The CBC had also recently come under fire from Canadian union the Association of Canadian TV and Radio Artists, which charges CBC has been hiring nonunion writers and paying them less than union rates. ACTRA wants more union writers used and CBC to increase union-produced drama content of CBC programs.

ACTRA wants the CBC to double the present amount, about 18% of dramas performed by union members. However, the union admits such a move would mean the CBC would have to get a sizable increase from the $90 million yearly it now receives from the national treasury.

A CBC spokesman said there has been an increase in news and public affairs programs and a decrease in drama because the public is now more interested in news programs.

CAB wants color at '66 season start

Color telecasting should be started in Canada on Sept. 5, 1966, instead of Jan. 1, 1967, the Canadian Association of Broadcasters has suggested to the Canadian Board of Broadcast Governors at Ottawa. A letter signed by Jean Pouliot, CAB president, outlined a study CAB has made following the BBG's announcement earlier this year that color television is to start on Jan. 1, 1967. Mr. Pouliot pointed out that the broadcasting year starts in September, not at the beginning of the calendar year, and that advertisers plan their programing for the September-June and June-September seasons.

The CAB said that stations should be allowed to use color experimentally for about three months prior to Labor Day, 1966, to work out difficulties. The letter also contended that a separate license hearing should not be required for stations to switch to color telecasting, that only a letter from the station to the Department of Transport should be required. This would save stations

NEGOTIATORS FOR THE SALE OF MEDIA AND ALLIED BUSINESSES

CALIFORNIA FULLTIME, Top Market, well established. Gross $140,000, Cash flow $50,000. Price $300,000 including studio, building and land.

SOUTHEAST DAYTIMER, Exclusive Market. Gross $52,000. Price $90,000. Terms to qualified buyer.

SOUTHWEST. Long established in top market. Gross $10,000 a month plus. Price $210,000. Owner open to negotiation. Excellent terms.

FLORIDA FULLTIME, in growing market. Price $70,000. Terms. Contact Bill McKee in our Washington office, 140 Congressional Lane, Rockville, Maryland.

Jack L. Stoll and ASSOCIATES LOS ANGELES WASHINGTON NEW YORK

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BROADCASTING, September 13, 1965
the preparation of briefs for public hearings, CAB said.

Utilizing color from Labor Day 1966 would assure good color television programming for Canada’s centennial year in 1967, Mr. Pouliot stated.

German elections on U. S. radio

Worldwide radio reports of the national elections in the Federal Republic of Germany will be picked up live in the United States directly from the studios of Radio Deutsche Welle (Voice of Germany) on Sept. 19 (4-7 p.m., EDT).

More than 60 stations of the National Educational Radio Network, along with five shortwave transmitters of Radio New York Worldwide (wrul) aimed at Latin America and the Caribbean, will begin broadcasting through relays from Radio Deutsche Welle. A vote projection computer in Germany will tabulate results of the balloting between the coalition government of the Christian Democratic Party under Chancellor Ludwig Erhard and the Social Democratic Party of Berlin’s Mayor Willy Brandt.

According to spokesmen for NER and the German embassy, the live broadcast will be the first such coverage of a German election in the U. S. and the first time any foreign government has used time on an educational network for live election reporting.

The overseas hookup and the network lines within the U. S. are being paid for by the German Information Center in New York; time on the educational stations is being donated. Gerald Sandler, NER director, is coordinating the project. Arrangements for pickup by commercial stations wishing to use the material have not yet been completed, according to the German embassy.

Stanton, Hoyt, Starzel in Vietnam for USIA

Dr. Frank Stanton, president of CBS Inc., Palmer Hoyt, editor and publisher of the Denver Post, and Frank Starzel, former general manager of the Associated Press, are making a study of the United States Information Agency’s informational and cultural programs in Vietnam.

The trio arrived in Vietnam Sept. 6. They will remain in the country for about a week. They are members of the U. S. Advisory Committee on Information and will evaluate the acceptance of the USIA programs.

The advisory committee reports annually to Congress at the end of the

A touch of Philly

The Mexican government has asked the Triangle Stations for permission to duplicate the design of Triangle’s $5-million circular structure for a planned radio-TV center in Mexico City. The Philadelphia building, which was completed for occupancy in January 1964, houses the headquarters of Triangle Stations and also WPHI-AM-FM-TV Philadelphia. The Mexican government has commissioned Vincent Kling of Philadelphia, who was the architect for Triangle, to design the Mexico City structure.

for pickup by commercial stations wishing to use the material have not yet been completed, according to the German embassy.

for pickup by commercial stations wishing to use the material have not yet been completed, according to the German embassy.

Hoi Hoi means ‘go, baby, go’

For 16 years WXYZ-TV Detroit has produced Starlit Stairway, a program designed to encourage local talent. Then two years ago an article on the show came to the attention of Hiroo Masuda, promotion director of Tokyo advertising agency Hakuhodo Inc. Mr. Matsuda wrote WXYZ-TV Program Director Peter Strand describing a program of the Nippon Television Network entitled Hoi Hoi Music School (translated roughly ‘go, man, go’) which had a similar content and purpose. After prolonged negotiation an exchange was arranged. Japan now is scheduled to view over the Nippon Television Network in October a special produced in Detroit featuring the stars of Hoi Hoi Music School, Yashushi Suzuki and Nan Kinomi, with two winners of the Japanese talent competition. WXYZ-TV showed the program Sunday (Sept. 12). The production was a combination of traditional Japanese folk music and contemporary songs, filmed on a variety of sites including the Detroit freeway system and the Minouru Yamasaki-designed buildings on the campus of Wayne State University.
year and the trio is expected to give a first-hand summation to the newly appointed director of the USIA, Leonard H. Marks.

**Abroad in brief...**

**NBC advisers in Arabia** - Two NBC International representatives, Rex Bagwell and James Van Eaton, have joined 17 other NBC employees in Saudi Arabia to assist in establishing that country's TV network. Both men, specialists in video-tape operation and maintenance will aid in advisory, technical and management services.

**Canadian rep merger** - Tyrell and Nadon Ltd., and Cam Logan Associates, both station representation firms of Toronto, have merged. Joint companies have chosen a new corporate name, Broadcast Media Sales Ltd., following a naming contest among advertising agency executives, which was won by Bob Amos of Hayhurst Advertising Co., Toronto. The rep firm has offices in Toronto and Montreal.

**British aid** - The British Broadcasting Corp. as a service to Indian and Pakistani immigrants in England and Scotland will begin two weekly Sunday radio and TV series, starting Oct. 10. A Hindustani radio program will teach English and present Indian music. As a TV news service, BBC-1 will offer 15 to 20 news items, discussions and answers by Hindustani speakers.

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**FATES & FORTUNES**

**Robert Schulberg**, manager of Guild, Bascom & Bonfigli, Los Angeles, joins Carson/Roberts, that city, as member of account management group. **Tom Lauer**, media supervisor on Alberto-Culver account at Compton Advertising, Chicago, joins C/R as head of broadcast media for Mattel account.

**Robert Jordan** and **Paul Paulson**, VP's and account supervisors at Compton Advertising, New York, promoted to management supervisors, Mr. Jordan has Ivory Liquid and Comet, and Mr. Paulson has Duncan Hines.

**George B. Hatch**, VP, administration, of Marplan, division of Interpublic, New York, elected executive VP.


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**Rowan joins WBC**

**Carl T. Rowan**, former director of U. S. Information Agency, Washington, will join Westinghouse Broadcasting Co. in November as news commentator for WBC's radio and television stations.

Mr. Rowan, who was newspaperman before entering government service in 1962, served with USIA from 1964 until earlier this year. He also will write syndicated column for Chicago Daily News and articles for Reader's Digest. Compensation from Westinghouse will be about $30,000.

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**Rowan joins WBC**


**Arnold Smoller**, account supervisor at Compton Advertising, Chicago, joins McCann-Erickson, New York, as account director.

**Harry C. Gibbs**, account executive with George/Savan Advertising Co., St. Louis, elected VP.

**A. Stuart Hinkle**, assistant media director of Sullivan, Stauffer, Colwell & Bayles, New York, joins J. M. Mathes Inc., that city, as associate media director.


**James Thompson**, account executive at KPH Los Angeles, joins KOLO Reno, in similar capacity. Move necessitates his resignation as president of Hollywood Advertising Club. **Sherman J. (Jack) McQueen**, VP and director of broadcast, Foote, Cone & Belding, Los Angeles, succeeds Mr. Thompson as HAC president and George T. Hersh, VP and manager of Albert Frank-Guenther Law, that city, succeeds Mr. McQueen as first VP of HAC.

**Michael B. O'Neill**, VP and account supervisor for Aylin Advertising Agency, Houston, joins The Bowes Co., Los Angeles, as account executive. **Barbara Powell**, media director for Aylin in Dallas, joins Bowes as media buyer.

**David Gager**, account executive with McCann-Erickson, New York, joins Cunningham & Walsh, that city, in same capacity. **Octavio Gutierrez**, formerly space buyer with Mogul, Baker, Byrne, Weiss, New York, named media buyer at C&W.

**Bruce Clark**, formerly with Paul Locke Advertising, joins kvoO-TV Tulsa,
Mr. Pingree

C. pointed creative

Tracy-Locke Advertising, Research

Okla., as account executive.

Jan E. Muller, head of Marketing and Research Counselors Inc., division of Tracy-Locke Advertising, Dallas, appointed creative research supervisor of C. J. LaRoche and Co., New York.

Harold M. Pingree, Jr., sales executive for NBC Films Inc., Lincoln Park, Mich., joins Blair Television, New York, as director of special projects. He replaces Earl G. Thomas, who is retiring.

Zee Guerra, formerly broadcast media supervisor, Wexton Co., New York, named media director of the Getschal Co., that city.

Sheldon Roseman, of Robert M. Gamble, Inc., Washington, joins William Magnes Advertising, that city, as media director.

Andy Murphy, of Advertising Time Sales Inc., New York, named eastern TV sales manager.

Peter A. Moller, local time salesman for KFWZ Santa Ana, Calif., appointed Los Angeles sales representative.

Diane L. Sass, associate director of research and marketing services for Broadcast Communications Group Inc., New York, appointed director of research.

