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Calling
CARDS

We call a spade a spade and proudly admit that your WTRF-TV schedules are bonus-activated with follow-up of top promotion and merchandising know how. WTRF-TV merchandising is extensive, efficient and ties-in to develop the whole concept of your market coverage endeavors. This punch means PUNCH!

*WTREFFIGIES—Our Frameable Ad World Series still available...just as
This war isn't being fought just every hour on the half hour.

This war is being fought right this minute. Men are killing and being killed right this minute. Our way of life is being threatened right this minute. And millions of Americans must be informed—right this minute. On April 19th, WINS 1010 Radio, New York, began broadcasting "all news all the time." On September 21st, KYW 1060 Radio, Philadelphia, will also broadcast "all news all the time." WINS Radio and KYW Radio utilize all the creative, managerial and news gathering resources of Group W. Their newsmen are reporting the news in the finest tradition of broadcast journalism. We're proud that people can tune to these Group W stations and get the news the minute they want it. It demonstrates how Group W serves the people of New York and Philadelphia every minute of every day.

GROUP

WESTINGHOUSE BROADCASTING COMPANY
WGAL-TV is first choice of viewers in the Lancaster—Harrisburg—York—Lebanon area. And it is the only station in its area with total-market reach. Buy where the selling is—Channel 8.

COLOR PIONEER

Channel 8 is the only station in central Pennsylvania completely equipped for color. WGAL-TV telecasts all local programs in color and is affiliated with NBC, the full-color network.

WGAL-TV
Channel 8 · Lancaster, Pa.

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

These statistics are based on ARB estimates, and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.
Race for space

One of toughest problems ABC will face in its soon-to-be-filed proposal to launch its own communications satellite system will be to establish lawfulness of independently operated space system. Communications Satellite Corp. has already argued that Congress created it as "chosen instrument" for commercial satellite operation. And there is some Capitol Hill support for that position. One Senate staffer notes that Communications Satellite Act states Congress doesn't intend to preclude creation of domestic satellite system or additional communications satellite systems "if required to meet unique governmental needs or if otherwise required in the national interest."

How will ABC establish that its proposed system, to be used to feed TV signals to its affiliates, meets "unique governmental needs" test? ABC will attempt answer in petition due to be filed with FCC this week requesting authority to put up own space system (CLOSED CIRCUIT, Sept. 6).

Soft spot

Spot TV sales, roaring along for months, began to drag a bit—at least in some markets—earlier this month. That's reluctant word from number of sales authorities. Most seem to agree slow-down is spotty rather than general, but they offer different—and often conflicting—reasons why.

Some reps say slackening is evident only in markets below top 25, think it may indicate ABC-TV's expanded day-time business is diverting some spot money. Some say market size is no factor but that, in their shops at least, CBS affiliates are feeling it most often. Others contend affiliation has no bearing. Still others disagree with "spotty" diagnosis, say there's certain degree of sluggishness without regard to market size, affiliation or region. All tend to minimize its degree and significance, and some say it's noticeable only because political business pushed year-ago sales to unusual highs.

Around and around

Some FCC commissioners are changing hats. Commissioner Robert T. Bartley, defense commissioner for four years, has given up that assignment to Commissioner Lee Loewinger. Commissioner Loewinger, in turn, is giving up job as alternate space commission to Commissioner James J. Wadsworth. Commissioner Wadsworth may also step in as chairman of commission's pay-TV committee, another post currently held by Commissioner Loewinger.

Concentration issue

Proposed sale of WEOI-AM-FM Elyria, Ohio, to Lorain County Printing and Publishing Co. may be in trouble at FCC. So may stations' licensee, Elyria Lorain Broadcasting Co. Commission has instructed staff to prepare order setting for hearing applications both for stations, license renewal and their transfer to publishing company. Issues would involve questions of whether unauthorized transfer had already taken place and whether grant of transfer would result in concentration of control of media in Elyria.

Publishing company owns only newspaper in town which gets its only local radio service from WEOI. Elyria has no local television. There was no certainty last week what final outcome of commission's deliberations will be. Commissioners have been wrestling with matter since before August recess. But hearing issue on concentration of control question would be significant. Commission has rarely required hearing on this issue in similar cases in past.

Headwest

Storer Programs Inc., New York, is switching its syndication operations to West Coast to consolidate that business with six Storer-owned CATV systems located in California. Storer's booking operations will be co-ordinated from New York, with Robert Rodgers as eastern manager, while Henry J. Davis, general manager, will have headquarters in California, working out of one wing of Storer's KRGB Los Angeles.

Out of the ring

ABC-TV is understood to have had strong interest in acquiring rights to Nov. 22 prize fight in Las Vegas between Floyd Patterson and Cassius Clay but apparently didn't come anywhere near competitive price offered by Sports Vision, theater-TV group. Part of ABC plan had been to arrange double-header boxing show with opening bout featuring heavyweight contender Ernie Terrell and George Chuvalo. Under this arrangement ABC-TV would reportedly have been willing to pay $750,000 in rights, and would guarantee itself at least 12 minutes of commercial time for subsequent sale to sponsors.

Sports executive says theater closed-circuit TV will assure fighters and their promoters close to $2 million gross. Sports Vision itself is believed to have put up $1.3 million for all rights to fight with exception of gate. This includes theater television, radio network (not sold yet) and post-fight films and video tapes for domestic and foreign sale.

Color caravan

About $1.5 million went into construction of new mobile color unit that NBC designed—and will announce this week—to cover remote, particularly sports events. Earlier cost estimate was approximately $900,000 (CLOSED CIRCUIT, April 19) but details were to be reported this week will disclose higher cost along with these components: Three 40-foot tractor-trailers make up primary five color-camera unit; two 2½-ton trucks can be added to provide sixth color camera when event requires it. This studio-on-wheels complex—seven months in construction—is said to have enough equipment on board to colorcast live musical-variety show of caliber equal to those NBC-TV now has in its regular nighttime schedule. Unit is already being put in service for football coverage, and is slated to be set up for World Series opener scheduled for Oct. 6.

Denver plans

KWN-TV will be new call letters of KCTO Denver, ch. 2. If Won Inc., Chicago, purchaser awaiting FCC approval, can convince existing KWN-FM Abernathy, Tex., to relinquish its call. Ward L. Quail, president-general manager of WOn Inc., is now immersed in task of preparing transfer application for $3.5 million purchase of Denver independent from J. Elroy McCaw. Upon FCC approval, Mr. Quail plans to appoint Richard E. Jungers, general sales manager of WOn-TV, as general manager of Denver outlet. Mr. Jungers has served with Tribune Company stations for 10 years.
MORE PEOPLE everywhere

listen to WIBG

Radio 99 than any other Philadelphia Radio Station

MORE total listeners
MORE total homes in
MORE adult listeners
MORE total homes in
MORE time periods

Represented by Katz Agency

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE —April–June 1965; Adult Audience Age 18–49 (Radio PULSE LOB III—April–June, 1965) Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS 61; Share of Audience—Total Rated Time Periods, HOOPER—April–June, 1965.
WEEK IN BRIEF

Stations' desire to get part of TV's colorful rainbow has created bull market for cartoons, game shows, old and new series. Some old series being dusted off for conversion to color. See ..

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And they're off! First reports in 1965 ratings derby give CBS-TV lead Monday and Wednesday nights with NBC-TV and ABC-TV taking place and show. Tuesday, depending on rater, goes to ABC or NBC. See ..

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Emmy's tarnished image within industry may have received new coat of polish since 1964 uproar, but external version on NBC-TV drew numerous attacks as dull, plodding two-hour show. See ..

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FCC's review board turns down seven applicants for interim grant on KWK. Says need for service would not justify prejudicial effect grant would have on bids for permanent authority. See ..

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Everyone had grin at CBS Radio affiliates meeting in New York. Network says business is booming; number of advertisers increasing. Hayes wants each affiliate to be top dog in market. See ..

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How audience responds to programing is all-important factor advertisers can't afford to overlook, according to CBS Radio-backed study. Talk stations said to be better buys than music outlets. See ..

NEW FORMULA FOR BUYING ... 50

ARB's first entry into radio research has 83% of metro population listening to radio every week. Out-of-home audience in five-market study area is placed at 52%. Ten markets to be added for next report. See ..

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Consumers Union charges advertising contributes to waste of human and natural resources. Claims advertising generally increases prices. Bureau of Standards defends advertising role in economy. See ..

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BROADCASTING, September 20, 1965
What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. Influence the Influencibles®. Get the response you want with Storz radio.

© 1965 Storz Broadcasting Co., Inc.
NAB group to study CATV 'ground rules'

Future of Broadcasting committee of National Association of Broadcasters voted unanimously Friday (Sept. 17), at brief meeting in Chicago, to direct NAB staff to proceed with development of new engineering concept or "ground rules" that would both permit and yet limit extent to which community antenna television systems could carry signals of distant stations. Subject includes gray area of "leapfrogging" and has been item of controversy among CATV and station operators.

Engineering concept, under consideration by NAB staff for past two months, would form "more logical" basis for FCC regulation of CATV as endorsed by NAB, it was indicated. Concept itself, while still tentative and experimental, would appear to include allocation engineering principles in its application to CATV, since NAB has contended that unregulated CATV growth could peril Sixth Report and Order which established present system of TV in U. S. Staff is to report back to committee on refinement of concept at meeting near end of October.

Committee also found results of pilot study by Marketing Impact Research Inc. of New York too inconclusive for decision as to correct research methodology to be used in major study of CATV impact on radio. NAB staff was instructed to explore research alternatives further. Top NAB officers met with committee members were present except G. Richard Shaffo, wis-tv Columbia, S. C.

Speeches losing out to panels at NBC meeting

NBC Radio is planning innovations for its annual affiliates convention in Chicago Oct. 21-22: Panels will replace number of customary speeches, and annual dinner will be held before, rather than after, main day's work. First day's agenda starts with reception at 6 p.m. followed by dinner with entertainment lineup.

Business starts Oct. 22. Speeches will be limited to major one by Executive Vice President Stephen Labunski and luncheon remarks by Chairman Robert W. Samoff and President Robert E. Kintner. All else will be panels.

Net is up; gross is down for Seven Arts

Gross income at Seven Arts Productions Ltd., Toronto, for fiscal year ended June 30, dipped by more than $14 million, although net income for period rose by $800,000.

Decline in gross, company spokesman said, resulted from limiting number of feature films placed into theater distribution in fiscal 1965 compared with

Who leads ratings?

Take your choice

NBC-TV nosed out CBS-TV by one-tenth of percentage point in Thursday night (Sept. 16) national Arbitron ratings, but ABC-TV led both in 26-city Trendex report for same night (for earlier-in-week ratings, see page 32). Arbitron for 7:30-11 p.m. EDT gave ABC average 17.5 rating (33 share), CBS 17.4 (33) and ABC 15.5 (29).

New show sampling in Arbitrons and also in overnight 26-city Trendex appeared weak in face of fierce competition of continuing popular shows (The Munsters, Gilligan's Island and My Three Sons on CBS; Peyton Place II and Bewitched on ABC). Exception was new Dean Martin Show on NBC, which in both ratings reports, beat out CBS's new movie and ABC's new Long Hot Summer.

Log Trendex gave ABC top spot for night with 18.0 rating and 34.6 share compared to NBC's 16.0 and 30.8 and CBS's 16.5 and 31.8 in both Arbitron and Trendex, CBS won in three half-hour periods, NBC and ABC won in two each.

Over four-night period (Monday-Thursday), wide variance among rating services appeared in overall average for each network. According to Arbitron, CBS had 17.5, NBC had 16.8 and ABC had 15.4; Trendex showed ABC with 17.1, NBC with 16.5 and CBS with 15.7. (Among factors contributing to differences: Trendex covers 26 cities except where ABC has no program in period being rated—hence some ratings are based on surveying in fewer than 26 cities. In addition, Arbitron did not rate 10:30-11 p.m. CBS Reports period on Tuesday, but Trendex did, giving that half-hour low rating of 5.4. CBS Reports last week fed show in 10-10:30 slot for some affiliates and again at 10:30-11 for others).

Considering only new shows, ABC authorities said it was nip and tuck between ABC (18.0 average rating for four nights) and NBC (18.1), with CBS's new shows averaging 16.6. ABC's figuring was on basis of Trendex reports, which, network said, indicated overall rating average for new shows over four nights was 17.7. Continuing shows had overall average rating of 15.8.
Constructive use of broadcasting urged

"Constant awareness of and sympathy for the community's problems" are examples of how "successful stations in this country are dedicated to achieving total community involvement," Sherrill Taylor, vice president for radio of National Association of Broadcasters, is to say today (Sept. 20).

In speech prepared for delivery at joint meeting of Louisiana Association of Broadcasters and Mississippi Broadcasters Association in New Orleans, Mr. Taylor said broadcasters are "singularly equipped" to help "restore reverence for law and order, and respect for authority."

He said industry, already noted for its impact on entertainment and information "is tackling the serious, perplexing and growing community problems" with similar impact. Being part of community, he added, also includes "thorough-going news coverage... editorializing, and a diligent search to help solve... problems through intelligent use of broadcast media. More than ever before broadcasters are mindful of this involvement."

Mr. Taylor said there is growing concern over tendency to "disrespect and disregard convention, ethics and even law in U.S.... No longer can responsible citizens turn their backs on responsibility... and broadcasters, who reflect the feeling and sentiments of the public they serve, increasingly are joining forces in a united effort to help solve the growing and grisly problems of modern urban society."

NBC taps WCAM as its Philadelphia affiliate

NBC search for new radio affiliate for Philadelphia is over. WCAM Camden, N.J., municipally owned station, becomes its outlet for that area effective today (Sept. 20).