James Roden, production assistant with Carson/Roberts Advertising, Los Angeles, named production coordinator for TV commercial film-making at Gerald Schnitzer Productions, same city.

Art Berla, account executive with WPIX (TV) New York, joins television sales staff of Avery-Knodel, that city, succeeding John Del Greco, who resigns.

Keith Beard, art designer at Harcourt, Brace & World, New York, joins Cunningham & Walsh Inc., that city, as assistant art director.

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MEDIA

Elmer F. Smith, VP and general manager for WNAV Yankton, S. D., named president, coincident with Red Owl Stores Inc., assuming ownership of station Sept. 1.

Richard A. Forsling, general attorney in charge of legal affairs, TV broadcasting division of CBS, New York, appointed to newly created post of VP of business administration for CBS-TV stations division.

Robert R. Brown, coordinator, corporate information for NBC, New York, named director, corporate information. Succeeding Mr. Brown is John W. Orr, public relations manager of Norman, Craig & Kummel, that city.

Arthur M. Dorfner, business manager of WABC-TV New York, named VP-finance for D. H. Overmyer Communications Co.'s, that city.

Jim Hawkins, KXJ-AM/FM Seattle, joins KXX, that city, as general manager.


Donald Chase, account executive and announcer for WCLN Newport, N. H., appointed station manager.

Robert D. Snyder, program director of KTVH (TV) Hutchinson-Wichita, Kan., promoted to assistant general manager.

Karl M. Wiener, credit manager for Crosley Broadcasting Corp., Cincinnati, named assistant controller.


PROGRAMING


At Bland, VP in charge of programming for Crosley stations (WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, Ohio; WLWC (TV) Columbus, Ohio, and WLWI (TV) Indianapolis), resigns. Future plans not disclosed.


Martin J. Robinson, president of Link Industries Inc., joins United Artists Associated, division of United Artists Television, New York, as VP and sales manager.

Max Shulman, author of humorous novels, joins Universal TV, Universal City, Calif., as top creative supervisor on television comedy. Mr. Shulman's novel "The Many Loves of Dobie Gillis," was basis of television series.

Bill Hahn, personality for 22 years on WNAC-AM-TV Boston, named WNAC production manager.

Chuck James, production director of KGL, San Fernando, Calif., promoted to program director.


John Thacker, program director for WIRK West Palm Beach, Fla., joins KSQ Des Moines, Iowa, in same capacity.

Walter P. Sheppard, assistant director of broadcasting at Boston University, joins WQXR (FM) New York, as program director.

Dennis A. McQuire, free-lance producer and director, joins KYW-TV Philadelphia as producer-director-writer.

Michael Colgan, floor director for WTOP-TV, Washington, appointed television director. He replaces Sal Formica, who resigns.

NEWS

Allan Moll, public affairs director for KJH-AM/FM Los Angeles, named news director for KJH-TV.

Charles C. Thompson, KVEO-AM-TV Tulsa, Okla., named news director. Cliff Barrett, of that station, named assistant news director in charge of radio news.


Philip Fine, Philadelphia Evening Bulletin reporter, named editorial direc-
tor for KYW-AM-TV, that city.


FANFARE

Buddy McGregor, KNXU Houston, appointed national promotion director of The Star Stations, KISN Vancouver, Wash., KOIL Omaha, and WIFE-AM-FM Indianapolis.

Romney Wheeler, assistant director of public relations for Consumers Power Co., Jackson, Mich., appointed director of public relations. He succeeds Donald J. McGowan, who retires. Mr. Wheeler at one time was executive of Alabama television for WAVE-TV, Birmingham, Ala.

Alden Diehl, formerly program director of CKLB-TV Prince Albert, Sask., appointed promotion director of CKLB-AM-FM Windsor, Ont.-Detroit.


Frank M. Seymour, former newspaper columnist and editor, has formed new public relations firm, Frank Seymour Associates, at 957 Penobscot Building, Detroit.

Jansky retires

C. M. Jansky Jr., chairman of board of Jansky & Bailey Divisions of Atlantic Research Corp., Alexandria, Va., retires from post while remaining as consultant. In 1930 he, with Stuart L. Bailey, now VP of Atlantic Research and president of Jansky & Bailey Divisions, formed Washington engineering consulting firm of Jansky & Bailey. Company was acquired by Atlantic Research in 1959. Mr. Jansky was member of four radio conferences called by U. S. government which led to Radio Act of 1927, which in turn led to establishment of FCC. During World War II he had been special consultant to secretary of war dealing with research on use of radar and radio communication in air defense.

“First” in what, Joe? Your competition has a bigger market, better coverage, more advertisers, more response, lower cost per thousand, more of the right people, greater...

When your opponent tries hard-sell
Just how will your good story fare?
Your Service-Ad protects you well, in SRDS
YOU ARE THERE
selling by helping people buy

Another exclusive exposure opportunity for Service-Ads is...

SRDS
STANDARD RATE & DATA SERVICE, INC.

EQUIPMENT & ENGINEERING

Louis J. Crispiano, manager of commercial products department of ITT Distributor Products, New York, appointed marketing and planning manager for products engineering division of Sony Corp. of America, that city.

Kerwin McMahon, technical sales representative for Viking, Hoboken, N. J., named, in addition, national advertising and public relations manager.

Vincent P. Marlin, headquarters sales engineer for broadcast products at General Electric Visual Communications Products, Syracuse, N. Y., appointed to newly created position of district sales representative in New York.

INTERNATIONAL


Joseph Wallach, financial director for Time-Life Broadcast Inc. station KBOO-AM-FM-TV San Diego, named consultant under technical services agreement between Time-Life and TV Globo, channel four, Rio de Janeiro, and associated station, TV Paulista, channel five, Sao Paulo, Brazil. Mr. Wallach will have headquarters in Rio.

James L. Baggett, VP in charge of advertising for Schick Safety Razor Co., division of Eversharp Inc., Culver City, Calif., named VP in charge of international operations, headquartered in Europe.

DEATHS

Elizabeth Black, media supervisor with West, Weir & Bartell, New York, died Sept. 6 at St. Luke's hospital, that city. Miss Black, timebuyer for radio, was winner of Silver Nail Timebuyer of the Year award in 1962. She started in time buying in 1934 at Ruthrauff and Ryan on Lever Brothers account. She was also known for her work on Grove's 4-Way cold tablets. Miss Black supervised media department of Joseph Katz agency for 14 years and in 1954 became top media buyer at Harry B. Cohen (later Cohen & Aleshire). Cohen & Aleshire later merged with Donahue & Coe which, in turn, merged with Ellington & Co. to become West, Weir & Bartell. At WW&B, Miss Black bought for such accounts as Lydia Pinkham and River
brand rice. She is survived by one sister and one brother.

Walter McClughan, 50, senior editor at Voice of America, U. S. Information Agency, Washington, died Sept. 2 following heart attack, at Holy Cross hospital, Silver Spring, Md. He is survived by his wife, Catherine, and two sons.

William O. Pape, founder, and owner of WALA-AM-TV Mobile, Ala. until its sale last year to Royal Street Corp., New Orleans (BROADCASTING, June 8, 1964), died Sept. 7 in Mobile, after long illness.

Harry Engle, 68, one time head of own music publishing company in New York, and in 1940's West Coast director of Broadcast Music Inc., died Sept. 6 in Los Angeles.

William E. Gephart Jr., 60, West Coast VP of Delux Laboratories (General Film Labs), died Sept. 2 in St. Joseph hospital, Burbank, Calif. He is survived by his wife, son, and father.

Felix E. Feist, 55, producer of television series Peyton Place, died Sept. 2 of cancer, in Encino, Calif. He is survived by his wife, Barbara, three sons and three daughters.

Charles M. Neel, 58, sales manager of wpsn-tv Paducah, Ky., died Sept. 3 following heart attack. He is survived by his wife, son and daughter.
Hanna has 66.5% interest in WADA Shelby and 66.5% interest in Greenbo Publishing Inc., newspaper publishing firm in Greensboro, both North Carolina. Action Sept. 7.

KMAE McKinney, Tex.—Granted assignment of license between Air Enthusiasts Enterprises, owned by George W. Smith Jr. (59%), Mrs. G. W. Smith (10%) and Mrs. W. Smith, Jr. (31%), to AHB Broadcasting Corp., which purchased AHB Investment Inc. (75%) and Delwin W. Morton (25%). Consideration $125,000. Morton is president of Glendale, Tex., 30%, owner of KDOX Marshall, Tex., and 33.3% owner of KXO-Mtn. View, Tex. Action Sept. 2.

WODI Breckenridge, Colo.—Granted assignment of CP from Lester L. Williams to WODI Inc., owned by Lester L. Williams (100%). Consideration: transfer of 10,000 shares of stock. Action Sept. 2.

KEDO Longview, Wash.—Granted transfer of control of license corporation, KEDO Inc., from John R. DiMee to Leo B. Dysart (34%). Don L. Downing (33.1%) and Donald R. Nelson (10%). Consideration $15,000. Mr. DiMee is general manager of KAYO Seattle and has 96% interest in KENE Toppenish, Wash. Mr. Downing owns remaining 3% interest in KENE. Messrs. DiMee and Nelson are applicants for new AM station in Monroe, Wash. Action Sept. 2.

KGT Jackson, Wyo.—Granted assignment of license of Snake River Radio and Television Inc., owned by Albert Shumate (93.3%), Mary-Floyd Shumate (6.4%) and Lida M. Shumate (0.3%), to J-GU Corp., owned by Julius M. Lytton (53%), Glen A. Jordan (35%), Jack Schroeder (25%) and Robert Marsh (12%). Consideration $40,000. Messrs. Lytton, Ranck and Schroeder are applicants for new AM station. Action Sept. 1.

APPLICATIONS

KHIL Wilcox, Ariz.—Seeks transfer of control of license corporation, Cochise Broadcasting Co., from Rex Allen and Bessie Mae Allen (100% before, none after), to Harold E. Brundage (95% after) and Violet C. Brundage. Consideration $56,000. Mr. and Mrs. Brundage have table assignments from various interests. Ann. Sept. 3.

WKIG Glenelly, Ga.—Seeks assignment of license of Real Estate, Inc., owned by Howard C. Giresalese and Claude M. Kicklighter d/b a Tattinall County Broadcasting Co., to Tate County Broadcasting Co., owned by Howard C. Giresalese and Claude M. Kicklighter (28%) and Coy Andrew Perkins (28%). Consideration Giresalese owns 70.6% of WCLH Claxton. 160% of WMAC Wewahitchka and WCQGA Perry, all Georgia. Mr. Perkins is announcer at WKIG, and Mr. Kicklighter is captain in U.S. Army. Ann. Sept. 3.

WAAP Peoria, Ill.—Seeks assignment of license and CP of Broadcasting Co., owned by John Ciesy (10%), F. William Spiegel Jr. (30%), J. John Penniah (5%) and Frederick W. Spiegel Sr. (15%), to Peoria Valley Broadcasting Inc., owned by Melvin Feldman (35%), Ely Binkin (35%) and Richard S. Cohen (30%). Consideration $290,000. Messrs. Feldman and Binkin held interests in WYAV Springfield, Ill., through 1963. Mr. Feldman was officer and director of WYTV Orlando, Fla., through 1964. Mr. Cohen has interest in restaurant, Ann. Sept. 3.

KADI(FM) St. Louis—Seeks assignment of license from KADY Inc., owned by Rodney Erickson (95.25%), to Vanguard Broadcasting Corp., owned by Thomas M. Ferguson (74%), Charles Rich (18.5%), Floyd J. Pinerbut (13.12%), Daniel B. Neel (6.2%), Sanford M. Shore (9.3%), Jack M. Landau (1.17%), Vic O'Connell (11%), Robert M. Adelson (5.2%) and John T. Sweeney (3.1%). Consideration $400,000. Mr. Ferguson was account executive at WERB Garden City, N.Y., and WBB Radio, Flint; Mr. Pinerbut is secretary of Impact Media Sales Inc., radio promotion manager; Mr. Neel is president of Impact Media Sales Inc., radio promotion manager; Mr. Shore, Landau, O'Connell, Sweeney and Katz have nonbroadcast interests in Cleveland. Ann. Sept. 3.

Hearing cases

ACTIONS

m By report and order, commission amended its table of FM channel assignments to add class C Channel 283 to West Palm Beach, Fla., and modified license of WADA Shelby Broadcasting Co., to change channel from Channel 282 to 281; conditions. Action Sept. 7.

m By second report and order, commission granted the following assignments: Assigned 231A to Hamilton, Ala.; substituted 231B for 231A at Nashville, Tenn., for 237A for 281A at Booneville, Ark., assigned 248 to Oxford, Miss., and substituted 248 for 254 at Vicksburg, Miss.; and substituted 254 for 248 at Vicksburg, all Mississippi. Action Sept. 2.

m By memorandum and opinion and order, commission denied petition of Boone Biblical College, licensee of KFQX-FM, for assignment of Channel 251A in Boone, Iowa, to substitute FM Channel 251A for 248 at Alto- ville, Ala., to remove problem in selecting site for use of FM Channel 248 at Bainboro, Ga., and terminated proceeding in Doc. 1625. Action Sept. 3.

m By order and report, commission substituted Channel 251A for 248A at Alto- ville, Ala., to remove problem in selecting site for use of FM Channel 248 at Bainboro, Ga., and terminated proceeding in Doc. 1625. Action Sept. 3.

m By order and report, commission terminated proceeding in Doc. 2933. Action Sept. 3.

m By commission invited comments on proposed action to delete Channel 251A and order, commission amended its table of FM station assignments to amend FM table assignments as follows: Assign 285A to Lebanon, Ind.; 282A to Winchester, Ind.; 280A to Sheldon, Iowa; 248A to Stanford, Ky.; 270A to Bedford, Ind.; 260A to River Falls, Minn., and 260A to Paris, Tenn.; assign 284A to St. Petersburg, Fla., and substitute 280A for 287 at Montevideo; assign 280A to Roosevelt, Tex., and substitute 284 for 287 at Bay City; delete 277 from Baton Rouge, La., and add 277 to Hammond; add either 283A or 286A to Fort Myers, Fla., and substitute 293 for 285 at Key West, Fla., and assign 212 to Plantation Key; it denied petition by Montgomery Broadcasting Co., Conroe, Tex., to assign 256A to the deleting 286 from Lufkin and 284 from Bay City. Action Sept. 8.

m Commission proposed rulemaking to re-serve for education in Europe, Calif. That city's assignment has been vacated by the Federal Communications Commission. Action Sept. 10.

m Commission invited comments to notice of proposed rulemaking looking toward assignment of Channel 13 which had been vacated by Redwood Empire Educational Television, Inc., and supported by the National Association of Educational Broadcasters. Action Sept. 7.

m Commission invited comments to notice of proposed rulemaking looking toward an- nounce State. Action Sept. 7.

m Commission invited comments to notice of proposed rulemaking looking toward assignment of a new channel which had been set aside by the Federal Communications Commission for assignment to commercial television. Action Sept. 7.

m By report and order, commission denied petition by Wictoria Television Corp., licensee of KOMC-TV on Channel 8 in South- Cook, Neb., to reassign that channel to Wictoria, Kan. Petitioners' preference was not granted because of notice of proposed rulemaking, and commission is not persuaded that any benefit will result.
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<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W.</td>
<td>216-6400</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4, D.C.</td>
<td>712-1205</td>
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<td>COMMERCIAL RADIO</td>
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<td>Edward F. Lorents, Chief Engr.</td>
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<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>710 15 St., N.W. 298-6550 WASHINGTON, D.C.</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>1302 18th St., N.W. Hudson 5-9000 WASHINGTON, D.C.</td>
<td>508-8360</td>
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<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers</td>
<td>Associate</td>
<td>19 E. Quincy St. Hickory 7-2401 Riverside, II (A Chicago suburb)</td>
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<tr>
<td>JAMES COHEN &amp; Associates</td>
<td>Consulting Engineers</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W. 393-4616 Washington 5, D.C.</td>
<td>508-8360</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220</td>
<td>617-278-6733</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220</td>
<td>617-278-6733</td>
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<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>5712 Frederick Ave. Rockville, Md. (a suburb of Washington)</td>
<td>301 421-4666</td>
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<tr>
<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>3141 Cahuenga Blvd. Los Angeles 28, California</td>
<td>508-8360</td>
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<td>CAMBRIDGE CRYSTALS</td>
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<td>SPECIALISTS FOR AM-FM-TV</td>
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<td>445 Concord Ave., Cambridge 38, Mas.</td>
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<td>Phone 780-2810</td>
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<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television</td>
<td>527 Munsey Bldg. Sterling 1-8011 Washington 4, D.C.</td>
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<td>SILLIMAN, MOFFET</td>
<td>Consulting Radio Engineers</td>
<td>1405 G St., N.W. Republic 7-6646 Washington 5, D.C.</td>
<td>525-6208</td>
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<td>&amp; KOWALSKI</td>
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<td>JOHN H. HEFFELINGER</td>
<td>Consulting Radio Engineers</td>
<td>9208 Wyoming Pl. Hilland 4-7100</td>
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<td>A. E. Towne Assocs., Inc.</td>
<td>Consulting Radio Engineers</td>
<td>420 Taylor St. San Francisco 2, Calif.</td>
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<td>JAMES F. LAWRENCE, JR.</td>
<td>FM and TV Engineering Consultant</td>
<td>12 Yates TV Engineering</td>
<td>508-8360</td>
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<td>TV CATV and Microwave</td>
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<td>T. W. KIRKSEY</td>
<td>Consulting Radio Engineers</td>
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Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 5, Market St.,
Leeds Summit, Inc.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone 780-2810

T. W. KIRKSEY
12 Yates TV Engineering
TV CATV and Microwave
Phone 612-935-7131
Box 8068
Minneapolis, Minnesota
to public interest would result from reassignment. Action Sept. 8.

1. By memorandum opinion and order, the Commission denied the petition of Du-Bro Broadcasting Co., for reconsideration of Commission denial of its request for waiver of certain conditions imposed by the Commission in its order authorizing new Class A station WFMJ in Youngstown, Ohio. The Commission was of the opinion that all conditions for the grant of the petition were not met, and that in granting the waiver it would be at odds with the policies of the Communications Act of 1934. Action Sept. 8.

2. By Order, the Commission released the applications of KZTV (Television Co.) in Youngstown, Ohio, for a construction permit to operate on channel 7, 116 k.w., with main and alternate main. Action Sept. 8.

3. Commission waived sec. 73.211 of rules and accepted for filing application of Pacific Broadcasting Co., to operate on Channel 250, ERP 275 watts, antenna height 971 ft., in Agana, Guam. This is the first application for FM station in Guam. Applicant operates AM station KHAA in Agana. Action Sept. 8.

4. Commission waived sec. 72.21(d) of rules and granted application of Gulf Coast Broadcasters Inc. to move transmitter site of its FM station KQHE, Houston, 3.1 miles north and add vertical polarization; remote control permitted; condition, Action Sept. 8.

5. Commission granted request by Concho Broadcasters infaow 8. It is required that a waiver of sec. 1568 of rules; removed its applications for permission to extend time to Sept. 24 to file replies to or objections to its motion to modify and enlarge issues. Action Sept. 8.


7. The proceeding to amend the application of United Broadcasting Inc., for renewal of license of WTV, Washington, D.C., and Broadcasting Corp., for new AM, WBOB, Md., granted petition by Broadcast Bureau to extend time to Sept. 9 for filing of further pleadings to WOOK's petition to enlarge issues, Motion, Action Sept. 7.

8. Granted petition by Verne M. Miller to extend time to Sept. 13 to file exceptions to initial decision in proceeding on his application for new AM in Crystal Bay, Nev. Action Sept. 3.


11. By Chief Hearing Examiner James D. Cunningham


13. By Hearing Examiner Basil P. Cooper


15. By Hearing Examiner Thomas H. Donahue


18. By Hearing Examiner Charles J. Frederick

19. Granted petition by Broadcast Bureau to reach Decision Sept. 9, joint hearing for Sept. 1 in proceeding on applications of United Artists Broadcasting Inc., for new UHF- TV station on channel 20 at Houston and channel 43 at Lorient, Ohio. Action Sept. 3.