WCAM replaces Westinghouse Broadcasting's KYW Philadelphia in NBC lineup. Westinghouse for years has operated its radio stations as independents, but KYW took on NBC affiliation temporarily when NBC and Westinghouse exchanged Philadelphia and Cleveland stations three months ago (Broadcasting, June 21). KYW is set to become all-news station starting at 12 noon Tuesday, Sept. 21; second Westinghouse station to adopt this format. WINS, WBC's New York outlet, switched to all news programming in April (Broadcasting, April 19).

Doug Warren is general manager of WCAM, which operates with 1 kw day and 250 w night on 1310 kc and has been on air since 1925.

Zanesville group buys Cincinnati stations

Zanesville (Ohio) Publishing Co., publishers of Zanesville Times-Record and owner of stations in Ohio and West Virginia, has purchased WZIP-AM-FM Cincinnati for $367,500. Stations were sold by Greater Cincinnati Radio Inc., licensee of WKRS Waukegan, Ill.


WZIP operates daytime on 1050 kc with 1 kw. WZIP-FM operates on 92.5 mc with 70 kw. Hamilton-Landi's media brokers, handled the sale.

Harry Wilder, former station owner, dies

Funeral services are to be held today (Sept. 20) in Syracuse, N.Y., for Colonel Harry C. Wilder, 73, one-time president of Harry C. Wilder Stations (WSVR Syracuse, WTRY Troy, both New York, and WELI New Haven, Conn.).

Colonel Wilder died Sept. 16, in Toledo, Ohio, following three-month illness. He started in broadcasting in 1932, joining WSVR which was founded and owned by his father, Mark S. Wilder. He remained in industry until early 1950's when he retired to Scottsdale, Ariz. Surviving are his wife, Martha, and daughter, Mrs. Nancy W. Sieghel, president of KHEV El Paso, Tex.
The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
The Late Show continues packing in audiences, year after year after year.

No other late-evening entertainment offers so much. Big stars? The Late Show has them all: a galaxy that lights up the home screen every single night of the week. Big movies? None bigger: cream-of-the-crop motion pictures from the major studios of the world; more television premieres than any other feature film show, network or local. (And with newer, bigger films available—many to be seen in color—the end is nowhere near in sight.) The result, of course, is big audiences. The biggest! Season after season, in five major communities, The Late Show remains the most popular late-evening
motion picture entertainment in town... enjoyed by a total viewing audience of more than 13 million during an average week! So popular, in fact, that the show has become the byword for late-hour viewing, and the subject of countless articles and cartoons (Late Show sponsors have been laughing on their way to the bank for years!).

And so tonight, every night, the big question for night owls will be, as always: What's on The Late Show? The answer will be, as always, well worth watching.

CBS TELEVISION STATIONS

Source: Nielsen Co. (Sept. 18-24) four week ratings subject to qualifications which CBS will supply on request. These data are not accurate to any statistical mathematical degree.
A calendar of important meetings and events in the field of communications.

**Indicates first or revised listing.**

### SEPTEMBER

**Sept. 19-20—Meeting of New York State Associated Press Broadcasters Association.** Lake George Inn, Lake George.

**Sept. 19-21—Tenth annual convention and election of officers of Pacific Northwest Community TV Association.** Speakers include Frederick W. Ford, president; National Association of Broadcasters; Senator Carl T. Curtis (R-Neb.); FCC Commissioner Kenneth Cox; Bruce Merrill, president, AMC Inc.; Phoenix, and Stratford Smith, Smith & Pepper, Inc., Washington. Fontainebleau hotel, New Orleans.

**Sept. 20—Western States Advertising Agencies Association dinner meeting.** Robert Sutton, general manager of KNX Los Angeles, Louis Johnson, West Coast manager, Ebony magazine, and John Clayton, formerly with Boston's Constantine & McCarron, will discuss "How to Speak to a Slimmering Society." Marvin Cantz, president, Tids & Cantz, Los Angeles, is program chairman. Wilshire Town Club, Los Angeles.

**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 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. 21—FCC commissioner Lee Loewinger will address dinner meeting of Washington Professional Chapter of Sigma Delta Chi on question, "Should the government try to improve programming or shouldn't it?" National Press Club, Washington.


**Sept. 21-23—Fifth annual conference of Institute of Broadcasting Financial Management.** Hotel Continental, Los Angeles.

**Sept. 23—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 committee. Hilton hotel, New York.

**Sept. 22-23—Meeting of National Awards committee of The National Academy of Television Arts and Sciences.** Hilton hotel, New York.


**Sept. 22-24—Annual fall conference of Tennessee Association of Broadcasters.** Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; Andrew Jackson hotel, Nashville.

**Sept. 23—Tennessee Associated Press Radio-TV Association meeting.** Andrew Jackson hotel, Nashville.

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

**Sept. 23-25—15th annual broadcast symposium sponsored by The Institute of Electrical & Electronic Engineers Group on Broadcasting.** Willard hotel, Washington.

**Sept. 24—FCC Chairman E. William Henry will address annual meeting of the "FCC Day" held by the International Radio & Television Society newsmaker luncheon, Grand Ballroom of the Waldorf-Astoria, New York.

**Sept. 24-25—Northeast area conference of American Women in Radio and Television, featuring two panel discussions. Moderator for Friday open session is Jess Cahn. WGN-AM-FM Boston personality, Theme of Sat. discussion is "Communicating the Sound Barrier."" Sheraton Boston.

**Sept. 24-25—Annual fall meeting of Utah Broadcasters Association.** Park City.

**Sept. 26—First annual state sales conference of Montana Broadcasters Association.** Bozeman.

**Sept. 26-28—Meeting of the national trustees of the National Academy of Television Arts and Sciences.** President Rod Serling presiding. New York Hilton.

**Sept. 27—FCC Chairman E. William Henry will address luncheon of CATV Association.** Howard Johnson hotel, New York.

**Sept. 27-Oct. 1—Annual convention, National Association of Railroad & Utilities Commissioners.** Thursday panel on "CATV Jurisdictional Problems." Will include FCC Commissioner Kenneth Cox as a speaker. FCC Chairman E. William Henry will address Friday session on "Communications Problems—1985." Hilton hotel, New York.

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

**Sept. 30-Oct. 2—Annual fall meeting of Minnesota Broadcasters Association.** Speakers include: Sherrill Taylor, vice president for radio, National Association of Broad-
It doesn't cost you a cent extra to present your television advertising in full color on WFGA-TV. Because we're a COLOR station. We've been airing everything possible in color for nearly 8 years. Of course we'll welcome your black and white commercials if that's all you have, but remember color costs no more. Ask your Peters, Griffin, Woodward "Colonel" for details about how you can captivate Jacksonville in color.
On August 2 at 10 pm
2,500,000 New Yorkers took to the hills!

That's when WNBC-TV, New York presented EAD FOR THE HILLS, a full-hour color special on the fabled Catskill Mountains — and an estimated 500,000 viewers came along for the ride.

EAD FOR THE HILLS, broadcast 10-11 pm, had the largest New York audience of the night — virtually twice the viewership of its closest time-period competitor (ABC's Ben Casey) — and one of the largest local audiences of the entire summer season:

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Source: Arbitron and Nielsen, 10-11 pm, August 2, 1965

The critics? They "took to the hills" too: "...an informative documentary ... an excellent job in catching the majesty of The Mountains."
— Milton Esterow/N.Y. Times

"...a rather profound commentary on American life, Catskill style, with its frenzied pursuit of leisure ... transcended regional and ethnic considerations." — Barbara Delatiner/NEWSDAY
... the landscape was lovely. Eliot Lawrence's music was distinctive and haunting... acid analysis of the mountain's most popular sport (match-making)... The trip was worth while."
— John Horn/N. Y. HERALD TRIBUNE

"For the millions of New Yorkers who one time or another spent some time in the Catskills, 'Head For The Hills' proved... a nostalgic filmed essay."
— Murray Horowitz/VARIETY

WNBC-TV is pleased that HEAD FOR THE HILLS was so well-received in the tradition of such previous Channel 4 documentaries as CITY OF SHIPS, THE GARMENT GAME and LIGHT ACROSS THE SHADOW. And we intend to continue that tradition of timeliness and quality production, this December with...

HOLLYWOOD ON THE HUDSON
— a full-hour look in color at movie-making in New York City— with Rock Hudson, James Wong Howe, John Frankenheimer, Woody Allen, Darryl Zanuck, Sidney Lumet and other film personalities. We're sure viewers will welcome this entertaining prime-time documentary and once again send the competition heading for the hills.

WNBC-TV 4
Represented by NBC Spot Sales
basket-weavers

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

LOVE

WGTY

810 KC

50 KW

A GENERAL ELECTRIC STATION

CASTERS: Robert Hurleigh, president, MBS; George Dick, president, American Research Bureau; Burt Fyfe, president, Mid-Continent Surveys. Radisson hotel, Minneapolis.

OCTOBER

Oct. 1—Deadline changed to April 1 for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one of more of top 50 TV markets.


Oct. 5—Society of Broadcast Engineers national convention. Lewiston, Mont.

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

Oct. 5—FCC deadline for reply comments on part II and IV of rule proposals concerning frequency 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 programming made 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. 8—Deadline for entries in 21st annual exhibition of advertising and editorial art conducted by the Art Directors Club of Los Angeles. Competition is for TV and print ads and editorial art used between Oct. 1, 1964, and Dec. 1, 1965, in states west of Mississippi River and in western Canada. Entries should be sent to Adia, 301 S. Harvard Blvd., Los Angeles 90005.

Radios first or revised listing.

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BROADCASTING, September 20, 1965
Dominating the Rich Market of The Great South Plains of Texas...

**KLBK-TV**  
CH. 13  
LUBBOCK, TEXAS

and

**KWAB-TV**  
CH. 4  
BIG SPRING, TEXAS

The Big "Dual-Buy" ... now available at a combination rate, giving you

"TEXAS-SIZE" COVERAGE

Programming 1st choice of the top prime-time CBS and ABC shows.
Offering a great line-up of afternoon and late evening programming for spot participations, including an afternoon color cartoon strip . . . "The Rifleman" . . . and "Rainbow Theatre," (formerly "The Late Show"), with a great percentage of color movies.

The Lubbock market is BIG in consumer spendable income and retail sales!

- Lubbock Metropolitan Area ranks 3rd in the nation in total retail sales per household.
- Retail sales in Lubbock County are $6,002.00 per household.
- Retail sales in the city of Lubbock are $6,340.00 per household.
- Consumer spendable income in Lubbock County is $7,115.00 per household.
- Consumer spendable income in the city of Lubbock is $7,382.00 per household.

The Big Spring market gives the "Dual-Buy" added consumer spendable income and retail sales volume!

Represented by

Lubbock's Best Radio Buy  
Is KLBB-AM,  
1000 Watts,  
ABC

WALTER M. WINDSOR  
EXECUTIVE VICE-PRESIDENT

Lubbock's Best Radio Buy  
Is KLBB-AM,  
1000 Watts,  
ABC

WALTER M. WINDSOR  
EXECUTIVE VICE-PRESIDENT

BROADCASTING, September 20, 1965
Nobody in Washington argues about which is the important station.

Findlay not Fostoria

EDITOR: In the Sept. 6 issue on page 63 the story "Toledo UHF grantee opposes microwave bid" says that Cox owns part interest in a CATV system in Fostoria, Ohio. This should have been Findlay, Ohio.

Fostoria is owned by Continental Cablevision Inc., and is managed by A. B. Hostetter, Jr. and H. J. Groubeck. They also operate the Tiffin, Ohio, system. The Continental people are good friends of ours and, much as we admire the work they are doing and the systems they have built, I'm sure they would not want their friends and associates to think we had bought them out—Marcus Barlett, vice president, Cox Broadcasting Corp., Atlanta.

At odds with SCBA

EDITOR: With regard to the article in the Aug. 23 issue "Broadcasters tried to help halt riot," I wish to point out the statements made on behalf of the Southern California Broadcasters Association are incorrect. SCBA did not invite all radio stations in the area to record and broadcast appeals to the Negro community. We were not invited, nor were several other leading stations in the area.

I agree with Mr. Ben Hoberman, vice president and general manager of KABC Los Angeles, that this piece of public service would not have been possible without SCBA, but I disagree with him when he says SCBA has liaison with the whole community and the broadcasters. KNOB and other stations have no rapport with SCBA.

It would seem in a matter as serious as the riots, equal opportunity should be granted to all stations, regardless of frequency, power or modulation.—Ray Torian, president, KNOB(FM) Long Beach, Calif.

Continuous radio service

EDITOR: In reply to a letter in the Sept. 13 issue as to the record for longest continuous service by a woman in radio: . . . Miss Hilda Woehrmeyer started at wowo Ft. Wayne, Ind. Sept. 1, 1930, and retired this past April 1. She may well lay claim to records for both the longest service to a radio station as well as longest continual service in radio.—Robert V. Jones, public relations manager, wowo Ft. Wayne Ind.
WIN A TIGER SKIN RUG!! in WAFB-TV's "TIGER-IN-THE-SKY" Contest...

IDENTIFY THESE TIGERS AND WRITE A SLOGAN FOR BATON ROUGE'S 1,749-FT. HIGH TIGER-IN-THE-SKY

1,000 2nd PRIZES
Earth-bound miniatures of WAFB-TV's Tiger-in-the-Sky, suitable for desk or mantel.

HINTS TO HELP YOU WIN
- WAFB-TV's Tiger-in-the-Sky is its powerful new tower soaring 1,749 ft. over Baton Rouge, Louisiana's richest market in Effective Buying Income—$7,817 per household.
- New height, plus new site (6 miles from the heart of Baton Rouge), means WAFB-TV potentially reaches 96,800 more TV homes; new total of TV homes potentially reached is 376,000—up 40-45%!

Population: 1,700,105
Households: 441,796
TV Homes: 376,000
EBI: $2,734,804,000
Automotive Sales: $336,303,000


Who hasn't always yearned for a tiger skin rug! And this one's a beaut—the real thing, not an acrylic imitation. Traversey striped with black, the lovely tawny color blends with any decor. On your floor or wall, it's the ultimate in status symbols. (If you prefer, we'll give you $500 cash.)

RULES: Contest is open only to employees of advertising agencies or advertisers. To enter, identify the tigers shown and submit a slogan for WAFB-TV's Tiger-in-the-Sky. Enter as often as you wish, and submit additional entries on your business letterhead. Entries will be judged on originality and aptness of thought. There will be no ties. Decision of the judges, selected by WAFB-TV, is final: all entries become the property of WAFB-TV. Contest is void where prohibited by law. Entries must be received by October 31, 1965. Winners will be selected by November 30, 1965.

WAFB-TV Tiger-in-the-Sky
929 Government Street, Baton Rouge, La.

I identify the famous tigers as follows:

Kellogg's Tony the Tiger is #
Humble Oil's tiger is#
WAFB-TV's tiger is#
Pontiac's Tiger is#

My slogan for WAFB-TV's Tiger-in-the-Sky:

NAME ________________________________
TITLE _______________________________
FIRM NAME __________________________
ADDRESS ______________________________
CITY ______________________ STATE _______ ZIP CODE ________________________

Broadcasting, September 20, 1965
THE LOUVRE

BONANZA

THE MAGNIFICENT YANKEE

THE WONDERFUL WORLD OF BURLESQUE

THE HOLY TERROR
THE PLEASURE IS OURS

We don't think anyone ever gets used to the idea of receiving honors.

So we won't even pretend nonchalance over the fact that the NBC Television Network won more Emmys last Sunday night than either of the other networks.

But we must say that two other aspects of that prize-winning were just as gratifying to us as the number of awards we received.

First, the entertainment range of our winning shows underscores the diversity that has always marked NBC programming. It would be hard to find programs as different in nature as NBC News' “The Louvre”—which explored the world's greatest treasury of art—and the Danny Thomas special which explored “The Wonderful World of Burlesque.” Nor could anyone ever accuse “Bonanza” of mining the same lode as Hallmark Hall of Fame's “The Magnificent Yankee” and “The Holy Terror.”

The other conspicuous aspect of our victory had nothing to do with diversity. Rather, it involved an element all our award-winning shows had in common: color.

Calling color an “element” of a program is, of course, understating the case markedly. As the foremost color broadcaster for more than a decade—with thousands of hours of color experience—NBC knows the tremendous difference color makes on the television screen.

It is hardly a coincidence that every one of our Emmy-winners was a color show. Color can never make a mediocre show good; but it will give an already first-rate show the extra dimension such a program deserves.

That is why—many months before we had any idea of the results of this year's Emmy voting—NBC Television resolved to televise virtually all of its 1965-66 nighttime, and most of its daytime schedule of entertainment, news and sports in color.

That NBC Television Network schedule is, of course, already unfolding. Dedication to color is not so much our commitment as it is our pleasure. We're certain it will be the viewer's pleasure as well.

NBC TELEVISION NETWORK
Consider the annoyance factor in the cut-in charge

Few broadcasters realize how annoying, irritating and irksome cut-in charges can be to advertisers—to my clients and yours.

The subject of cut-in charges, particularly for those in the station business, may not seem to be a media topic of earth-shaking weight and importance. Though it doesn't involve multi-million dollar expenditures or complex computer calculations, it does carry the annoyance factor.

What is the network cut-in charge? Why is it a nuisance? Why is it a charge? What should be done about it? These are the questions I will attempt to answer here.

A Station Charge • The network cut-in is, in fact, a station charge. It is typically incurred as a cost to a network advertiser for substituting a special commercial in a single market or group of markets for his national commercial, using the facilities of the local network affiliate.

This substitution by the local station can take many forms—and many charges—such as roll-over, a delay print edit or a regional feed. The exact nature of the facility arrangement is not the subject of this discussion, and need not interrupt our point.

What is the problem presented to advertisers and marketing people by these charges? The source of the problem is rooted in the structure of the TV medium.

Television has been as important to the marketing revolution as the supermarket. Product after product has been primarily introduced through TV because of its efficient high frequency, unparalleled communication and geographic flexibility through the use of spot TV. Manufacturers can originate and test products regionally and then expand them.

Typically, a national advertiser will attempt to integrate a new product into his network programs in the region test area. The purpose, consistent with current testing philosophy, is most frequently to simulate what the brand could get on television programs if the brand were already a nationally used product.

Spot Money Follows • Invariably, spot-TV money follows into the test area, both as part of the national program under test and to replace the weight of network brands pre-empted in local areas. And here is where the cut-in charge is applied.

The local station, convinced that the change in network commercials is some plot hatched by the national advertiser to use the station through the back door, and as opposed to a straight spot buy, places a “facilities” charge for the substitution.

These charges can significantly increase the costs of the vital local tests, pushing the costs far ahead of the actual contributions of the tests. This is because an advertiser, who has already paid the network for the station time, has an additional cut-in cost that is nonproductive. The added cost buys no further advertising for the advertising company. In one case, an advertiser spending an additional $3,000 per week in spot TV to test his product was also spending an additional $1,000 a week for cut-ins. This useless expenditure, if it were available for more spot television, could have substantially increased the brand’s chances for local success and eventually its national success.

In another instance, an advertiser spent $25,000 in a few months for local cut-ins to test an alternate copy campaign. By no stretch of the imagination could this campaign have been run in spot TV as a supplement to a different national campaign. The test would have had no validity. Thus, the network commercials had to be changed. And yet the money could have easily made a more useful contribution to advertising.

Minor or Major? • It is hard to imagine how such relatively minor costs in a multi-million dollar advertising program can create problems in a modern marketing organization. Nonetheless, there are dozens of worthwhile minor projects which always can become major market factors that compete for investment dollars. Money, of course, eventually is appropriated, but in each case the base test area must be restricted or the creative production handicapped by what are relatively major expenses for cut-ins.

In addition to the suspicion that network cut-ins might represent spot funds which are eluding them, what other justifications for the charges do stations offer? The physical cost of the facilities? Not really.

The engineers are there and the projectors are, in any case, ready to roll. Strangely enough, when networks push regional-feed program sales, there's no mention of cut-in costs. (“Don’t worry, we’ll take care of them.”) If a typical cut-in charge was also the cost of rolling a regular TV spot, the stations would not be able to afford the sale of spot TV.

What should be done about these cut-in charges? The answer simply is to eliminate them as unproductive.

Cut-in charges certainly make no real contribution to a corporation’s advertising effort.

Cut-in charges, moreover, are not really in the constructive interest of the television industry. The eventual advertising marketing return will far outweigh the minor profits realized by the stations from these charges.

At this agency, we sincerely would welcome the comments of station managements on the subject of cut-ins. Their letters will be answered.

Paul M. Roth last January was elected a vice president of Kenyon & Eckhardt, New York, where he has been media director since last November. His background includes an association with Benton & Bowles from 1956 to 1961. At K&E, Mr. Roth was media group head on Beecham, Nabisco and Buitoni business for 14 months and then became associate research director with responsibilities in media and economic research. In January 1964, Mr. Roth was promoted to communications group head on National Airlines, Beecham, Canadian Pacific, McKesson & Robbins and Quaker State accounts.
WHAT STATION IS 23RD ON YOUR RADIO LIST?

If it isn’t WHO, Des Moines, this message is for you

If you could buy just one great radio station that would cover the entire United States, and actually reach a high percentage of all homes—you’d undoubtedly want to use it, however large its “home city” might be.

Of course there’s no such station. But, the point is still clear — radio stations in only 22 other markets give you as much audience as does WHO Radio, Des Moines!

WHO Radio is the only 50,000-watt, clear channel station in Iowa. NCS ‘61 shows that 44% of all the 805,020 radio homes in the area mapped above listen to WHO weekly, and 239,000 families listen to WHO every day. This despite the operation of nearly 70 other AM stations in the state.

There’s no reason to believe things have changed much since NCS ‘61 was made.

Why don’t you talk costs with PGW?
EQUATION FOR TIMEBUYERS

ONE BUY DOMINANCE
X WKRG-TV* MOBILE ALABAMA

*PICK A SURVEY---ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Boom times for color backlog

Syndicators stock of 1,500 half hours, 320 hours and 5,000 cartoons in color eagerly sought by stations; producers' plans for more will add materially to supply

Television stations are on a color binge that promises to infuse new strength into the program syndication business.

Many elated syndicators are already searching their shelves for old color series that can be reissued and drafting plans for new presentations to meet the unprecedented demand for tinted product to fill nonnetwork time periods.

Although no precise count was available, the best estimates last week indicated that prior to the fall season, approximately 1,500 program half-hours, 320 one-hour episodes and close to 5,000 cartoon segments, ranging from three-and-a-half to five minutes in length, were available in color.

The color output will rise dramatically this fall and winter. Game and personality programs that have converted to color or will convert shortly, including Girl Talk, Lloyd Thaxton Show, P. D. Q., and The Gypsy Rose Lee Show, will add more than 500 half-hour segments to the tint total. A travel-adventure series such as Of Land and Sea, a one-hour daily offering, will swell the color supply by 520 hour units by the end of the year.

Others in Offing • In addition, counting new series going into production or others recently released in film, another 200 half-hours of color programming will be available to stations. (These figures do not include feature films available in color, which were not covered in this canvass.)

Though most color-conscious producer-distributors are concentrating their color effort on such moderately produced offerings as game shows, travel series and cartoons, a few are venturing into the area of more expensive undertakings.

In this category are Four Star Television with a group of one-hour musical presentations starring outstanding vocalists and titled Something Special; Independent Television Corp. with The Baron, a one-hour action-adventure filmed series, and The Thunderbird, a one-hour science-fiction series; Seven Arts Television with a group of six one-hour Man in Space specials and Screen Entertainment Corp. with a half-hour science-fiction series of 39 episodes, Time Zero.

Available color properties run to cartoon series, travel-action programs, documentaries and action-adventure presentations of several years ago produced in the hope that color would take hold at that time.

In the planning stages at various producer-distributors are color properties of the musical-variety type, cartoons, game and panel shows, daytime presentations, documentaries and specials.

Several companies reported they intend to produce action-adventure series in color, but most producers felt that this is an area in which they would have to tread lightly, because they see no strong evidence of station willingness to support highly budgeted shows of this type.

Good for Syndicators • The long-awaited call for color programming by stations comes at an appropriate time for syndicators, whose bright spots for the past two years have been feature films and overseas activities. The domestic market has been plagued by a shortage of product with new dimensions, resulting from the virtual "dry-up" of new off-network series and an eclipse of first-run, action-adventure series.

"Color is the first new commodity to hit the station level since five or six years ago when off-networks came into vogue," one leading distributor volunteered last week. "I think some stations will take almost anything that is made in color."

This latter observation is undoubtedly an exaggeration, but distributors canvassed by Broadcasting last week agreed unanimously that a "color craze" is sweeping the country.

There was misgiving among some syndicators, however (primarily those with a scant color backlog) who thought this trend toward tint may not be justified in terms of the actual audi-

Color gives new life to hardy perennials

What happens to old-time network and syndicated TV favorites of yesteryear?

Some come back to television—in bright color.

Local market demand for color product has breathed new life into some series which have had scant representation on the rerun market in recent years.

Perhaps the outstanding example of the "oldies," which were made in color years ago but released in black-and-white until recently, is United Artists Television's roster of five action-adventure series. These are: Everglades, Lawbreaker, Record, Science Fiction Theatre and Keyhole, all produced in color years ago by Ziv Television Programs, since bought by UA.

Other product from the "golden age of syndication" which are now offered in color are Adventures of Long John Silver (Teledynamics); Laramie and Outlaws (NBC Films), Northwest Passage (MGM-TV); The Lone Ranger and Sergeant Preston of the Yukon (Telesynd) and Sir Lancelot (Official).
ence for such programs. They stressed, too, that color "cannot help a bad show," and that there are many top-flight program series still available in black-and-white that can prove more effective for a station and an advertiser.

Nevertheless it appeared clear that TV stations are on a color splurge. What is behind it? Syndicators outlined these reasons:

- During the past year and continuing through this fall and winter, local outlets have been and will be making sizable investments for color equipment. They want to make use of these new facilities.
- Color provides "something new to talk about" to their community and their advertisers, a new dimension to promote and merchandise.
- The upsurge in network color programming this fall has persuaded many stations to "follow the leader." Stations are seeking syndicated shows to serve as "bridges" to new properties in periods preceding prime time.
- Stations are aware that set sales can be expanded substantially by an emphasis on color programming, which, in turn, can entice new advertisers.

Distributors questioned last week reported that prices for color programming are attractive. Several claimed they are receiving 20-30% more for such programs than for their counterparts in black and white.

Color Check-Off — A summary of color programming activities and planned development projects of leading producers-distributors follows:

ABC Films: The company currently is distributing a color cartoon series, Casper, the Friendly Ghost, and has 70 six-to-eight-minute episodes available. A spokesman said also there are plans to place its half-hour, five-times-a-week Girl Talk panel discussion series in color as soon as tape facilities are available. He said the company has no plans to produce action-adventure series in color.

CBS Films: Offered for the first time this season are the following color series: Faces of Man, 80 travel-adventure half-hour episodes (January start); Astronaut, 104 five-minute cartoon segments; Roger Ramjet, 156 five-minute cartoon episodes and The Golden Teen, a 90-minute golf program.