20. By Hearing Examiner Millard F. French

21. In proceeding on applications of Dennis A. and Willard D. Sleghter, Everett, and Beacon Broadcasting Concern, Martinsburg, W. Va., in proceeding by Beacon Broadcasting to strike its testimony, and to program and application of programing. Action Sept. 2.

22. By Hearing Examiner Walther W. Guenther


24. By Hearing Examiner Isadore A. Hong


26. Granted petition by WJAD Inc., and Clearfield Broadcasting Inc., to continue

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcasting, Sept. 8

ON AIR NOT ON AIR TOTAL APPLICATIONS

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CP's</th>
<th>on air</th>
<th>CP's</th>
<th>new stations</th>
<th>CP's</th>
<th>not on air</th>
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AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, Sept. 8

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<th>VHF</th>
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<tr>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1965

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1. Does not include seven licensed stations off air.

2. Includes three noncommercial stations operating on commercial channels.

BROADCASTING, September 13, 1965
Sept. 9, prehearing conference to Oct. 7 andOct. 18, toNov. 4, in proceeding on their applications for licenses to WFMF (FM) Indianapolis—Granted extension of time to November 15.

**Rescheduled** Sept. 14, hearing for Oct. 24 in proceeding on application of WFLI Inc., Lookout Mountain, Tenn., and Northeast Broadcasting Co., Anoka, Minn., to modify and change type of WFLI from 610 kw., 100,000 watt, AM station to 50,000 watt, FM.
Help Wanted—Managers

Experienced sales-manager leading to manager. East metropolitan suburban 5 kw day with FM. Base and incentive compensation. No hurry. Box J-4, BROADCASTING.

Northwest metropolitan station group needs two people: Salesman and sales manager. Young, proven, dynamic salesmen with real selling ability wanted to be promoted to managerial position with smallest station in group or as regional salesmanager. Success and growth experience required. Prefer men with eastern seaboard experience. Must be able to handle all phases of selling. Remuneration plan excellent. Salary, commissions, and earned sales commission. Several unlisted openings. Box J-33, BROADCASTING.

RADIO

Help Wanted—Announcers

A Midwestern station that’s a “go getter” in a single hits market wants to add another versatile man to its staff. This man will be basically an air man, but should have an interest in all areas of station activity. If you’re the man, let’s get together. Box H-354, BROADCASTING.

Sales

Baltimore—solid salesman—proven track record—management capability—multiple group sales experience. Base plus, Box K-107, BROADCASTING.

Established account list and good income for energetic sales producer who wants to work in New England. Our business is solid, mature, and growing. Excellent, long-term opportunities. Full details to Box J-16, BROADCASTING.

Young energetic sales manager—small western market. Strong on personality and leadership. Salary and commission. Real opportunity. Send all information. Box J-118, BROADCASTING.

We want a salesman with guts and know-how. He must love radio—know what it can do for an advertiser, and be anxious to prove it. He can’t be a clock watcher. He must have an endorsed 2nd class ticket and be able to write a good copy. Salary plus commission would put $5000 in your pocket your first year with us. In addition we pay your car operating expenses. Write Mr. N. North East, Write on wire Box J-180, BROADCASTING.

Salesman, minimum five years experience handling live music act. Base plus commission for 21 adult-programmed radio station in 300,000 market. One of the few states, 356 for word operations offer future in beautiful Southern California. Must be able to handle $600 to $600 monthly draw against 15% commission, group insurance, to man offering ability and stability. Send complete resume to KRPF, P.O. Box 2218, Santa Monica, California.

Move up to a larger market and more income. Wanted: Incredibly successful salesman leading to sales management in six months, and who has the ability to get the product and to sell it. You get the picture. Write to Bob Di, 304-343-4556.

Help Wanted—Announcers

Announcer who would like to learn sales. Top salary for announcing. Established accounts. Will consider announcer with proven poise and good potential. Top small market station in southeast, requiring good voice, training, experience and education. We’ll also consider a solid opportunity. Box H-356, BROADCASTING.

Announcer who is just out of school or with limited experience interested in learning sales. Here’s your chance to learn the business and get paid well while you do it. Send audition tape and full information. Box J-71, BROADCASTING.

Announcer with AM experience for quality small market. Must have pleasing air personality, good news and commercial delivery. Middle of the range pay and job security for the right man. Box J-15, BROADCASTING.

Announcer with AM experience for quality small market. Must have pleasing air personality, good news and commercial delivery. Middle of the range pay and job security for the right man. Box J-17, BROADCASTING.

Southeastern Negro programed station seeking experienced announcer who can motivate audience. Top salary, excellent working conditions and congenial staff. If you are for an excellent opportunity with a progressive station, send tape and resume to Box J-25, BROADCASTING.

Fulltime kilowatt near Chicago has immediate openings for 21 adult-programmed radio station in 300,000 market. One of the few states, 356 for word operations offer future in beautiful Southern California. Must be able to handle $600 to $600 monthly draw against 15% commission, group insurance, to man offering ability and stability. Send complete resume to KRPF, P.O. Box 2218, Santa Monica, California.

Move up to a larger market and more income. Wanted: Incredibly successful salesman leading to sales management in six months, and who has the ability to get the product and to sell it. You get the picture. Write to Bob Di, 304-343-4556.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENTS advertising require display space. (26 X rate—$22.50, 33 X rate—$20.00 Display only). 5" or over Billed R.O.B.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Applicant: If tapes, films or packages submitted, $1.00 charge 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 for return of their Custody or return.

Announcer—(cont’d)

Experience announcer-lsat engineer who likes small town life and stability. Good market, good station with new equipment. Contact us now. Additional money as to location, contact us now. Additional money as to location.
**Announcers—(cont'd)**

Announcer-news director for modified Rock format. Good opportunity for advancement to larger market group's stations. Send tape and resume to Howard Miller, WKLK, Cullman, Alabama.

WKNX, Michigan. West Coast has immediate openings for first phone top 40 announcers. Beginners considered. Aircheck, resume, phone, and $100. Mail to: Box 24, Grand Rapids, Mich. 49507.

Immediate openings. 1st phone-anouncer. Also announcer-salesmen. New owners of WKNX, WYNN, new York (Ulica-Rome area) want strong staff as need grows. English. Negotiate monthly for additional properties. Top personnel position. Send tape, resume and open in.O. All replies in O. S. 2nd Floor. Floor Bldg., Cleveland, Ohio, 44111.


Ohio station has immediate opening for sophisticated, top announcer. Permanent position. Must be able to create friendly, listener-oriented morning show, with emphasis on news, weather and sales. Must have exceptional background in news presentation. Medical benefits, life insurance and pension. Send tape and resume to Manager, WREO, Ashubula, Ohio.

WANTED: Experienced announcer. Preferably 1st ticket but not necessary. Located in attractive market powerful thousand watt daytime station 540 kc, signal comparable to 5 kw, Signal rate $1,500. New Collins transmitter and console, remote operated. Must have extensive experience. Not looking for an executive, need an experienced announcer or announcer-engineer. Salary $100 to $120 weekly. Located in beautiful mountains of Va., boating, fishing, hunting and if you want security this is it. Send tape, resume, picture, 1st letter. WQCB, New River, Virginia. Only experienced, fair quality voice and relaxed delivery type need apply.

Florida adult station wants announcer who can fit in with mature, experienced professional staff. Send tape, photo, resume at once to: WYCB, Palm, Florida.

WTOR-Torrington, Conn.—Regional—Immediate opening for phone announcer—No maintenance—Clean news and copy delivery—Must have car, 30% sales. Call for appointment—WIBV, Torrington, Conn.

Experienced morning man for top rated station in Florida. Excellent salary. Send tape & resume to: R. M. McKay, Jr. P.O. Box 71, Columbia, Tenn.

Cape Kennedy—announcer salesman. Needed Oct. 1st. Details to P. O. Box 402, Cocoa, Florida.

Top caliber morning man for pop music station in Washington, D. C. Market Call Harry Announcer 212-534-9306.

Announcer-salesman with 1st phone. Emphasis on announcing. 4½ day week. Must work alternate nights. AM-FM phone 313-694-8535 days, evenings phone 313-664-4929.

**Technical—(cont'd)**

Chief engineer, established metro Los Angeles station. Full responsibility for all time AM-FM operations. Must have extensive experience in direction-al antenna, remote control, and construction supervision. Excellent salary with regular fringe benefits. Send complete resume and samples of your work to: Howard Kester, General Manager, KEZY, Disneyland, Hotel, Anaheim, Calif.

Immediate opening 1st phone engineer able to do emission testing, remote control room, studio up-grading. Must have proven experience in this kind of work. Long coast daytimer. Some limited announcing. Salary $115/week. Needs KBFR, Reedsport, Oregon. No phone calls.

Staff engr. for growing AM-CATV near Philadelphia. WCOJ, Coatesville, Pennsylvania.

**News**

Immediate opening for newsman—update New York City. Must be aggressive. Need experienced journalism graduate. Must have radio experience. Must be lively, quick on his feet, dynamic. Salary $150/week. Box W-35, BROADCASTING.

Wanted: Experienced announcer. Must be capable of talking, selling, promoting, on and off air. Must have experience with a medium size market station. Salary to $200/month. Send resume and reference. WQTB, Philadelphia, Pa.

Top Wisconsin station is seeking a reliable writer and on-the-air reporter. This is an opportunity for local, growing community. Excellent salary and working conditions. Box J-53, BROADCASTING.

Newman with authoritative sound. Write and air radio newscasts. Opportunity to advance. Leading AM-FM-TV NBC affiliate, Mid-America—3rd station in market. Box J-63, BROADCASTING.

WANTED: Newscaster-Reporter: Duties—60% editing, reading newscasts: 40% on-the-street reporting. Excellent on-air and resume availability to WBY, Belleville, Ill.

Immediate need for news director for an aggressive midwest station in a university town. Good salary and opportunity. Send tape, resume and sample news to: Program Director, WKN, Urbana, Illinois.

**Production—Programing, Others**

Expanding eastern station needs Assistant Manager, Assistant Engineer, newscaster, announcer, newsman, combo-announcer. Staff announcing experience required for all positions plus typical New York car. Salaries negotiable. Opportunity for advancement excellent. Send resume and preferably air-check. Box J-57, BROADCASTING.