James T. Victory, vice president, domestic sales, CBS Films, acknowledged there is a surge in color programming for local showing but stressed that quality black-and-white series, such as Twilight Zone and Marshal Dillon, will continue to be in demand by stations. He said that in the future TV series would be produced both in black-and-white and in color, depending on their nature.

Desilu Sales: Richard Dinsmore, vice president and general manager, envisions "excellent potential" for color programming in the months ahead and reported that Desilu currently is negotiating for several new series, all in color, and including action-adventure and travel-adventure formats.

Desilu's tinted properties are Greatest Show on Earth, 26 one-hour episodes which were purchased recently by Beatrice Foods in 142 markets; Nutcracker, a one-hour Christmas special; Face of Russia, one-hour special filmed behind the Iron Curtain, and Journey, of a Lifetime, 19 half hours.

Embassy Pictures Television: A new children's cartoon series in color from Embassy, Dodo—the Kid from Outer Space, is beginning this fall on stations throughout the country. It consists of 104 five-minute episodes, of which 54 have been sold thus far in 15 markets. E. Jonny Graft, vice president in charge of TV for Embassy, said the company is developing several color properties but is aiming them for network presentation. If they fail to gain network slots, he indicated, they may be offered for syndication.

Four Star Distribution Corp.: Len Firestone, vice president and general manager, reported that his company is "highly enthusiastic" about prospects for color and asserted that all new programs to be produced in the future by Four Star will be in tint. New color series being offered this season by Four Star are half-hour daily game show, P. D. Q., already sold in 26 markets and 10 one-hour musical programs, titled Something Special and spotlighting leading vocal artists.

Mr. Firestone said that "all stations want color." In developmental stages at Four Star, he said, are these color projects: a half-hour action-adventure series on film; a daytime strip soap opera and various specials.

Independent Television Corp.: Abe Mandell, president of ITC, is a solid booster of color. He said it would be "absolute lunacy" for a syndicator not to produce in color, claiming that within the next 18 months of those everything on the air will be in color." He claimed that color shows are in demand at 95% of the stations with which he has contact.

ITC's current color catalogue includes Stingray, 39 half-hour science-fiction programs in "Super-Marionation"; Best of the Post, a half-hour dramatic series (22 of 26 in color); Golf Tips of the Day, 95 five-minute programs, and Mr. Piper, a 39 half-hour children's program.

On the Pad — In preparation in color by ITC is The Baron, a series of 39 one-hour action-adventure programs to be produced in England and starring Steve Forrest and The Thunderbirds, a series of 39 one-hour science-fiction programs for children in the "Super-Marionation" process.

King Features Syndicate: The company has presently in distribution 370 segments of color cartoons, including 220 Popeye episodes and 50 each of Beetle Bailey, Barney Google and Snuffy Smith and Krazy Kat. For the moment, a spokesman said, KFS is not planning new production in color for syndication.

MCA TV: The sole color project expected to be undertaken by MCA TV in the immediate future is the conversion of the five-day-a-week Lloyd Thaxton Show into color within the next month or two. Keith Godfrey, vice president and director of sales, said MCA TV is "watching color closely," but indicated that the company is "about a year away" from active participation in the tint area.

NBC Films: Jacques Liebenguth, vice president, sales, noted that color is becoming a "more important aspect in syndication" than it was a year ago and will become "more valuable" a year from now.

NBC Films announced that it is marketing these color series: Laramie, 60 one-hour action-adventure programs; The Forest Ranger, a first-run half-hour series of 104 episodes produced in Canada at an average of $35,000 for each segment; and Danger is My Business, a half-hour travel-action series. In addition, the company has been highly successful in the distribution of post programs of feature-film length sold under the title of Famous Fantasies. These include "Rip Van Winkle," "Treasure Island" and "Aladdin's Lamp," which have been bought in 63 markets over the past two months.

SAG sets residual record

The Screen Actors Guild last month collected more than $1 million in monthly payments for domestic reruns of television entertainment programs for the first time in its history. In August the guild collected and distributed to members the sum of $1,008,504. Since the first TV residual checks were received by the guild in 1953, a total of $49,433,639 has been distributed.
WSB Radio's microphone is always the one up front, adding authority and understanding to the news. Aubrey Morris is a public affairs editor who gets his mike before the President with the same alacrity used to push it behind every headline focused on Georgia. Atlantans for 20 years have followed and appreciated his penetrating news analyses. Public affairs in depth: another reason WSB Radio is the choice of listeners and advertisers alike.

WSB RADIO ATLANTA 750

NBC affiliate. Represented by Edward Petry & Co., Inc.
BOOM IN COLOR BACKLOG continued

Official Films Inc.: Howard V. Koerner, vice president, operations, for Official called color "the wave of the future," and reported that all future OF series will be produced in color. Current color product marketed by Official consists of Sir Lancelot, 14 half-hour episodes; The Wonder World of Radatron, a new puppet-cartoon series filmed in Japan and Songs for Christmas, eight holiday specials of various lengths.

Olas Corp.: In release since early summer has been a color-taped adventure series, Of Lands and Seas, a one-hour, five-times-a-week presentation that has been bought by eight stations. WABC-TV New York has bought a daily half-hour version, Passport 7. Olas currently is preparing a one-hour color film special, Or Give Me Death, depicting the lives of American soldiers in Vietnam. The company reported it intends to film other timely specials.

Walter Reade-Stirling: Elliot Abrams, vice president and sales manager, observed there is a "tremendous emphasis" on color programs by stations and Reade-Stirling is preparing a series of half-hour documentary-adventure programs in this area. He stressed there is a market for quality black-and-white series and for all well-made features.

Screen Entertainment Corp.: Henry Saperstein, president of Screen Entertainment Corp., expressed the view that the demand for color is "breathing new life into programming we have had on the shelf." Tint product SEC is offering includes 130 five-minute Dick Tracy cartoons and another 130 Mr. Magoo cartoons.

In preparation by SEC are 39 episodes of a half-hour science-fiction series in color, Time Zero. The series is being produced in Japan with Toho Productions, Tokyo. Also with Toho SEC is co-producing 26 one-hour color episodes of International Secret Police, which is aimed for network showing but may be sent directly into syndication.

Screen Gems: Currently being marketed to stations are the Hanna-Barbera cartoons, consisting of 156 five-minute segments of Wally Gator, Touche Turtle, Lippy the Lion and Ruff 'n Reddy, 156-five-minute cartoon episodes. Robert Seideman, vice president for syndication for SG, conceded that demand by local stations is high, but said the company has no immediate plans for producing first-run syndicated series in color because of economic considerations.

Plans to Meet Demand - Seven Arts Television: W. Robert Rich, executive vice president and general manager, is accelerating plans to meet the demand for color. The plus values of tint, he noted, have been recognized for some time by Seven Arts Associated, which distributes features, many of which are in color.

Seven Arts TV has prepared the first of its one-hour Man in Space specials in black and white, but the subsequent five will be produced in color. The five-times-a-week Gypsy Rose Lee Show, a half-hour taped personality-interview program, is currently offered in black and white but will be converted to color within the next few months. Seven Arts also is distributing in color: 105 five-minute Out of the Inkwell cartoons; 65 one-minute comedy films, Laffs; The Professionals, a one-hour special on football, and The Nutcracker, a one-hour music special based on the classic fairy tale.

Seven Arts acquired this latter program from Bavaria Studios in Germany and has entered into a co-production agreement with Bavaria for other programs and specials, the large portion of which will be made in color.

Trans-Lux Television: In distribution are the following color program series: It's Wonderful World, 39 half-hour travel shows; Mighty Hercules, 130 five-minute animated segments; Felix the Cat, 260 five-minute cartoon segments. RichardCarlton, vice president and general sales manager of Trans-Lux TV, cautioned that stations must be prepared to pay for color and said that stations which claim to be getting color at no extra cost are being misled. There are "no handouts in TV," he continued, and "a good show deserves its price—and in color, it deserves it so much more."

Triangle Program Sales: Color has been a "big help" in boosting sales 400% over the first eight months of 1964, a company official reported. He added that the "color boom" which is beginning now, will last at least for several years.

TPS's color backlog consists of Tell Me, Dr. Brothers, 260 five-minute programs; Exercise with Gloria, a daily half-hour show; Auto Racing '65, eight half-hour films of major sports events; Color World of Music, 65 five-minute vignettes of pop and classical music; Podreca Piccoli Theater, a one-hour holiday special of satire and children's tales; This is America, 13 half-hour travel shows; The Wonder of Birds, 65 five-minute films; Zoos of the World, half-hour films currently in preparation; Sports '65, 12 half-hour monthly specials covering a variety of sports events.

Twentieth Century-Fox TV: Alan Silverbach, vice president in charge of syndication, reported Fox recently placed into syndication a color tape series, The Big Bands, and is developing an outdoor-action series with a plot that will be released when the time seems appropriate.

United Artists Television: The largest color series inventory probably belongs to UA-TV which has more than 300 half hours in its backlog, according to Pierre Weis, vice president and general manager of syndication. This color bonanza results from a policy instituted by Frederic W. Ziv, formerly board chairman of Ziv Television Programs, more than a decade ago to produce a substantial number of its syndicated series in color.

Mr. Weis said five of the 10 UA-TV half-hour color TV series have been offered to stations. The titles and number of tinted episodes are: Everglades (38); Lawbreaker (32); Keyhole (38); Ripcord (38) and Science Fiction Theater (39). In reserve to be released when UA-TV deems it appropriate are the following program series in color: Meet Corliss Archer, Mr. District Attorney, I Led Three Lives, Favorite Story, and Boston Blackie.

Primarily because of its vast color supply, UA-TV has no immediate plans to produce additional tinted series for syndication.

Warner Brothers Television: In distribution are 100 cartoons of about six minutes in length, Warner Brothers Cartoons, Series '64. A spokesman felt that many stations are "making the mistake of buying resurrected stuff because it's in color," and "some stations are going to hurt themselves buying this material just because it is available in color."

Wolper Television Sales: In distribution are the following color programs: The New Three Stooges, 156 six-minute cartoons; Folk World of Jimmy Rodgers, 39 half-hours of folk music. A Wolper spokesman said the company is planning one high-budget film series and several lower-budget series in color.

New base for NTI

A. C. Nielsen Co. has announced revised base of U.S. households and TV homes to be used in future Nielsen Television Index reports beginning this month. TV set saturation is now placed at 94% up from 93% last year. Figure is based on census estimates which show 57.2 million homes in U.S. It is estimated some 5.4 million of them equipped with TV. Numbers exclude the states of Alaska and Hawaii.

The Professionals, an expanded five-minute comedy special, is being added. Color tape, one hour Man for Story, and Science Fiction Theater, a one-hour half-hour taped personality show, are scheduled to begin regular distribution in January.

Nielsen Television Index reports beginning this month.

New base on sales, going to boost sales 400% over the first eight months of 1964, a company official reported. He added that the "color boom" which is beginning now, will last at least for several years.

The Professionals, an expanded five-minute comedy special, is being added. Color tape, one hour Man for Story, and Science Fiction Theater, a one-hour half-hour taped personality show, are scheduled to begin regular distribution in January.

Nielsen Television Index reports beginning this month.
Can you identify this city?

Clue: It's the hub of the nation's Eighth Market -- and booming!

Home Building Gains Reported

(SFX: BOOM) Residential construction up 12% in '64!

Store Sales Are Higher

(SFX: BOOM) Retail sales up 8%

Want to reach the families who are building and buying?

Clue: Take the "homes-reached" station! Take TAE.

Swell. But you forgot to mention PITTSBURGH!
First returns in new season

Here are the ratings and shares of audience reported by Trendex 26-city surveys and national Arbitrons produced by the American Research Bureau for the first three week nights of the new season. Symbols: (NP) new series; (NT) new programming in an existing series; (NT) new time for an existing series.

Monday, Sept. 13

<table>
<thead>
<tr>
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<tr>
<td>7:30</td>
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<tr>
<td>ABC</td>
<td>12 O'Clock High (NP, NT)</td>
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<tr>
<td>CBS</td>
<td>To Tell the Truth (NP)</td>
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<td>I've Got a Secret (NP)</td>
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<td>NBC</td>
<td>John Forsythe Show (NP)</td>
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<td>8:30</td>
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9:00

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<td>NBC</td>
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<td>NBC</td>
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10:00

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Tuesday, Sept. 14

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<tr>
<td>NBC</td>
<td>My Mother, the Car (NP)</td>
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<td>8:00</td>
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<tr>
<td>ABC</td>
<td>Combat (NP)</td>
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</tr>
<tr>
<td>CBS</td>
<td>Rawhide (NP, NT)</td>
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<tr>
<td>NBC</td>
<td>Please Don't Eat the Daisies (NP)</td>
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Early ratings give CBS edge

Overnight surveys pour out returns as TV networks meet schedule-to-schedule

The ratings race was on last week with the opening of the new television season. Of the first three week nights CBS-TV won Monday and Wednesday, according to both overnight ratings services that were being used. On Tuesday one service put ABC-TV ahead, and the other gave ABC-TV and NBC-TV a tie.

These were the first clues to the popularity of new and returning programs in a season in which the three networks for the first time opened their evening schedules simultaneously within the same eight-day period.

The reports available were the national Arbitrons and the 26-city Trendexes, giving the networks, advertisers and their agencies some idea of the extent to which viewers were sampling new programs, the nightly average ratings strength and relative positions by half-hour periods.

The first night of the new season escaped overnight measurement because of a computer failure in the New York office of the American Research Bureau, which presents the Arbitron reports. The breakdown eliminated national ratings for the Sept. 12, 7:30-11 p.m. EDT programing. Trendex had not been ordered to begin its overnight service until the next night. A number of shows—all of the CBS-TV Sunday schedule and Branded and Bonanza in the NBC-TV schedule—started their new cycle on that Sunday. ABC-TV's new-season Sunday programing was to open last night (Sept. 19).

Sampling • Overall, the numbers for Monday through Wednesday prime-time lineups showed substantial viewer sampling of the TV networks' new season offerings.

In the Arbitrons for Monday (Sept. 13), CBS had an average rating for the night of 17.5 and a 32 audience share, NBC had a 16.1 and 30 and ABC had 15.2 and 28. Tuesday's averages showed NBC and ABC tied with 17.5 ratings and 33 shares and CBS with 14.9 and 27. On Wednesday, CBS had a 19.7 rating and 37 share, NBC had 16.0 and 30 and ABC had 13.2 and 25. By half-hour periods in the Arbitrons, CBS took four, NBC three and ABC none on Monday; NBC three and CBS and ABC two each on Tuesday, and CBS five, NBC two and ABC none on Wednesday.

In the Trendex 26-city reports, CBS on Monday had a 17.6 and 33.2, winning two half-hour periods; NBC had 16.9 and 31.9, taking three half hours, and ABC with a 15.9 and 30.0 won one half-hour. In one half-hour period, CBS and NBC tied. On Tuesday ABC led with 20.1 and 39, winning five half-hour periods; NBC had 17.8 and 34.6 and won two half hours, and CBS with 10.5 and 20.4 won no half hours. On Wednesday CBS was first with 18 and 35.6, taking four half-hours; NBC had 14.9 and 29.6, winning two half-hours and ABC with 14.6 and 28.9 won one half-hour.

According to the New York Nielsen overnights, CBS in that market on Sunday night (Sept. 12) swept the first three half-hour periods and NBC took the rest of the evening's four half-hour periods (Bonanza and the Emmy awards telecast). In the New York Nielsen averages, CBS had 27.9 and 40, NBC had 23 and 33 and ABC had 11.8 and 17. Top rating in New York went to the Ed Sullivan Show (with the Beatles, Soupy Sales and other teen-age attractions): a 41 in the 8-8:30 period and a 42.5 in the 8:30-9 period.

With the Arbitrons blacked out for Sept. 12 and no Trendex report taken (ABC, the Trendex client, was starting its new schedule the next night) the first national figures for that night will be available Sept. 27 in the regular Nielsen network report that covers the two weeks ending Sept. 12. The first real reading from Nielsen on the new season will be out Oct. 11. It will cover the two weeks starting Sept. 13.

NBC meanwhile commissioned a special Trendex study of viewing in color homes as against that in noncolor homes. NBC had wanted to add the

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color question to the overnight Arbitron surveys. But CBS, also a subscriber, balked on the ground that a color question could influence answers to the conventional ratings questions. NBC then arranged to have the color question added to the ABC-ordered Trendex surveys, with complete results to be available to both ABC and NBC.

How critics see the new season

A sampler of opinion finds meager praise of incoming programs

If the nation's TV critics are running true to form in the new season, the John Forsythe Show: My Mother, the Car; Lost in Space and Gidget should be among the new hit series. These are the shows that a majority of the critics panned, but the public liked—according to the Arbitrons and Trendexes.

However, on a few programs: F Troop and I Spy, to name two, many critics and the raters agreed.

With all three networks showing their fall wares at the same time, critics dedicated columns every day to reviews of the new programs.

Following are some typical comments of the reviewers, gathered by Broadcasting, and reflecting the general critiques on the 13 new shows that began last Monday, Tuesday and Wednesday.

  
  "Sad, dull, witless and relentlessly cute."—Rick DuBrow, UPI.
  
  "Some of us . . . can close the book right there."—La Camera, Boston Record-American.
  
  "Even the living color couldn't cover up the cliche dialogues . . ."—Hal Humphrey, Los Angeles Times.
  
  " . . . pedestrian new offering creeps at a petty pace."—William Shriver, Baltimore News-American.
  
  " . . . a lot of straining of effort . . ."—Frank Judge, Detroit News.
  
  
  
  " . . . it's going to be a winner."—Henry Mitchell, Memphis Commercial Appeal.

- The Legend of Jesse James:
  
  "Another routine violence job from the ABC slaughterhouse."—Terrence O'Flaherty, San Francisco Chronicle.
  
  "I'd take the stage to the next channel."—Bernie Harrison, Washington Evening Star.
  
  " . . . he should quit while he's even."—Harry Harris, Philadelphia Inquirer.

- I prefer not to believe the network is banking on this for the long run . . ."—Al Salerno, New York World-Telegram and Sun.

  "Pretty dull fare by any standards."—Walt Dutton, Los Angeles Times.
  
  " . . . a cheap, poorly written western capitalizing on a disreputable name."—Paul Malloy, Chicago Sun-Times.
  
  " . . . a sort of Low Noon . . ."—Bob Williams, New York Post.
  
  " . . . loaded with bow-legged humor."—Agnes Ash, Miami News.

- A Man Called Shenandoah:
  
  " . . . a second-rate premiere . . . headed for one place—TV's boot hill, and the sooner the better."—Kay Gardella, New York Daily News.
  
  " . . . joins the growing TV assemblage of introverted cowpokes who have mislaid their identities . . ."—Jack Gould, New York Times.
  
  " . . . left us wishing he'd find his identity fast and get it over with."—Eleanor Roberts, Boston Traveler.
  
  " . . . same old malarky, but it's better written, directed and acted."—Jack E. Anderson, Miami Herald.
  
  "Amnesia isn't the only problem Shenandoah has."—Terrence O'Flaherty, San Francisco Chronicle.
  
  " . . . a fast half hour for western fans with nothing better to do than sit and stare."—Al Salerno, New York World-Telegram and Sun.
  
  " . . . score it as a tossup and hope the storyline holds up . . ."—Frank Judge, Detroit News.

- The Steve Lawrence Show:
  
  "One of the most engaging and attractive kickoffs . . . in years."—Percy Shain,
Boston Globe.
"... may be the luckiest guy in the Monday night schedule." — Lawrence Laurent, Washington Post.
"... lively, tuneful and thoroughly professional." — Cynthia Lowry, AP.
"... zest, good humor, good music." — Paul Jones, Atlanta Constitution.
"... a welcome arrival to TV’s growing list of variety programs." — Walt Dutton, Los Angeles Times.
"... left much to be desired..." — Barbara Tiritilli, Chicago American.
"... the potential of Lawrence... remains to be demonstrated clearly..." — Bob Williams, New York Post.
"... a fresh start is indicated." — John Horn, New York Herald-Tribune.
* Run for Your Life:
"After 15 minutes we were ready to put on our track shoes and make an escape." — Eleanor Roberts, Boston Traveler.
"... a real bomb." — Henry Mitchell, Memphis Commercial Appeal.
"... trite and currently imitative." — Frank Judge, Detroit News.
"The hero has an unnamed disease that will finish him off by March 1967 — if the ratings don’t beat the moribund." — Terrence O’Flaherty, San Francisco Chronicle.
"... theme stretched the imagination a bit..." — Bert J. Reesing, Cleveland Plain Dealer.
"... seems the most promising of the new Monday-night entries." — Bob Williams, New York Post.
"... one of the coolest heroes in a long time." — Rick DuBrow, UPJ.
"NBC may well have a winner... may just have a good run." — Bill Irwin, Chicago American.
* My Mother, the Car:
"... a show that has all its pivotal motivations to take place off screen would seem to be in for trouble..." — Jack Gould, New York Times.
"It is doubtful that Jerry will receive an Emmy..." — Dwight Newton, San Francisco Examiner.
"... monumentally unfunny mama..." — Harry Harris, Philadelphia Inquirer.
"... could be an Edsel with critics but a hot rod with the public..." — Don Page, Los Angeles Times.
"... one of the kookiest... might be a hit..." — Bill Irwin, Chicago American.
"... a one-joke show [but] for right now it’s funny." — Percy Shain, Boston Globe.
* Please Don’t Eat the Daisies:
"... needs a lot of work..." — Arthur E. Fetridge, Boston Herald.
"... it’s a spoof from that funny Dr. Kildare, maybe..." — Bernie Harrison, Washington Evening Star.
"... the show may be a hit with children and dogs..." — Dwight Newton, San Francisco Examiner.
"... just another in a long list of domestic situation comedies..." — Paul Molloy, Chicago Sun-Times.
"... this should last about as long as the wax posies on the table..." — Bob Hull, Los Angeles Herald-Examiner.
"... the premiere was not reassuring..." — Jack Gould, New York Times.
"... little of the witty attraction of the book... and little else..." — Rick DuBrow, UPJ.
* P Troop:
"... should be the laughiest of the new series..." — Donald Kirkley, Baltimore Sun.
"... find a soft spot on the floor... on which to roll..." — Bob Hull, Los Angeles Herald-Examiner.
"It’s Laurel and Hardy time in the Old West..." — Bernie Harrison, Washington Evening Star.
"... could be a top winner this season..." — John Marshall Cuno, Christian Science Monitor.
"... could tickle the fancy of the entire family..." — John Horn, New York Herald-Tribune.
"... may be the best of [Tuesday] night’s entries but definitely not a woman’s show..." — Harriet Van Horne, New York World Telegram and Sun.
"... everybody presses just a little too hard..." — Percy Shain, Boston Globe.
"... a dull, mediocre show..." — Barbara Tiritilli, Chicago American.
* Lost in Space:
"... got lost in its own hype..." — Percy Shain, Boston Globe.
"... Lost in Space... should be..." — Jack O’Brien, New York Journal-American.
"... looked like the poor man’s Outer Limits..." — Louis R. Cedrone, Jr., Baltimore Evening Sun.
"... has to be seen to be disbelieved..." — Clay Gowran, Chicago Tribune.
* Gidget:
"... a bad movie has become an idiotic TV series..." — Lawrence Laurent, Washington Post.
"... in comparison, the childish Patty Duke Show is a gem of intellectuality..." — Harry Harris, Philadelphia Inquirer.
... just another teenster strip about a gabby, flitty, surf-bunny..." — Percy Shain, Boston Globe.
"Television needs another teen-age show like it needs another headache remedy..." — Bill Irwin, Chicago American.
"School girls will love it..." — Larry Wolters, Chicago Tribune.
"... stands to do well if it does not get too cute..." — Walt Dutton, Los Angeles Times.
* Big Valley:
"... series could have something to recommend it if everyone would stop trying to prove he’s so damned noble..." — Walt Dutton, Los Angeles Times.
"... might be just the thing for those in quest of lots of bloodletting and eye-filling scenery..." — Ben Gross, New York Daily News.
"... warmed-over combination of Bonanza and Empire, but... sparks interest..." — Harry Harris, Philadelphia Inquirer.
"... situations and dialogue are familiar and the cast attractive..." — Lawrence Laurent, Washington Post.
"... four square for bastardy, incest, lawlessness and murder..." — John Horn, New York Herald-Tribune.
"... maybe somebody can do something about that plot..." — Clay Gowran, Chicago Tribune.
"... failed to live up to advance no-
TOUCHDOWN:
CHRYSLER CORPORATION'S
5 YR./50,000 MI. WARRANTY.*

WHY SETTLE FOR
SHORT YARDAGE?

*Here's how Chrysler Corporation's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1966 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

Plymouth Dodge Chrysler Imperial

WHEREVER YOU FIND GREAT SPORTS, YOU'LL FIND CHRYSLER CORPORATION. TUNE IN AFL FOOTBALL, THE WORLD SERIES, THE ROSE BOWL, AND OTHER IMPORTANT EVENTS.
OK, all you timebuyers... PDQ minutes may still be available on these fine stations, how about calling their Reps today!

FOUR STAR'S NEW COMEDY GAME SHOW
- 3 Top Hollywood celebrities star daily
- A change of guest stars every week
- It's the fastest, funniest of daytime delights

ATTENTION STATIONS!
If you're not on this list consider these facts:
- Now available for immediate start
- Half hours for daytime five-a-week play
**FIRST RATING RESULTS!**

PDQ on WNBC-TV New York delivers 40% increase over previous program in same time period.

PDQ AVERAGE RATING 5.0—FIRST THREE WEEKS ON AIR
RATING FOR PREVIOUS PROGRAM IN TIME PERIOD 3.5 LAST FOUR WEEK AVERAGE

SOURCE: PDQ-ARBITRON AUGUST 20—SEPTEMBER 18, 1965
PREVIOUS PROGRAM—ARBITRON AUGUST 22-28, 1965
Ratings subject to the limitations as listed in the Arbitron reports used.

**THESE PDQ MARKETS REPRESENT 44.5% OF TOTAL U.S. TV HOMES**

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TOTAL TV HOMES 23,293,800

* Color
** Television Magazine June 1965 Total U.S. TV Homes ............ 52,365,000
*** Total TV Homes Bellingham-Vancouver-Victoria ............... 461,000

Now in production in Hollywood exclusively for syndication!
Live on tape and in color
(also available in black and white)
Is Agnes Ehrlich different because she said “No”?

The cooperation of selected samples is one of the most critical areas of good research. That’s why we at the American Research Bureau put special emphasis on selecting and training interviewers who can talk friendly and honestly to people like Agnes Ehrlich about the importance of participating in our audience surveys. But some of them still tell us no.

Although 619,700 families did participate in ARB diary surveys last year, we know that gaining complete and accurate cooperation is an impossible objective. We know it, but we don’t write it off. Rather, ARB researchers are constantly at work attempting to identify the effects of non-cooperation. After all, it’s important to us, and to you, to know if Agnes Ehrlich is that much different than people who say “yes” and how she’s different.

This type of diligence has paid off, and will continue to pay off in better audience research reports . . . the kind you just naturally expect from ARB.

AMERICAN RESEARCH BUREAU
A speed-up set on new program forms

AM and FM license-renewal applicants are going to start using the FCC's new program-reporting form 10 months earlier than had been planned. The speed-up will enable the commission to cut three years from the time it would otherwise have to wait before checking the performance of some 1,000 broadcasters against the proposals they make in the new form.