Take charge Program director with Mel- don, Capital Cities, Westinghouse type background and ability to handle all details of programming, production and promotion of aggressive top-rated station in an expanding chain. A career opportunity. Send resume and references. Box J-36, BROADCASTING.

WANTED: Program director with proven success in top 40 Rythm & Blues format. Box J-706, BROADCASTING.

Continuity writer: Opening for a creative, young college graduate to write original commercials, jingles, fill-ins, for afternoon, evening, late night production on radio and television. Starting salary $115,000 with regular salary increases and excellent fringe benefits. Send a complete confident resume and samples of your work to the Program Director, WJAC-TV, 162 West Ninth Street, Cincinnati, Ohio, 45202.

An equal opportunity employment.

Needed immediately, top notch program director with perfect opportunity for good announcer to move into. Must be knowledgeable, quick on his feet, an expert in remote operation, middle of the road station. Opportunity to advance with growing station. Jack Brewer, CA 4-3890 in Chikasaw, Oklahoma.

**RADIO**

**Situations Wanted—Management**


Hard working, inspired, idea-filled, experi- enced manager available. Known and re- spected in industry. Good manager, organizer, community citizen, you name it. Presently in a national representative firm. But, it isn’t right if you’re looking, let’s talk. Box J-101, BROADCASTING.

General manager available at once. Present station serves as move for references from past and present employers. Over 10 years experience all phases. Box J-142, BROADCASTING.

General manager, Major market experience. Managing new, Reputation for integrity. Strong in sales. Age 40, Excellent references. Box J-146, BROADCASTING.

Two dogs tailed up the fall in four years. DSS (Dr. of Sick Stations) Available im- mediately. References. Box J-155, BROADCASTING.

Sales

Sober, intelligent salesman well versed in radio-television promotions is open for position presently. Box J-148, BROADCASTING.

Professional sales manager: for large radio or TV, Will coordinate sales for group or chain. Trained, reliable, steady, sober, family man. Presently gen. mgr., Box J-146, BROADCASTING.

If you are a reliable, stable outfit, 20 year broadcaster/former owner will sell you program to medium-sized AM, FM, TV. I want a full-time job traveling around. Box J-149, BROADCASTING.

Salesman position sought at aggressive quality station by combo-man with first. Major market. Florida. Phone 406-726-7056.

**Announcers**

Neglo dj—3rd FCC. Tight board. Strong on commercials. Box J-6, BROADCASTING.

Desert top 40. Two years middle road experience. Prefer East. Box J-24, BROADCASTING.


Washington-Baltimore — 11 years Radio- TV — first phone — adult or middle of road format. Humorous per- sonality show — first phone — Personal interview. Box J-70, BROADCASTING.

Florida radio — 11 years Radio-TV — 10 years Florida resident — Prefer adult or middle of road format. Good personality show — 1st phone — Personal interview. Box J-71, BROADCASTING.

3 years experience — 25 — married — stable swinger. Presently all nite in large market. Can't move on up on this org. Would like to plant myself in your mid-large market, modern format operation. No rush offers please. Box J-96, BROADCASTING.

Beginner, professionally trained, tight board, third, desire experience small sta- tion. East preferred. Box J-94, BROADCASTING.

Morning personality, bright, creative, origi- nal. Dependable, conscientious, looking for stable position, 6 years experience, married, college. Prefer Northeast but will relocate with proper offer. Box J-95, BROADCASTING.

Announcer-newswriter. Hard work/long hours desirable. Must be able to cover: 1st phone, R-TV- Film B.A. Heavy profes- sional experience. Looking for opportunity. Excellent opening. Send resume and picture. Box J-78, BROADCASTING.

Put a Tiger... 7 years dj... strong news... sell-sell-sell... write copy... rock or country... experienced 1st phone... BROAD- CASTING... 3rd ticket sell & rock... an- swer-updown... Box J-97, BROADCASTING.

**BROADCASTING**, September 13, 1965 99
Announcers—(cont'd)

Talk with, not at, audience. Experienced telephone, interview and good music. Two years with Storer in major market. Family, music, homes by A.M. Pietsch. See ad.
Box J-102, BROADCASTING.

C&W dj—tight board—smooth operation—sales experience—victim of format rock conflict, need immediate. Stations need inquirer. Box J-109, BROADCASTING.

Attention Educational Radio-TV stations! Announcer with college degree Radio Speech, 2 years commercial announcing experience, seeks new opportunity. Box J-114, BROADCASTING.

Program director-airman with Master's degree seeking fertile, creative news operation offering professional opportunity and potential financial growth. 22 years old. Married. Box J-115, BROADCASTING.

Experienced personality desires good-music position Northern market. College, family, voice ticket presently employed. Phone 804-438-8067 or write . . . Box J-120, BROADCASTING.

Station managers please . . . I'd rather do it myself than have someone else tell me what to do, but plenty of ambition. If you want someone who can eat, drink, sell, think radio 24 hours a day, in exchange for fair salary, look elsewhere. Box J-121, BROADCASTING.

Contemporary jock, M.D. production director, college, 5 yrs. metro, major experience. Semi south only. Box J-122, BROADCASTING.

Announcer-operator with endowed third. Little experience, heavy training, tight board. Enthusiastic top 40 sound. Box J-133, BROADCASTING.

Good music announcer. Top rated locally. Right man. No problems. Fifteen years experience, news, programing, production. Extra warmth, musicality, good voice, average 25,000 per year. Box J-145, BROADCASTING.

College grad—1st phone—desires beginning announcing position with small station—no experience but have good voice, tempo, and projection. Box J-146, BROADCASTING.


Top 40—middle road dj—experience, college, trip desired. Start immediately. Box J-154, BROADCASTING.


For ‘Mother’ or ‘night people’ . . . last of a dying breed! A truly great air salesman. (Some TV), Strong news, talk, phone, a bonus. 12 yrs exp. Mid-Atlantic. Box J-162, BROADCASTING.

Experienced announcer desires early morning spot. Veteran on news, sports, interviews, etc. Credentials. Excellent recommendations. 1 employer over 10 years. Friends, management, interested in long term relationship. Some selling OK. Write Box J-180, BROADCASTING.

Middle of the road dj. Authoritative newscaster. Negro, experienced, married. Need relocate, tight board. Box J-164, BROADCASTING.

Currently morning man, experienced announcer/dj wants new opportunity in middle road. Box J-165, BROADCASTING.

Professional broadcaster, first ticket, $890.00. Good music only. Box J-166, BROADCASTING-

Top 40 dj prefers all night or early morning. New York, New Jersey or Connecticut. Only 2nd ticket, definitely hard worker. Box J-179, BROADCASTING.

Announcers—(cont'd)

DJ Announcer. Authoritative newscaster, tight board, versatile, 3rd. phone, will relocate. Box J-108, BROADCASTING or AC 201-750-0251.

Negro announcer. Tight board operator. Very good sales, 3rd class FCC license will work small market. Box J-171, BROADCASTING.


Need a radio man? Seven years experience in play-by-play announcing, amateur voice, factory, but plenty of experience and family. Want big market and future. $7000 mo. start. Third phone: endorsed, $800. Not afraid of work . . . Write or call 1949 R. Street, Gering, Nebraska. 308-436-3685.


First phone announcer, no maintenance. 21 yrs morning man—excellent references. Married, military complete, 2 years college, no drinking, pleasant sound, no major market. Call Conn. 765-8712.

Female dj/announcer immediately available . . . experienced . . . news gathering . . . woman's voice—dependent. Write P. O. Box 765, Gloucester, Mass. (Student).

Technical

First phone engineer experienced AM, FM and Micro-Wave link systems. Presently employed trouble shooting name brand color TV for large distributor, married, will relocate for good offer. Box J-22, BROADCASTING.

First phone operator, Georgia or? Box J-63, BROADCASTING.

Chief engineer—experienced all phases AM & FM, desires permanent position with stable organization. $500 monthly minimum. Box J-118, BROADCASTING.

Experienced chief, competent and reliable, seeking responsible position in midwest/Rocky Mountain area. Box J-135, BROADCASTING.

1st phone—in TV and radio transmitter. Desire job in Southwest—prefer Texas. Box J-136, BROADCASTING.

First phone, technical graduate, commercial experience, draft exempt, age 22, will relocate-located and available. Eager to enter broadcasting field. Box J-168, BROADCASTING.

First phone 12 years educational FM, 8 years chief, 3 yrs commercial FM. 5 years $500 MC, CCTV travel anywhere. Box J-167, BROADCASTING.


Problems? Young, experienced chief can build your station or give you the sound that competes. Call 301-833-1089.

14 years of know how, Chief S. Age 37. C. L. Sweet, 1234 N.W., 28th, Oklahoma City.


News

Experienced newspaper-announcer presently with RKC, broadcasting to north coast. Excellent news-commercial delivery. Family man. Box J-107, BROADCASTING.

Ready to put your news department in top shape if you're ready to spend money for an A-1 news-minded operation. Ten years experience. Box J-111, BROADCASTING.

NEWS—(Cont’d)

Newsmen—experienced, journalism trained, seeks aggressive, beat-pounding operation. Box J-131, BROADCASTING.


Radio or TV—B.S. degree in Communications, with six years gold experience—experiences in two major markets. Call Glenn Pyle, 312-477-7815.

Production—Programing, Others

Mature contemporary only. PD for medium market. Experience: Special projects: First phone. Box J-110, BROADCASTING.

Production and office manager with experience every phase of radio. Ten years' tenure. Also extensive news background. Box J-124, BROADCASTING.

That mature professional sound. DJ—Production man, available now. Top ratings in top market. Excellent references. Box J-125, BROADCASTING.

Stable, hard working, honest, imaginative, contemporary program director. Experienced as production, music, and sports director, top notch. Available training for a med-metro program directorship. Gives a chance to man with college, married, 5 yrs. experience. Excellent references. South preferred, all conferences. $140 minimum. Box J-139, BROADCASTING.

Radio sports director desires fulltime sports play-by-play Fo., Nfl. Box J-140, BROADCASTING. Strong on interviews. Prefer west coast. Box J-134, BROADCASTING.

Professional broadcaster, first ticket, $890.00. Good music only. Box J-138, BROADCASTING.

Rating problems? C&W program pro has solution, with proven-successful “Modern country” format—the coming thing! Box J-152, BROADCASTING.