The commission, in issuing the new Part IV of the license application form in August, said renewal applicants would be required to use it beginning with applications due to be filed Nov. 1, 1966.

But last week, the commission said renewal applicants with filing deadlines beginning Jan. 1—broadcasters in the New England states—will be required to use it to report on their proposed operation. Renewal applicants will use the old Part IV to report on past operation until Nov. 1, 1966.

This will enable the commission beginning in January 1969 to check the practice of these licensees against the proposals they make in the new form. Otherwise, the commission would have had to wait until 1972.

The material to be filed by the applicants caught in the speed-up includes an ascertainment of program needs of their community, proposed programing and proposed commercial practices.

Does TV put its own back too often?

Television is "an industry that has sort of gotten off balance telling everybody how good we are." This statement was made last week by Fred W. Friendly, president of CBS News, in a luncheon speech before the Washington Advertising Club. He called for better performance in interpretation by broadcast news organizations.

Mr. Friendly said that the American people need to know more about things than any other people in history and that it is the responsibility of broadcast journalism to keep them informed.

For too long broadcasting has gotten an "A" just for effort. Mr. Friendly pointed out. He said that television and radio received praise just for touching on some controversial subject.

Now, he said, it has become time for broadcast journalists to supply the people not only with facts, but with understanding of the events—interpretation of the news.

Many Faceted — He called the news the most complicated subject in the world and said that mere reporting is not enough. The interpretation of what was seen and heard through the broadcast media would be the great step forward in news coverage, the speaker declared.

He said that the hardest job for broadcast news organizations today is in the field of news editing—of what to put on the air and what to omit. He said that broadcast news teams are hampered by the speed with which they can report as contrasted to the reporting of newspapers and magazines. In broadcast, Mr. Friendly stated, decisions must be made minutes, or in some instances,
seconds, before the broadcast takes place, while a newspaper managing editor may have hours to decide on the coverage to give a story.

Moreover, he declared, the broadcast editor must often wonder, when he omits a story from his coverage, whether he is playing God and dealing with censorship.

He told the club that news programming is becoming a more salable item and cited increased news programming by the three television networks both with regular newscasts and with documentaries and news specials.

**CBS joins others in seeking extension**

CBS last week added its support to the requests of NBC and ABC for a second extension of the deadline for comments on the FCC's proposal to limit network ownership and control of prime-time programming.

In a brief, filed with the commission, CBS requested an extension of the deadline until the parties have had adequate time to "verify, refute, explain, amplify or supplement" the material contained in Part II of the second interim report of the FCC's Office of Network Study.

CBS, like NBC and ABC, contends that Part II is, as a practical matter, unavailable to the parties at this time.

NBC asked that the deadline be postponed from Oct. 21 to Feb. 21, 1966, for comments, and from Dec. 1 to April 1, 1966, for replies (Broadcasting, Sept. 6).

CBS stated that it has undertaken its own factual inquiry into the proposal and needs additional time to study and prepare meaningful comments that will be of assistance to the commission.

The proposed FCC rulemaking, which was set forth in Part I of the second interim report of the Office of Network Study, would limit network ownership and control of non-news prime-time programming to 50%.

**Radio series sales**

30 Hours of Christmas (Triangle): WEER Highland Park, Ill.; WALP Appleton and WEAQ Eau Claire, both Wisconsin.

Earle Nightingale Program (Nightingale-Conant): KXIO Iowa City, KWA Sheldon, and KWAR(FM) Sheldon, all Iowa; WEIM Fitchburg, Mass.; WBIP Booneville, Miss.; KTNN Tucumcari, N. M.; WEYE Sanford, N. C., and WNOK-FM Columbia, S. C.

Anniversaries in Sound (Triangle): WJON Brainerd, Minn., and WNOX Knoxville, Tenn.
In a 15 station market, why does WBAL get more than 1 out of every 4 Baltimore radio dollars?*

RESULTS!

After all, more people listen to WBAL than to any other Baltimore radio station.**

good sound radio

Maryland’s only 50,000 watt station/NBC affiliate/Nationally represented by Daren F. McGavren Co. Inc./or call 301-467-3000

*BASID ON LATEST AVAILABLE FCC REPORTS **NCS NO. 3

BROADCASTING, September 20, 1965
Montana’s music problem

It gets an airing, but no solution, in meeting of broadcasters and music men

Back in March after Montana broadcasters had cajoled, nudged and worked a bill through the legislature that would have put music-licensing firms under state law, they had to ask the governor to veto it because a federal judge in New York had indicated he would sign an order allowing ASCAP to pull its music out of the state (BROADCASTING, March 22).

The idea that Montana music licensing was being governed by consent decrees in New York was at the heart of the problem.

On Sept. 11 in East Glacier, Mont., the Montana Broadcasters Association got its chance to air out a long-standing disagreement with representatives of the three major music-licensing organizations. The outcome was predictable: ASCAP, BMI and SESAC said they were operating their businesses the best way they could for their members. The broadcasters felt they were paying too much and had no say in the way the fees were set up.

Taking part in the music licensing panel were: Herman Finkelstein, general counsel for the American Society of Composers, Authors & Publishers; Sydney Kaye, board chairman of Broadcast Music Inc.; Jim Myers, station relations manager for SESAC Inc.; Ronald Murphy, Seattle attorney; and Hamilton Shea, WSPA-TV Harrisonburg, counsel of ASCAP; Douglas A. Anello, general counsel of NAB; Jim Myers, station relations manager for SESAC, and Sydney Kaye, chairman of the board of BMI.

The outcome of a give-and-take between Messrs. Kaye and Murphy, the BMI executive pointed out that prices aren’t fixed on national products such as cars. Mr. Murphy’s reply: “You purchase the car you want at the price you want, and you don’t have to buy every car in the General Motors line.” He added that broadcasters should be able to buy music by type; i.e. jazz, western, classical.

Mr. Kaye said if anyone wished to buy just 100 tunes BMI would give him the names of the composers and the arrangements could be made directly.

Mr. Shea accused the licensing firms of standing pat on “contracts that were negotiated five and ten years ago [that] are now out of date.” He said the industry committee can “prove in a court that for the amount of music used we are paying too much.”

The committee, he said, has gathered a “tremendous amount of data. We have had music analyzed. We have developed some legal standing for clearance at the source. We have available to us a full-dress antitrust suit which would require a tremendous amount of money. Although we do not have a new contract or a new rate, we do have plenty of determination.”

‘Third dimension’ use in Mark Century ID’s

Mark Century Corp., New York, production-programming company, is announcing today (Sept. 20) a new radio service package. The In-novators, which incorporates what the company calls a “new approach to the musical station identification package.”

The package contains 25 station ID’s, five contest and promotion features, 10 commercial campaigns (these run one-minute in length) and 10 special production features (news, weather, disk jockey, etc.).

Mark Century’s design for the package, according to Milton Herson, president, is the use of a three-track recording as opposed to the normal two-track (music and voice). The “third dimension” is supplied by a vocal group whose singing presents a sound of instruments. This track is combined with two others—one of a band and the other of a vocal group singing the lyrics.

Mr. Herson explained that the talents of four arrangers, five different bands and 12 vocalists were used. A total of 30 hours of singing was needed to produce the finished product on the master.

Mr. Herson said the new package, sold exclusively by Mark Century Sales
Powerful new facilities:
2000-ft. tower, a new traveling wave antenna plus 316,000 watts maximum power calls for Seven Arts powerful "Films of the 50's".

Why KATV bought Volumes 4, 5 and 9 of Seven Arts' "Films of the 50's"

Say James Leake and Bob Doubleday:

"KATV's new tower (2,000 feet), new transmitter, and our traveling wave antenna with maximum power of 316,000 watts, will premiere the week of September 13, 1965. All of these new facilities were obviously designed and built to increase our coverage area and reach a greater viewing audience.

Our Program Department, already supplied with an extensive film library plus KATV's own 16 hours of local—live programming per week, needed a new look in programming and called for help in strengthening our feature film schedule. Seven Arts' 'Films of the 50's' provided the obvious solution.

Volumes 4, 5 and 9—308 top features (50% of them ready for colorcasting)—were available. We looked at them for story lines, stars, and 'freshness'. Because they fit in so well with the new look of KATV we bought them, and we're enthusiastically looking forward to the debut of the new KATV in September which will be highlighted by Seven Arts' 'Films of the 50's'."

Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, Emerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STATE 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193
Adjusment called for from politicians

Taking a look at election campaigns for years to come, Vincent Wasilewski, president of the National Association of Broadcasters, last week charged that politics today must adjust to "scientific developments which now seem to be moving so rapidly as to outrun our capacity to absorb them."

Noting the importance of radio and television in politics, he told the Michigan Association of Broadcasters fall convention in Gaylord: "The modern politician should recognize that the planning of his broadcasting campaign should take first priority."

Without spelling out any line-by-line solutions, the NAB president expressed the plight of many broadcasters, and a large segment of the public, that "broadcast campaigning is sheer dullness."

Mr. Wasilewski also hit at the national conventions, which contain "moments of high drama," separated "by vast, arid stretches of less-than-enthralling material." And he was critical of the "long and seemingly endless nominating speeches [which] are followed by equally numerous and equally interminable seconding speeches" and the "so-called 'demonstrations' for candidates and favorite sons [that] also have a somewhat hollow ring."

He recognized the cost of seeking office as one of the most important problems in American politics. "The real focus of the concern is the cost of broadcasting time," Mr. Wasilewski said. "As broadcasters we simply cannot ignore the problem."

However, he implied that proposals giving candidates unlimited free time or free time equal to paid time or lowering the cost of time to candidates are neither fair to broadcasting nor the real answer.

Broadcasting, in the "direct donation of valuable air time" now contributes "more financially to political candidates than any other industry in the United States." He said that not enough weight is given to that fact, and that free or less-expensive time suggestions "constitute neither a recognition of present broadcaster contributions nor a fair equalization of the burden of the cost of campaigning."

Participation in politics, the NAB president said, "raises our vocation to the stature of a profession" and when broadcasters take aim at the political processes and offer suggestions for improvement, they should not be construed as presumptuous proposals from purveyors of entertainment. "The opinions we render," he pointed out, "are essentially professional—offered in good faith to improve the quality of both politics and broadcasting's coverage of it. These are the credentials we present in asking that our voice be heard."

Program notes...

Blue is back — New half-hour comedy TV series, Soup to Nuts, is being prepared for distribution by Blue Fields Productions, new Hollywood firm headed by Ben Blue, veteran comic who is starred in this revue-type show featuring blackouts and skits. Sid Fields is producer of the series. Series will be available in either color or black-and-white, tape or film. A national advertiser is interested in half-sponsorship of the series if distribution in major markets is obtained, Mr. Fields said last week. Blue Fields is located at 1773 North Highland Avenue, Hollywood 90028. Phone: 465-5250.

Increased coverage — NBC News has sent three correspondents and seven cameramen to supplement its coverage of the India-Pakistan conflict. In India, correspondents Dean Breils (from London) and Alvin Rosenfeld (Madrid) have joined cameramen Henry Toluzzi (Athens), Larry Travis (Saigon) and Percy Ralreja and M. P. Darira, both Indians. Coordinator of news on the Indian side is P. K. Khanna, manager of NBC News in New Delhi. From bases in Kavalpindi, capital of Pakistan, and Karachi, cameramen Edward Van Kan, Wayne Mitchell, and Z. D. Barni, a Pakistani, have been joined by Robert Conley (Nairobi).

Two for comedy — NBC-TV is adding to its talent reserve in a major recruitment drive, according to Mort Werner, vice president of programs, TV network division. Latest additions in the comedy field include Joan Rivers and Adam Keefe, both signed last week. Miss Rivers, who writes her own scripts, plans to aid in developing her own series.

Rights to Truth — Desilu Sales has acquired worldwide distribution rights, outside the U.S. and Canada, to Moment of Truth, daily daytime half-hour program currently on NBC-TV.

Travel film — Association Telefilm, TV division of Association Films Inc., New York, has a color series, Discovering America, available at no cost to TV stations for sustained programming or local sponsorship. Travel film includes opening remarks by Vice President Hubert Humphrey, speaking at the New York World's Fair.

Seven Arts Films — A group of 23 additional post-50 and post-1960 feature films have been placed into TV distribution by Seven Arts Associated Corp., it

KPRC-TV's own 'people-to-people' project

KPRC-TV Houston has been documenting an unusual summer spent by nearly 300 area young people. Los Amigos de Honduras was a "people to people" styled project planned by Guy Bevil, youth minister of Houston's River Oaks Baptist Church. Mr. Bevil and church representatives laid the groundwork with local Honduran officials and undertook to train their group of volunteers in Spanish, first aid, and inoculation techniques. Then, with preparation to give smallpox vaccination, diptheria, whooping cough and typhoid inoculation; and treatment for worms, three shifts of volunteers went into the Honduran back country for three-week periods. KPRC-TV sent two newsmen, Larry Rasco and Jack Long, to record the program on newsmfilm with accompanying audio tape. The resulting documentary includes interviews with remote villagers and with 30 of the volunteers. The film will be presented by KPRC-TV as a six-part fea-

Newsman Jack Long watches Connie Oliphant give a shot to a young Honduran boy.
WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE

... and, IN PENNSYLVANIA, it's WJAC-TV

The recent HARD CORE STUDY can show you how to score a bullseye in rich Pennsylvania. Aim toward the Million Dollar Market In The Middle with WJAC-TV! In one sure, swift shot -- you'll hit America's 43rd ranked TV market!