TELEVISION—Help Wanted

Management

Asst. station manager: ETV station. Send complete details. Please reply Box J-8, BROADCASTING.

A CATV System manager to manage the business, sales, and subscriber services in a potential 12,000 home, all-band, all aluminum cable system. The successful applicant must have prior CATV system management experience. He should be a knowledgeable technical man, and have a creative concept of community service. We are a fast-growing company with CATV systems in six Washington cities. We provide above-average compensation, stock subscription opportunities, as significant challenges to our employees. All replies will be held in confidence. Send resume to: Frank M. Cohen, Vice President, Telesable, Inc., 1616 Norton Building, Seattle, Washington.

Sales

East north-central major market account executive. Good potential for aggressive, working salesman with established major market network. Excellent commission. Require TV or radio sales experience. Small or large market. Submit photo with complete resume. Box J-34, BROADCASTING.

Announcers

Excellent opportunity, in good climate, for versatile announcer, with some directing. Permanent job. Must be cooperative and conscientious worker. Send tape & complete application by airmail to: Manager, KSWS-TV, Roswell, New Mexico.

100 BROADCASTING, September 13, 1965
Chief Engineer: UHF-TV station. Send complete details. Please reply Box J-9, BROADCASTING.

Chief Engineer for major, middle Atlantic station (not N.Y.C.) to begin immediately. Experience required for man with complete technical knowledge including color TV personal qualifications need for engineering staff supervision. Write experience, references and salary requirements. Box J-78, BROADCASTING.

Per diem Television technicians needed by Midwest station. Super vision of studio, video tape men, camera men, etc., experience necessary. Write Box J-117, BROADCASTING.

Chief Engineer ... N.Y. area UHF station. Administrative experience and knowledge of studio and transmitter and microwave operations. Engineer degree and previous chief engineer experience preferred for major operation with expansion possibilities. Send full background and salary requirements. Box J-122, BROADCASTING.

Modern, progressive, full-color station in upper midwest needs experienced technicians and/or cameramen. First phone required. Send details to Chief Engineer, KSTP-TV, 341 University Ave, Minneapolis, Minn. 55414.

New channel 9 station has immediate openings for first line engineers. Loran GE & RCA equipment. John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

opening for studio engineers in resort city in upper midwest will be experienced in video tape recording. Opportunity to work in studio. Send resume and salary requirements to Ross McPherson, WEAT-TV, P. O. Box 10, West Palm Beach, Fla.

Immediate opening for engineer with 1st class license. Contact M. J. Lamb, Chief Engineer, WIMA-TV, Lima, Ohio.

WTDC AM, FM & TV, Savannah, Georgia, has opening for chief engineer. Write for our application form.

News

Expanding news operation seeking experienced reporter-photographer. Must process and edit film and rewrite. Some airtime. We're looking for a pro. Send VTR and resume including salary requirements to KATC-TV, Box 2847, Lafayette, Louisiana.

Production—Programing, Others

Program manager—TV station. Send complete details. Please reply Box J-10, BROADCASTING.

Director—experience in local live film, home movie, and video tape. Must be highly creative and imaginative for major station in midwestern TV. Send resume, photo & samples. Box J-84, BROADCASTING.

Traffic Director for NBC affiliate in fast growing market. Experience gets the job. Send resume, salary requirements and photo to Box J-85, BROADCASTING.

Graphite artist for TV production department. Send samples, resume and salary requirements first letter, John Cahill, KCRG-TV, Production, Cedar Rapids, Iowa.

Director wanted immediately. Must be complete on all phases TV production— and creative! Heavy live program and studio experience necessary. Need complete resume, photo, military status, and salary requirements to KATC-TV, Box 3417, Lafayette, Louisiana.

Art director wanted immediately for station going into full color operation. Only experienced need apply. Experience in all phases necessary. Send resume with photo to KTLA-TV, Box 7428, Shreveport, Louisiana.

TELEVISION—Situation Wanted

Management

General Manager thoroughly experienced in administration, sales, programming, production, sales promotion—10 years radio—15 years. Accustomed to much responsibility and personal supervision of profitable, prestige station or CATV. Box J-92, BROADCASTING.

Announcers

Canadian announcer anxious to locate in Radio/TV in Los Angeles area. Currently Sr. executive level. Play-by-play sports experience. Box J-91, BROADCASTING.

Technical

TV engineer desires position as chief or assistant. College E.E. 15 years experience, heavy on installation, maintenance—microwave, xmitter, studio; will consider new educational TV station. Presently employed. Box J-141, BROADCASTING.

Can run camera or build your station. Leaving university in next month. Two coast outlet in 2 weeks. Call 301-833-1089.

News

News Director, newscaster. Top rated on-air experience desired. Relevant experience in news, special events and public relations. Available for fall programming. KIN, VTR on request. Box J-163, BROADCASTING.

Program director-air man with Master's degree seeking position in creative news operation offering professional opportunity and potential for growth. He is married. Box J-121, BROADCASTING.

Midwestern radio news personality desires position as TV news director. Five years news director top fourteen market. Video & audition available. Box J-132, BROADCASTING.

Newsmen, J. Degree, radio airman, with television background, desires position in Film, Television, Production, Sales. Box J-120, BROADCASTING.

Production—Programming, Others

Program director-air man with Master's degree seeking position in TV production, writing, directing. Looking for progressive organization providing professional and financial opportunity. 25 years old, married. Box J-120, BROADCASTING.

WANTED TO BUY—Equipment

UHF transmitter to 30 kw, high gain antenna, 400 or higher tower, rate and complete, all or part. Box H-333, BROADCASTING.

Major market station wishes to purchase a good used 30 kw AM transmitter. Must be complete and in operating condition. Prefer air cooled. State age, condition, and price. Box H-356, BROADCASTING.

Wanted-

5 & 10 kw AM transmitters. Write offers: Homero Rios D., Box 1354, Mexico City, Mex.

Wanted—One AM broadcasting transmitter, range 540 kc to 1650 kc, 30-50 kw. Also wanted—One TV transmitter (black & white), channel 3—standard frequency, visual 100 watts, audio 50 watts. Box J-197, BROADCASTING.

Wanted—UHF transmitter 10 to 12 kilowatt, also studio and film camera chains needed. Box 41176, Los Angeles, California 90041.

Do you have a spare RCA 25 kw hi-band aural amplifier now surplus, following the television—aural amplifier and control idea? Box J-144, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, frequency equipment, camera, Electro- find, 400 Columbus Ave. N.Y.C.

Co-axial cable, Hellas, Styroflex, Sporline, etc. Also rigid and RG types in stock. New market at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & Ramona Street, Oakland, Calif. Phone 415-352-3527.

Sterling Movies (Tel Guide), New York City, W. 210, New York. Desires B/S (Blonde) tongue VHF to UHF Translator at $1000-1200. Complete con- version channel 3 to UHF channel 70, output 216 watts, plus Benco, EOD. UPA-1, 100 watt power amplifier. This equipment is brand new, purchased for a station expansion that was not accomplished. Plus $100 (1) Omnil directional 19 db gain, commercial type transmitting antenna. Asking price for all three (3) items is $5,000.00. For further information contact our supplier: Audio Systems Inc., 123 North Street, Bridgeport, Connecticut, 203-265-6414.

Like new Sparta tape program delay used 8 hours. Paid $425 when new. Sell for $300. 608-789-5311, ask for Mr. Fyffe.

will sell or exchange, Soundscaper and speakers. Will consider lowest turn tables, Stay-Level console, tape recorder or recorder/amp equipment. Write or phone. If any, in cash. Box J-28, BROADCASTING.

The complete source of used radio-TV broadcast equipment and Supply Co., Box 341, Bristol, Tennessee.

Gates MCB-20 multiplex exciter and SCA generator, 600 Watts, 400 mV, 300 Watt NFB and frequency control equipment . . . $325.00, W.E. 112-A limiting amplifier . . . $125.00, W.E. 118-A limiting amplifier . . . $75.00, 21 ft. 13' Styroflex cable (less 1 yr. old) . . . $500.00. Box J-356, BROADCASTING.

G.E. remote pickup transmitter and receiver. Presently tuned to 144.1 in perfect condition. When new $900. Now $500 for the pair. 608-789-5311, ask for Mr. Fyffe.

Gates 250-watt FM transmitter; Gates Level Deivl; REL Stereo radio-transmitter microwave links. All in excellent condition. Priced to sell quickly. KPEN, Box 2966, San Francisco.

Amphex 600 series users, gain up to 20 db V/n ratio using VFLIP 601B 6FS replacement motor controller switch, and a TV rejection transformer, $4.00 . $10.00 each postpaid. Send check or money order with order to W. V. O. Box 1555, Mountain View, Calif. 94042.


Amphex authorized repair center—Repair and rebuild all Amphex Professional equipment, including heads. Forty-eight hour service on most repairs. All work guaran-


Andrew Type 1304, 4 bay antenna. Make offer. WILL Medford.

New broadcast quality console. Ideal for production. Six inputs, que amplifier, monitor, control center selected (for low noise) 7025. $10.00 each postpaid. Send check or money order with order to W. V. O. Box 1555, Mountain View, Calif. 94042.


Gene Landau, WDOD, Chattanooga, Tenn.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical Adult show. Service features professional written material and commentary introductions. Free catalog. Orben & Smith Comedy Books, Atlantic Beach, N. Y.

Add your tape to your station and enjoy weekly ideas from the Brainstorm. Each issue contains new weekly ideas from the Brainstorm Box 875, Lubbock, Texas.
INSTRUCTIONS—(Cont'd)

Seven famous broadcasters teach you the secrets of their success! John Cameron Swartz, Fran Allen, Earl Gillispie, Westbrook Van Voorhis, Utmer Turner, Howard Miller & Robert St. John have combined to teach you the techniques that led to their success. Free full color 34-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! CAREER ACADEMY, School of Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202, Schools located in major cities throughout United States.

Be open to careers in Broadcasting. Broadcasting Institute, 6061, New Orleans.

INSTRUCTIONS

FCC first license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure and employment services, write Dept. J-2, Grantham Schools, 1550 N. Western Ave., Hollywood, Calif. 90028.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1129 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks intensive, practical training leading to the FCC First Class License. 14 East Jackson St., Chicago, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved, Elkins School of Broadcasting, 5003 Inwood Road, Dallas 5, Texas.