CALL HARRINGTON, RIGHTER & PARSONS, Inc. FOR A SPECIAL HARD CORE STUDY PRESENTATION.
was announced last week by Donald Klauber, executive vice president and general sales manager. Titles include "Return of A Stranger," "Web of Suspicion," a part of Signet Productions, "The Silent Invasion," "Highway to Battle," "The Pursuers," and "Identity Unknown."

New offices - Frank Brandt & Associates, commercial production company formerly a part of Signet Productions, has moved to new studio headquarters at 201 North Occidental Boulevard, Los Angeles 90026.

U.N. films - Nine 16 mm films showing the work done by the United Nations Relief and Works Agency and UNICEF—three of which are narrated by Hugh Downs, Danny Kaye and James Mason—are available to TV stations on a free-loan basis as part of the celebration of U.N. Month, beginning in October. The films, ranging from 13 1/2 to 30 minutes in length, are obtainable from Association Films' five regional branches.

U.N. coverage - WNYC-TV, UHF station operated by the City of New York, will present complete coverage of the United Nations General Assembly's 20th session, beginning tomorrow (Sept. 21). The station noted last week that the assembly and special sessions of the U.N. have been covered by WNYC-TV for the past three years and by WNYC-AM-FM since the U.N. established its New York headquarters in 1946.

Murray named - Universal City Studios, New York, has signed actor Don Murray to a nonexclusive multiple contract for TV and motion pictures. First project calls for Mr. Murray to star as Wild Bill Hickok in a previously announced two-hour TV film, The Plainsman, which begins production this month for CBS-TV.

Worldwide rights acquired - Banner Films, New York, has acquired from Dynamic Films, that city, worldwide distribution rights to Speedway International, a series of 39 half-hour color TV programs dealing with various auto racing events.

Band series - Guy Lombardo Films Inc., New York, plans to have completed for syndication by April 1966, The Bandleaders, a series of 26 half-hour TV documentaries on the lives and music of famous American bandleaders. Mr. Lombardo will provide commentary for the series.

History of Negroes - National Educational Television announced last week that History of the Negro People, filmed series of nine half hours, tracing the odyssey of the Negro from ancient times to the present, will be presented on NET affiliated stations beginning Oct. 10.

CBS correspondents are given new assignments

New assignments for several news correspondents on CBS Radio were announced last week by Lee Hanna, director of radio news, in an annual report to the CBS Radio affiliates association convention (also see page 64). Mike Wallace, effective Oct. 4, will report the 9 a.m. news, weekdays, in addition to his current Mike Wallace at Large and Personal Closeup, a Dimension feature.

Continuing on World News Roundup, Dallas Townsend will add a Saturday edition to his weekday schedule at 8 a.m., beginning Oct. 9. Mr. Townsend will also report the 9 a.m. and 1 p.m. news on Saturdays, starting that same day.

Neil Strawser will relinquish his Saturday Roundup spot, and will be heard instead in 4, 8 and 10 p.m. news reports on Saturdays, starting Oct. 9.

Ned Calmer will anchor news at 1 p.m., effective Oct. 4, while remaining in a 3 p.m. weekday time slot. On Saturdays, Mr. Calmer will carry the 2, 5 and 9 p.m. news.

Douglas Edwards takes over Mr. Calmer's position on The World Tonight, at 7 p.m., beginning Nov. 1.

Reid Collins, beginning Oct. 4, will be heard on the 4 p.m. news, along with his regular news reports at 2 p.m.

Two new radio series available

Mark Century Corp., New York, is adding as bonuses a Learn a Language series and a sports feature to its Radio a la Carte package which is now subscribed to by stations in 94 of the top 100 markets. (Mark Century's station subscribers for all of its radio services stand at nearly 500). Learn a Language provides 30 lessons in one-minute lengths. Its sports program has a top sports personality giving tips on such activities as bowling and golf.

Film sales...

The Wonder World of K. Gordon Murray (AI-TV): WTTV(TV) Indianapolis; WVUE(TV) New Orleans; KCXK-TV Salt Lake City; WOR-TV New York; KJZ-TV Los Angeles; WHIO-TV Memphis, and WNAC-TV Boston.

The Exploitable 13 (Independent Television Corp.): WTTV(TV) Indianapolis; WNBP-TV Scranton, Pa.; WHIO-TV Dayton, Ohio; WPLA-TV Tampa, Fla.; KORK-TV Las Vegas; WBEN-TV Buffalo, WHEC-TV Rochester, and WAST(TV) Al-bany, all New York; WKZO-TV Kalamazoo, Mich.

Of Lands and Seas (Olas Corp.): WGR-TV Buffalo, N. Y.; KIRO-TV Seattle, and WPTA(TV) Ft. Wayne, Ind.

The Longest Tunnel (Triangle): KTLA(TV) Los Angeles and KKKM-TV Monahans, Tex.


20 FM outlets buy Cleveland service

The Cleveland Orchestra Syndication Service, which will syndicate a series of concerts beginning the week of Oct. 31, announced last week that more than 20 good music stations have already subscribed to the service.

The first 13 weeks of the series of two-hour stereo concerts will open with three taped performances given in Vienna last June and one taped in Kiev during the latter part of April.

The remainder of the initial series will come from regular subscription concerts given at Severance Hall in Cleveland. Introduction and commentary will be by Robert Conrad, vice president of WCLV(FM) Cleveland, which is responsible for taping the concerts and administering the syndication service.

MGM to move to N.Y.'s broadcast row

Metro-Goldwyn-Mayer Inc. has leased 11 floors in a new building under construction at 1350 Avenue of the Americas in New York, in the vicinity of CBS Inc.'s new building and a skyscraper that ABC will occupy within several months.

MGM, which has motion picture, TV, record and music divisions, plans to take occupancy in late summer 1966. The building is on the southeast corner of 55th Street. Also on the same avenue, CBS's building takes a blockfront between 52d and 53d Streets, and ABC's new headquarters on the Avenue of the Americas is between 53d and 54th Streets. NBC, housed in the RCA Building in the Rockefeller Center complex, is between the Avenue of Americas and Fifth Avenue and is bordered by 49th and 50th Streets.

MGM's long-term lease in the 33-story building has an aggregate rental of more than $12 million. MGM will vacate its present quarters in the Loew Building at 1540 Broadway that it has occupied since the company was formed in 1924.
The WWJ Stations understand their community. This understanding serves Detroit in many ways: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC that goes back 38 years. And home ownership by The Detroit News.

Because Detroiters know that WWJ and WWJ-TV understand their community, they are more receptive to advertisers' sales messages on these stations. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell cakes or cosmetics.
For recording or playing.

This colorized TR-4 affords the most economical way to record or playback color tapes. It's complete in a 22 x 33 inch cabinet, 5½ ft. tall. It includes suitable metering facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.

For recording and playing - at the same time.

Combining the TR-4 with the TR-3 Player enables you to record on the one while the other is on the air. The colorized TR-3 Player performs to the same high RCA broadcast standards and is compatible with all quadruplex recorders. When recording and playback must be done at the same time, the TR-4/TR-3 combination is the most economical.
and play color tapes!

For simultaneous record and playback, with spare function.

Adding a second colorized TR-4 to the TR-4/TR-3 combination provides a system that is extremely versatile. It permits you to record and playback simultaneously—and still have a machine available for those unexpected jobs. It provides practically the equivalent, in studio time, of a three recorder setup.

See your RCA Broadcast Representative for complete details on these economical systems for color recording and playback. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. The Most Trusted Name in Television
A new formula for buying radio

CBS Radio study says advertisers should buy not only on audience size but on audience attentiveness and persuasiveness of the station

Do certain radio stations—and certain radio station formats—provide a better climate for commercials and thus amount to a better buy for advertisers? CBS Radio made public the results of an extensive independent research study of these questions last week and gave the answer as a ringing "yes."

The findings led CBS Radio officials to venture that on a cost-per-thousand basis the audience of a "talk" station is worth at least twice as much as the audience of an album-music station and up to 50% more than the audience of either a popular-music or contemporary-music station.

The study singled out the attention, authority and commercial believability levels that radio stations command among listeners as factors the advertiser should consider in addition to simple audience size.

Four Types: On the basis of in-depth interviews with 2,416 adult listeners in the seven markets where CBS owns radio stations, the study undertook to rate four major station types on each of these factors:

<table>
<thead>
<tr>
<th>Station Type</th>
<th>Attention</th>
<th>Authority</th>
<th>Believability</th>
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<tbody>
<tr>
<td>Talk</td>
<td>High</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Popular music</td>
<td>Low</td>
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<td>Low</td>
</tr>
<tr>
<td>Album music</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Contemporary music</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
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</tbody>
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At the top of the list the study put another station category—the CBS-owned stations. They were rated high in all three categories. All seven follow basically a talk format, but officials said that "because we have pioneered in this field of programming our programs are different in many respects from those of other talk stations," justifying their separation into a different group.

In addition, they noted, treating the CBS-owned stations as a separate class made it possible to present a better sales story for those specific stations as well as for talk and information stations generally.

CBS Radio authorities said they could not put numerical values on the terms high, medium and low in this evaluation. These ratings, they said, were "comparative" values given by Motivation Analysis Inc., West End, N. J., which conducted the study, and the numerical equivalents were known only to MAI.

In the station classifications, "contemporary music" stations were those that play top 40 or rock-and-roll; "album music" stations were those playing good music or "wall-to-wall" music, and "popular music" stations were those offering standard or middle-of-the-road music.

PERSUASIVE: The theme of the findings, made public by Fred Ruegg, CBS Radio vice president in charge of station administration, at the CBS Radio affiliates convention last Wednesday (see page 64) and to be given wide exposure among agencies and advertisers starting this week, was that talk stations (and CBS-owned stations in particular) are listened to more attentively and are more persuasive than stations in the three major music groups.

Although the study was limited to seven cities, CBS Radio authorities said the findings were consistent from city to city and that the basic conclusions should be applicable in other cities having similar types of stations. Mr. Ruegg stressed to the affiliates that it was "not a study to determine how many listeners can be attracted by one particular type of programming versus another" but was intended, rather, to show "the difference in the reactions of listeners who choose one kind of radio over another."

The study, called "Mike and Mike, 1965," is a follow-up to one done in 1957 called "Mike and Mike. They Seem Alike." The earlier one, also by Motivation Analysis Inc., compared CBS-owned radio stations with the leading independents in their respective markets and stressed that although radio stations may seem alike they are regarded differently by listeners (Broadcasting, Nov. 25, 1957).

Complex Study: Since then, specialized programming has become more widespread and the number of stations commanding substantial audiences has increased. The job of selecting stations has become more complicated for advertisers and the job of tracking listener attitudes has become similarly more complex. Dr. Philip Eisenberg, president of Motivation Analysis, said the new study was "the most complex research project we have ever undertaken in radio."

Cost of the current study was reported unofficially to be close to $200,000. CBS Radio authorities would not confirm that figure but said their outlays for research in the past four years had totaled approximately $467,000.

In the study, MAI completed 17,214 telephone interviews in the seven markets where CBS Radio owns stations: New York, Boston, Philadelphia, Chicago, St. Louis, San Francisco and Los Angeles. All were with adults (20 years years old and up) who also are radio listeners (30 minutes or more per day). About half were with men, half with women.

One or Two Stations: These interviews dealt with listening habits, and "interestingly enough," Mr. Ruegg re-
"Science is organized knowledge."

Edmund Spenser
1552-1599
English Poet

The efficient organization and utilization of knowledge—both operational and motivational—is a basic management concept at G-L stations. Griffin-Leake makes television a SCIENCE, and yet an ART... with sales results a primary goal.

GRIFFIN-LEAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
Olds' ad plans

Looking over a storyboard for Oldsmobile dealers' local TV commercials are Lee Witter (seated), Oldsmobile advertising manager, and Doug Barker, supervisor of advertising accounts. A selection of 15 TV spots, all in color and including both 30-second and minute versions, are being supplied to dealers for their use along with a package of radio spots in both 20-second and minute versions. Olds' debut date is Oct. 14. National agency is D. P. Brother & Co., Detroit. The auto maker is using heavy national TV-radio schedules too (Broadcasting, Sept. 6).

reported, “they revealed again that most people listen to only one or two radio stations—a fact that has emerged from every study we have done for the past several years. In this case 75% listen to only one or two radio stations. Only 25% regularly listen to more than two; 32% listen to only one.”

Respondents then were classified according to type of listening. If they spent at least 90% of their listening with one type of programing—talk, popular music, contemporary music, album music or CBS-owned station— they were classified as “pure station type” listeners in the appropriate category.

Listeners who spent at least 25% of their radio time with a CBS-owned station and at least 25% with a station in another category, and who ranked these two stations as their first and second choices, were classified as “combination station type” listeners—CBS-owned and talk, CBS-owned and popular music, etc.

In-depth interviews, averaging 90 minutes each, were then conducted with representative listeners in each of the five “pure” and four “combination”

classifications. Officials said these totaled 2,416—about 430 each in New York, Los Angeles, San Francisco and Boston, and about 230 in each of the three other markets, where there were then (late 1964) no other talk stations and no album-music stations “of consequence.”

Radio was identified as mostly a source of information by a majority of the talk-station listeners (57%) and CBS-owned station listeners (51%), and mostly as an entertainment source by a majority of the album music (64%), contemporary music (58%) and pop music (51%) listeners.

On the theory that a listener paying attention is more valuable than one who isn’t, the study explored attention levels and found that 67% of the CBS-owned station listeners and 63% of the other talk-station listeners said they pay “full attention” at least 60% of the time, as against 45% of the pop-music, 42% of the contemporary-music and 31% of the album-music listeners.

What It All Means • Mr. Ruegg said of these findings:

“Comparing talk with album-music listeners, we have a relationship of better than 2 to 1 in favor of the talk stations. This would suggest to me that an advertiser would be justified in spending up to at least twice as much, on a cost-per-thousand basis, for a talk station’s audience as he would for an album-music station’s audience. He could afford to spend up to 50% more for a talk-station audience over that for either a popular or contemporary-music station audience.”