Minneapolis now has Elkins’ famous six week course. Can obtain First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours guided study and over 200 hours guided discussion at school. Reservations required now for class starting October 30/January 2, March 16. For information and reservations, write William B. Ogden Radio Operational Engineering & Sales, 1120 West Olive Ave., Burbank, California.

America’s pioneer, 1st in announcing since 1927. Radio personality. Academy of Broadcasting, 814 H St., NW, Washington 1, D. C.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaran- teed course in the nation for the First Class Radio Telephone License. Tuition $295.00. Private rooms $10.00 per week. Classes begin Oct. 12, and Nov. 16. Call or write REI. 1120 Main St., Sarasota, Florida.


Sportscasters! Improve your technique and your earning potential through sound guidance from a university broadcasting instructor and professional sportscaster. Box J-49, BROADCASTING.
BROADCASTING, September 13, 1965

TELEVISION
Help Wanted

ADV. PROMO MGR.—Top 10 mkt. hvy. TV sales experience. $75,000. TRAFFIC MGR.—TV Sta. Major mkt. $80,000. PRODUCER DRT.—Top man minimum 1-2 years exp. $6,500. NEWSMAN—TV, med sized, highly competitive mkt. Heavy TV, hard news bgd. $11,000. NEWSMAN—TV exp., writer/reader/reporter. $8,125. PROD. OPERATION MGR.—TV, major mkt., Cali. Exp. bgd. $15,145. METEOROLOGIST—TV major mkt. bgd. in rating $15,250.

BROADCAST PERSONNEL AGENCY
527 Madison Ave.
New York, N.Y. 10022
Shirley Barkin, Director

Help Wanted Management

NEW CALIFORNIA CATV NEEDS MANAGER TECHNICAL SUPERVISOR Salary commensurate with experience. Send resume to:
KERN CABLE COMPANY
Box 3967
Bakersfield, California 93301

Technical

Color TV ENGINEER

We are interested in contacting an engineer who is highly qualified in all phase of control room color equipment. Must presently be employed in color TV and thoroughly familiar with this type equipment to assume highest quality technical operation at all times. Station is maximum power VHF located in medium southeastern market going full color this fall. Salary open and commensurate with responsibility. Full details with first letter and salary awaited.

Box J-14, BROADCASTING

Television/Field Broadcast Engineers

1st phone, transmitter operation, installation and maintenance experience required. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

News

NEWS REPORTER

needed to take charge of News bureau operation for Radio and Television station in major midwest market. Must be neat, aggressive man with at least 3 to 5 years news reporting and gathering experience. Salary open. On air experience valuable but not necessary. Send photo, resume and salary requirements in 1st letter. All replies confidential. Write:
Box J-111, BROADCASTING

TELEVISION
NEWS EDITOR

KOVR-TV, Sacramento, has opening for editor to head growing news staff. Prefer experience in both newspaper and radio-TV field. Writing experience necessary. Permanent position, excellent employee benefits. Apply in person or submit resume to:
Personnel Department
McClatchy BROADCASTING
21st & Q Streets
Sacramento, California

Situations Wanted—News

EASTERN MARKETS

Highly regarded top 15 market newscaster, 14 years exp., seeks major market position. Better than excellent performance record, will take base in none in work. Thoroughly capable of writing, producing, and administration. Hard working professional in every sense of the word. Married. 36s, College.

Box J-87, BROADCASTING

TELEVISION NEWSCASTERS

New available for major market. 11 years experience. Wide news background. 3 years daily newscasts. Highly recommended. Resume-Nineteen years experience. Richard Whitcomb
614 W. 177th Street
New York, N.Y.

INSTRUCTIONS

EARN MORE!!! LEARN MORE
Television Camera Operation, Production & Directing
DON MARTIN SCHOOL
OF RADIO & TV
1553 N. Cherokee
HO 2-3218
Hollywood, Calif. 90028

MISCELLANEOUS

 RADIO AND TV STATION
Has Your Depreciation Run Out? Could You Use Extra Cash?
If you answer yes to either or both let us show you how you may improve your financial positions.

BROADCAST PROPERTIES

126 Pearl Street
Buffalo, New York

EMPLOYMENT SERVICE

STATION MANAGERS
Let us fill your next staff opening with a thoroughly checked, qualified broadcaster. Call or write:

C.B.I. PLACEMENTS
707 Colorado Bldg., Denver, Colo. 80202
Phone (303) 292-3750

If you need a job, we need you!

BROADCASTING, September 13, 1965

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COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Sept. 8. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as the granting of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.

Daytona Beach, Fla.—Florida TV Cable Inc. has been refused a franchise. Florida TV Cable had previously been selected from eight applicants, but controversy, especially over the city's percentage of profits, had halted progress. The city is expected to call for a new set of sealed bids on a future date.

Pana, Ill.—Friendly Broadcasters Inc. (WEIC Charleston, Ill.), has applied for a franchise. A maximum installation fee of $50.25 and a maximum monthly fee of $5 would be charged. An application has also been filed by Broad Communications of Mattoon, Ill.

Cleveland, Ind.—Meredith-Avon Inc., owned by Comsat Broadband, has applied for a franchise. A maximum installation fee of $29.25 and a maximum monthly fee of $15 would be charged.

Hagerstown, Md.—The Herald-Mail Co. (Hagerstown, Herald and Mail) has formed a new CATV firm, Hagerstown Cablevision Inc. (William P. Lane Jr., president). It is a joint venture to operate CATV's with others, being: Malarky & Associates, Washington; Merrill, Wignall Halfway, Md.; Antietam Cable Co., Baltimore; McCracken Associates Inc., Tri-State Cable Co., Hancock, Md., and a Portsmouth, Ohio.

Grand Rapids, Mich.—Booth Broadcasting Co., Detroit, and a group represented by theater operator have applied for franchises. The Locks group has cited monthly payments and expects to deliver 12 VHF channels plus UHF programming.

Jonesville, Mich.—Twin Valley Antenna Corp., has begun construction in the Jonesville-Hillsdale area. Charges will be $19.50 for installation and $5.25 monthly.

Dover Township, N.J.—Ocean County TV Cable Co. has applied for a franchise.

Pennsauken, N.J.—South Jersey Cable Television Corp., of Jenrrid Corp., Philadelphia, will receive a public hearing regarding its application on Sept. 13, having passed a first reading before the township council, is for a 25-year franchise, guaranteeing the town a minimum of $1,000 or 3% of gross receipts annually, whichever is greater.

Brookhaven, N.J.—Long Island Cablevision Corp., has applied for a franchise. N. J. R. N. has been granted a nonexclusive franchise by the Public Service and Consumer Protection Board. Long Island Cablevision Corp. is owned by systems in Greenwich, N.Y.

Scotia, N.Y.—General Electric Cablevision has applied for a franchise. The firm will pay 3% of the annual gross receipts, or a minimum charge of $10,000, whichever is greater.

Martinsburg, W. Va.—Margol Associates Inc. (WFMV Martinsburg) has received a license by the commission in a nonexclusive franchise paying the city 3% of annual gross receipts. A competitive bidding was made by Cable Company & Associates Inc., Cumberland, Md.

Rulemakings

PETITIONS FOR RULEMAKING FILED

- New London, Wis.—New London Enter-
prise, Inc., has applied for permission to install CATV to call for a franchise for a 20-year non-exclusive franchise paying the city 3% of annual gross receipts.

- Washington—Washington and Jorgensen. Petition for reconsideration and request for issuance of notice of proposed rulemaking or notice of inquiry with respect to policy statement on comparative broadcast hearings issued by public notice on July 28, 1966, received Aug. 27.

- Flint, Mich.—Mid-Wyandotte Televis.

New call letters requested

- Beverly, Okla.—Nail Broadcasting Co. Requests WOBI.

- Newport, Conn.—Portage, Mich.—Portage Broadcasting Co. Requests WOCT.

- Ft. Pierce, Fla.—Indian River TV Inc. Requests WTVK.

- Wake Atlanta—Basic Communications Inc. Requests WIGO.

- Irvington, N. B.—Cablevision Corp.Requests WTVK.

- Coffeyville, Kan.—Cablevision Inc. Requests WTVK.

- Watertown, N. Y.—Valley Microwave Transmission Inc., of Harlingen, Tex., has received tentative approval on a 20-year contractual agreement. McHenry T. Tichenor, president of KGTV-TV Harlingen, the parent company of Valley Microwave, has proposed to pay the FCC $1,000 or 4% of gross receipts annually, whichever is greater. Customer charges would be $4.75 a month. The parties hope to avoid the time-consuming elements of franchise application by deploying a contractual arrangement instead.

- Steilacoom, Wash.—Dr. J. R. Ott and Herschel Tyler have applied for a franchise to provide five channels and weather service for about $7 a month.

- Bay City, Tex.—BROADCASTING Sept. 6 erred in reporting that the McAllen franchise application was denied, as the commission has not yet made a determination. Since Tex., had been invalidated following FCC refusal to grant franchise rights. The CATV firm is Topeka, Kans.

- Martinsburg, W. Va.—Margol Associates Inc. (WFMV Martinsburg) has received a license by the commission in a nonexclusive franchise paying the city 3% of annual gross receipts. A competitive bidding was made by Cable Company & Associates Inc., Cumberland, Md.
WEEK'S PROFILE


Mullins sings
‘Oh, my darling Burgermeister’

If LES MULLINS hadn’t had a summer job with Coca-Cola during his college vacations, the chances are he wouldn’t today be senior vice president of Post-Keyes-Gardner and head of the agency’s San Francisco office. The gap between the two positions may be wide, but it was bridged by a logical sequence of stepping stones.

Because of his summer connection, he returned to Coca-Cola after his wartime service with the Coast Guard, which followed hot on the heels of his graduation from college. His job with the soft drink concern was as a trainee in merchandising and sales (an ominous title covering such chores as constructing and hanging metal signs, painting displays and leasing space for them). It led, in 1949, to the position of assistant to the sales manager of Burgermeister Brewing Corp. Here he organized a field merchandising force and an advertising department and, the following year, became the first advertising manager of this San Francisco brewery. In the next decade, Mr. Mullins saw the company grow and his advertising kept pace with it, from a beginning budget of about $50,000 to one of more than $3 million.

A Chance Change • In 1962, when Burgermeister became a division of the Jos. Schlitz Brewing Co. of Milwaukee, Mr. Mullins elected to stay in San Francisco. (“I’m a professional native of San Francisco,” he says. “I like it here.”) But before he had a chance to worry about the future, a new opportunity opened for him to continue working on Burgermeister’s advertising problems. BBDO, which had handled the Burgermeister advertising, had beer accounts in other parts of the country which competed with Schlitz beers so the account and BBDO parted company.

Post & Morr, a Chicago-based agency which handled Old Milwaukee beer, a Schlitz product, was given the Burgermeister account as well. Post & Morr needed a San Francisco office and the office needed a manager, and what better man than the one who had been Burgermeister’s advertising manager? So, on March 1, 1962, Mr. Mullins moved to the agency side of advertising.

Since then Post & Morr has become Post-Keyes-Gardner, with Mr. Mullins remaining as the head man in San Francisco, where billings now are just under $5 million a year. Of this, about 70% is in the broadcast media, divided about half and half between radio and television.

Broadcast clients include Burgermeister, Schweppes tonic and bitter lemon, both using radio-TV in the western states; Primo beer, radio-TV in Hawaii; Pepsi-Cola bottling companies in a dozen California markets, radio-TV; Belfast beverages and Old Fashioned Mug root beer; radio; Puritan jams and jellies, radio; Pacific Miss artichokes, radio; Van Ness Chrysler-Plymouth, San Francisco, radio.

A Radio Fan • Mr. Mullins is enthusiastic about radio, as well he might be. In the pre-TV days, a public domain tune, “Clementine,” became a radio jingle with its opening words, “Oh, my darling, oh, my darling,” altered to “Burgermeister, Burgermeister,” which was immediately picked up and repeated by juveniles throughout the West. The jingle was used for 10 years.

Another radio venture of the early 1950’s, Burgermeister Music Box, was broadcast in prime time and outranked Jack Benny and Red Skelton in Northern California. “The secret of its popularity was a then new radio format of two pop tunes followed by a commercial, two more tunes and another commercial, and so forth,” Mr. Mullins observed. “Today, this same format is used by scores of ‘modern’ radio stations for their overall programming.”

Fantastic Future • Radio is definitely back, “if it ever went away, and its future is fantastic,” Mr. Mullins declared. “Radio is the young people’s medium. It is with them constantly, in their rooms, their cars and their pockets. Today, radio is giving the young people of the nation the kind of music they want and tomorrow, as they become young adults, I’m sure that radio will satisfy their other interests—in news and sports and information—in their own language.”

Television has also worked well for Burgermeister. Their animated figure, the embarrassed “little man,” with his shy sales pitches, not only was heaped with awards as the most popular commercial on television in the late 1950’s, but he proved to be one of the most successful salesmen in brewing history.

TV also helped solve a special problem of improving sales in certain areas of Los Angeles, where they had been lagging behind. When research showed these neighborhoods heavily populated by people who came to California from the Southwest, Burgermeister put Country-America on TV and by giving them their own kind of entertainment garnered much of their beer business.

UHF Ahead • But Mr. Mullins fears that today TV’s rising prices are putting this medium beyond the reach of the small budget advertiser. He looks forward to the time when UHF stations will add more competition to the TV scene and bring about “more realistic pricing” that will enable many advertisers not now using TV to do so profitably.

“And it’s not only a monetary problem, although of course that is primary,” he said. “More stations will mean a wider variety of programming for the television viewer. As has happened in radio, broadcasting for the mass audience will be supplemented by programming aimed at special segments of the overall population, groups who will be of particular interest to certain specialized advertisers as well as to the TV stations.”

A recent convert to golf, he enjoys the game on the rare occasions he can find time for a round, although he describes himself as “the world’s worst golfer.” He also hopes golf will help cut down his weight, which he says is “way too much for a man of my height” (5’8”), although to an observer he looks solid enough to go back to the boxing and wrestling he taught as a Coast Guard physical training instructor during World War II, or to the football of his schooldays.
No harm done

A T LAST Life has published its James T. Aubrey Jr. story, and now that it is out the rumor mills must look for other reputations to pulverize. The Aubrey who is revealed in Life is a duller man than the Aubrey who was the talk of the Madison Avenue and Beverly Hills night club circuits while he was president of CBS-TV.

In the long months that the Life piece was known to be in preparation the fear grew within the television business that the article might harm not only Mr. Aubrey but also the network and the whole system in which he operated. That fear now proves to be unfounded. Mr. Aubrey is said by Life to have accepted $200 of his $690-per-month rent from Filmways, a CBS-TV program supplier, and the use of a chauffeur-driven Chrysler from Richelieu Productions, the company owned by Keefe Brasselle, Mr. Aubrey's crony. Obviously Mr. Aubrey's judgment was keener when applied to program selection than to his private life. Still, the revelations must disappoint Life readers.

As for television in general, it comes off without a scratch. Every business creates its own Aubreys. The point that the Life article makes clear is that this particular creation did not take over its creator in the end.

A bold experiment

NBC's three-and-a-half-hour review of U. S. foreign policy last Tuesday evening must be ranked as a television undertaking of the finest order. There were claims that it was superficial in execution, but these cannot diminish its stature as a symbol of television's concern for—and willingness to cope with—problems of profound public interest, even at profound private expense.

The charges of superficiality are themselves open to some question. Superficiality is not only a subjective quality but also, in this instance, one that must be judged in terms of what the program was meant to do and what it did.

Few subjects are as intricate as foreign policy, and few this side of nuclear fission are so widely misunderstood—or, more accurately, so widely not understood at all. Those who called the program superficial were among the rare minority who, professionally or otherwise, have mastered some of the basics and taken pains to keep track of the tortuous twists and turns of the past 20 years. But what of the many millions to whom foreign policy is simply that—totally foreign?

If American White Paper: U. S. Foreign Policy was intended to inform and influence sophisticates in this complicated field, it was undeniable superficially. But most of its viewers, we suspect, gained information and background that they had lacked, or forgotten, or simply never bothered to learn. If a considerable number learned enough to stir their interest and encourage them to follow—however falteringly—the course of foreign policy in the future, then the program was a major contribution to American life.

The weakness of the program, in our opinion, lay in what may also have been one of its strengths—sheer length. Quite possibly the notion of a network cancelling a full evening's commercial entertainment piqued the interest of many viewers not apt to tune in for a foreign-policy study of conventional length. We shall have to await analysis of the ratings, but we suspect that although the length may have increased tune-in based on curiosity, it may also have produced a lot of tune-out as well. A viewer engaged with a complex subject finds it easier to remain diligent if he goes at it piece by piece with intervals of rest between.

From the vantage afforded by 210 sedentary minutes, we wonder whether future studies of this nature might not benefit from being divided into segments presented on successive evenings. Audience gains arising out of curiosity should be offset, in the long run, by lower tune-out and by cumulative gains across a number of evenings. A little more time could be spent detailing cause and effect; a difficult subject could thus be made more easily understandable for those who know nothing about it (and, if the word may be forgiven, less superficial to the knowing viewer)—and, not least in importance, the human attention span would be put to less severe a test.

But that is hindsight. The program was a major experiment in true educational television, and in that sense it can be faulted only—that word again—on superficial grounds.

Killing the goose

THE high cost of competing for cable television franchises may become the biggest problem facing that industry. In Asheville, N. C., one of six applicants proposes to pay the city 16% of the CATV gross for the first five years, 18% for the next 15 years and also donate 40% of the net profit to local charities. And at the end of the 20-year period he would assign the system to the city, relinquishing ownership. Another applicant offers the city 13% of gross receipts for the first five years, 15% for the next 15 years and a gift of the system to the city after 20 years. (Broadcasting, Sept. 6)

It is hard to believe that prudent business men would commit payments of such magnitude off the top. It might be accomplished, of course, if installation and monthly service charges were hiked substantially above the current averages. But would the public pay, if it has several signals available, as it has in Asheville?

It is a good bet that city fathers everywhere are watching closely the fiscal arrangements that are made for city franchises. They are constantly on the prowl for new revenue sources to meet increased operating costs.

The National Association of Railroad and Utility Commissioners meets in annual convention in New York, Sept. 29-Oct. 2. On the agenda is a panel on "CATV Jurisdictional Problems." Utility commissioners are interested in revenue sources too.

All this may become academic at the end of 20 years when the Asheville city fathers would take over. By then even satellite communication direct to the home may be commonplace because it is possible that thousands of "channels" will be available by means of laser (or maser) beam transmission.
1ST VOICE: What goes great with a spot of TAE?

Coffee, for one thing

2ND VOICE: (INCREduLoUs) Coffee?

1ST VOICE: Sure. Coffee and candy...shampoo and shaving cream... cookies and ketchup...

(SPEEds up) detergent and dog food...toys and tobacco and beer and bananas (DEEP BREATH)...they all go better with TAE...

...because TAE reaches the young families who spend...and reaches them with local color film, too!

In Pittsburgh, take TAE and see.

(MAJESTIC CHORD)
See Katz first.
The event pictured above is noteworthy.

William S. Hansher (left), Vice President in Charge of Engineering, Taft Broadcasting Company, is signing a contract with the General Electric Company for a new 50 KW second-generation UHF Klystron Transmitter.

The transmitter will provide WNEP-TV, Scranton-Wilkes Barre, Pa., with an effective radiated power in excess of one megawatt.

Almost a decade ago, WNEP-TV went on the air with a first-generation G-E UHF Klystron Transmitter whose 45 KW output provided the country's first ERP of over one megawatt.

The noteworthy point in this contract signing is that WNEP-TV's success with the first-generation transmitter, and the advanced design of the new unit, won the Taft order for General Electric.

This is the kind of customer acceptance which also won both first and second-generation G-E UHF Klystron Transmitter orders from WEEK-TV, Peoria, Ill., and WETA-TV, Washington, D.C. No other manufacturer can claim such a record of customer acceptance for high-power UHF klystron transmitters. For details on television's most-accepted UHF klystron transmitters, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315 Electronics Park, Syracuse, N.Y., 13201.

Visual Communications Products

GENERAL ELECTRIC

Electronics Park, Syracuse, New York