From questions on listener preferences Mr. Ruegg drew this correlation: “The more talk listeners prefer, the more attention they pay. The less talk, the less attention.” These questions again produced indications that listeners to CBS-owned and other talk stations spend two-thirds of their radio time listening to talk, while the proportion among the various music-station listeners is closer to one-third.

Going at the question from still another standpoint, the study found that even among music-station audiences talk programs get full attention from eight out of ten listeners, whereas fewer than five out of ten—at the most—give full attention to music.

Combo Listeners • The study used “combination” listeners—those who listed a CBS-owned station and one in another category as their first two choices—to draw additional comparisons, which almost uniformly favored the CBS-owned outlets. It was emphasized that in about half of these combinations the CBS station had been identified as the listener’s first choice, while in the other half the other station was ranked first.

In these comparisons the CBS-owned station was favored on such points as audience attentiveness, reportorial believability, authoritativeness, better news, stimulating programing, interesting programing and ranking as “better station.” On most of these points other talk stations ranked second to the CBS-owned outlets.

On the question of which station’s commercials are liked best, album-music stations took a 5-to-3 edge over CBS-owned stations. Mr. Ruegg attributed this partly to album-music stations’ generally more stringent commercial acceptance policies and partly to inattention among album-music listeners.

As to “most believable commercials,” the study gave CBS-owned stations a 5-to-3 advantage over album-music stations, more than 2 to 1 over other talk and popular music stations, and 12 to 1 over contemporary-music outlets.

Mr. Ruegg noted that 60% of the listeners had no opinion on this question but said that this “is not really strange [since] many of the same commercials are carried on all stations.”

What it all adds up to, CBS authorities asserted, is that advertisers and agencies should buy radio by a new formula that considers the attention a station commands, and the persuasiveness it offers, along with the conventional factor of audience size as indicated by the numbers. The formula: “AE = PP + MP + SP” or “Advertising Effectiveness equals Physical Presence, Mental Presence, Station Persuasiveness.”

How to sell more spot radio

Salesmen told by agency man to spend more time selling creative people

The way to sell more spot radio time is to “spend more time selling agency creative people,” Richard J. Mercer, creative vice president for media at BBDO, told a group of spot radio salesmen last week.

He told them that they, and their counterparts throughout spot radio, weren’t working nearly hard enough to inform and interest the people who have the imagination and ability to increase radio use but who may belong to a generation that “never experienced at an early age radio’s incredible power to communicate visions as well as words.

“When agency creative people get

52 (Broadcasting Advertising)
We'd like to show you a picture of ATC's modular “building block” concept in Automatic Broadcasting systems. But we just can't do it. No two systems ever look the same. Each system is designed to the specific programming desires of management. This is why ATC systems are creating so much interest in the industry. Our building block concept tailors the system exactly to your needs.

We'd like to tell you just what you need in the way of an Automatic Broadcasting system. But we need your help. We need to know what it is you want to broadcast automatically. How long and why. To help you in this, ATC offers free a 35 page booklet entitled, “Planning for Automated Broadcasting.” It helps you consider all aspects of Automatic Broadcasting without investing a penny. (There's a copy waiting for you now.)

We'd like to tell you just how much an Automatic Broadcasting system will cost. But we need to know exactly how you want your station to sound. ATC systems are priced on the basis of how many components are needed to do a specific job. You get no more than you need and certainly no less. Also, we need to know what equipment you now have which might be useable in the system. We work with you to get the price down, not up.

We'd like to tell you that switching over to Automatic Broadcasting is easy. But we can't unless the proper planning and preparation for Automatic Broadcasting is done beforehand. We can tell you, though, that the reward is well worth the effort. Your reward is better use of professional personnel. Your station is more dynamically effective seven days a week and night time, too. You enjoy complete error control over your program content. And, among other things, you maintain absolute control over your music policy.

We'd like to hear from you. Call or write us and tell us your thinking. Then we can show you the picture of what your Automatic Broadcasting system will look like. And cost.

AUTOMATIC ATC TAPE CONTROL
1107 E. Croxton Ave.
Bloomington, Illinois

Automatic broadcasting—as easy as ATC...
radio ideas," he said, "radio gets used more often."

Mr. Mercer spoke Tuesday (Sept. 14) at a clinic held by CBS Radio Spot Sales for the 12 stations it represents. CRSS' own sales meanwhile were reported up 7% this year over last.

"There is no one in the modern advertising agency," Mr. Mercer said, "who has any more influence on media selection than the creative man. And there is no one in an agency who can do as much with the information you give him about your medium as the creative man can. So why send all your ammunition on account men and media people who're already full of knowledge about you, when there are creative people standing by—with the imagination to do something with it."

Creative Influence • Mr. Mercer cited current campaigns of Schaefer beer, Pepsi-Cola and Campbell soups (all represented by his agency) as examples of radio use that was influenced by creative people.

For years, he said, the brewing industry and agency marketing departments knew that 20% of the customers account for 80% of the beer consumption.

But "when somebody finally leaked this information to the right creative people," he said, the result was the campaign built on Schaefer as "the one beer to have when you're having more than one"—now on 225 radio stations in 15 states and "one of the most effective and certainly one of the best known beer campaigns in history."

Pepsi's campaign stress on youth, Mr. Mercer said, resulted—and brought an additional radio appropriation—after the copy department was given information on consumer age levels. He played a Pepsi commercial and added:

"The writer who wrote that commercial had a radio idea. Too expensive for television, impossible in print. No way to do it but radio. They now have a whole series of these actuality sound-effects commercials. They're on the air with something extra over and above Pepsi's usual jingle and announcer commercials."

Campbell soup, he noted, uses "an awful lot of radio" even though "common sense will tell you the best way to sell a food product ought to be with a great big full-color mouth-watering photographic.

"But if a picture is worth a thousand words," he continued, "we believe that on radio at the right time—say just before dinner, when your object is to sell soup as an elegant first course—the right words, and the right piece of music, can be worth a thousand pictures."

Appeal of Radio • He played a series of Campbell soup commercials to illustrate radio qualities that appeal to creative people—timeliness, high selectivity, flexibility and uniqueness—as "the one medium where we can afford to cut the cloth to fit the pattern."

Broadcast salesmen, Mr. Mercer said, should take a lesson from magazines in spending more time selling creative people. A survey at BBDO, he reported, showed that the 26 top creative people know 287 magazine representatives through business contact "and only seven radio salesmen." Moreover, he said, they were unanimous in reporting that print media were doing the most effective job of contacting agency creative people.

Mr. Mercer said radio commercial workshops, similar to one held in New York last spring (Broadcasting, May 3), ought to be held "in every major broadcast city in the country." They would not only "do radio a lot of good" but would also raise the quality of creative work in radio, he said, adding: "If you're organizing for sales success, organize some radio commercials workshops and get to know copywriters, gentlemen, and sell them on spot radio."

In other CBS Radio Spot Sales clinic sessions, held Sept. 13-16 in New York, Maurie Webster, vice president and general manager of the sales organization, reported sales gains even though national spot selling is becoming more complicated.

"Business is good," he said. "We're up 7% over last year."

Mr. Webster said seven stations represented by CRSS "are setting spot sales records this year," with one having its best year in three years, another having its best year in six, and the others setting all-time sales records.

Erwin Ephron, manager of media analysis and planning for BBDO, told the clinic that while station people "seem concerned with computer demands for detailed information about radio," it seemed to him that "the real concern is that the computer has settled for so little radio information in the past."

"In too many cases," Mr. Ephron said, "radio lost the media-mix contest before the problem was ever stated to the machine."

Oppenheimer expands its spot-TV campaign

The Oppenheimer Fund Inc., New York, which decided to test television this year with a spot campaign in New York, will renew its efforts in that market; will add Philadelphia, starting next week. Oppenheimer also is considering the use of TV in three or four other major markets.

Jerome Gordon, executive vice president of Gordon & Weiss, New York, agency for the mutual fund, reported that a few weeks after the New York campaign started last winter, consumer recognition of the Oppenheimer name rose dramatically and sales grew substantially.

Oppenheimer has only a limited budget and is using 10- and 20-second IDs in prime time and in adjacencies to news programs. The new fall campaign will be on WNBC-TV New York and KVVV-TV Philadelphia with a schedule of 10 to 18 announcements a week, and, according to Mr. Gordon, other markets hopefully will be added later this winter or early next year.

Ayer, Pharmaco split over marketing plans

N. W. Ayer & Son, Philadelphia, and Pharmaco Inc., Kenilworth, N. J., announced last week that they have mutually agreed to terminate their relationship at the end of this year.

The products whose advertising will be affected are Feen-a-Mint, Choco, Correctol and Regutol, with total billings of approximately $1.5 million (an estimated $1.3 million in network and spot TV).

An Ayer statement said that the "friendly separation" was caused by a "basic disagreement" in marketing strategy on one of the products, which was not named. No decision on account re-assignment has been made by Pharmaco.

Live coverage set for opera—concert season

The Texaco Co. will sponsor the Saturday matinee performances of the Metropolitan Opera on 100 commercial radio stations for 20 weeks, starting Dec. 4.

G. H. Johnston Inc., New York, arranged for the transmission lines and the station lineup for the live broadcasts of the opera, which have been on the air and sponsored by Texaco for 26 consecutive years. The broadcasts also will be carried on approximately 30 stations operated by colleges and universities.

Johnston also has completed arrangements for 34 Saturdays evening broadcasts of concerts by the New York Philharmonic orchestra, starting on Oct. 2, on about 60 stations. The majority of stations will carry these broadcasts live, although some plan to record the program for presentation on Sunday. Sponsorship will be obtained locally, according to the company.

All he has to do is ask. He asks for what he sees on television. And his mother buys him nine of the ten things he asks for.

These are the salesmen who sell the supersalesman: Sandy Becker, Sonny Fox, Chuck McCann, Soupy Sales and Paul Winchell.

They sell on WNEW-TV.

METROPOLITAN
BROADCASTING TELEVISION,
A DIVISION OF METROMEDIA
REPRESENTED
BY METRO TV SALES
Advertising to blame for increasing prices?

That's what consumer report, ordered by National Bureau of Standards declares; spokesman
denies bureau shares views expressed in study

Advertising as practiced by some of America's largest consumer product distributors is blamed for "very great price increases" in a report filed with the National Bureau of Standards by the Consumer Union, a research organization in Mount Vernon, New York.

In its report, which was made at the request of the bureau, the union observed that advertising expenditures have a snowballing effect on prices which must be increased to cover the advertising budgets, and then competition spends more to promote its product and the process repeats itself to the detriment of the consumer.

Although the study was requested by the bureau for the purpose of determining whether or not consumers were receiving full value in their purchases, spokesmen for the bureau were outspoken in their criticism of the attack on advertising which it included.

The bureau understands the importance of advertising in a growing economy, the bureau spokesmen added. While the Consumer Union said that "creative advertising of reasonable content and magnitude can often serve a useful purpose," it went on to observe:

"Widespread objections to current advertising philosophy have been registered in all sectors of the population."

The report was requested by the Bureau of Standards to determine whether to establish a panel to deal with the problems of the consumer. The cost was said to be "slightly in excess" of $2,400. It was learned that a consumer panel will be set up sometime in the future by the bureau.

The Consumer Union said that the major advertisers spend the most money "in areas in which it is difficult to determine the relative value or efficacy of competing products." It observed that the most obvious instances of "pure or very nearly pure advertising competition are found in product areas such as tooth paste, cosmetics, non-prescription drugs including cold remedies and aspirin, certain prescription drugs, soap and detergents, gasoline and lubricants, and cigarettes."

It also said in the report that where the "advertising competition predominates, the share of the market captured by dominant brands bears generally a fairly direct relationship to the advertising expenditures and to the assets of the producers."

The report said that while product competition tends to reward product improvement, advertising competition is little associated with product improvement, but more often with merely attention-getting changes which bear no relationship to product quality. It further states that "the changes, at least a large proportion of them, involve nothing more than revised packaging and labeling." The report added that these changes and the techniques used in the competition through advertising are not generally designed to convey meaningful product information, but to appeal to the "prejudices, value structures and yearnings of those segments of the consuming public most likely to purchase products within the category in question."

The report cited the case of a nationally advertised brand of aspirin, which, it says, costs the same for a dozen tablets as does a bottle of 100 tablets manufactured by a small company without an advertising budget.

Expenditures for advertising in 1963 were in excess of $13 billion, it was reported, but only a small portion of that was spent to convey information for use in making meaningful comparisons between the various brands of the commodities represented. "Even where the advertising messages include product claims," the report said, "presentation of straightforward and meaningfully informative data is extremely rare."

The report charges that major advertisers are more concerned with the "brand image" of their product, than with the product itself.

The Consumer Union, in conclusion, said that contemporary advertising, as it has developed, "contributes mainly to a massive waste of human and natural resources," and added that there is considerable incentive for business as well as consumers to press for standards that would restore the benefits of product competition and "curtail the very evident abuses of runaway promotional competition."

When the Bureau of Standards has finished with the report it will be turned over to Esther Peterson, special advisor to the President on consumer affairs.


The cost is $3 per copy.

Agency appointments . . .

- California Packing Corp. names Campbell-Ewald Co., Los Angeles, for its Del Monte Seafood Division. Gene Stokes is account executive. McCann-Erickson, San Francisco, which handles...
A world of high-power transmitter experience

In the field of high-powered, medium-wave AM transmitters, Gates is a world leader. Why? Take the model BC-5P2. It's a completely self-contained 5KW transmitter, designed for reliability...wide frequency response...less floor space...and low operating cost. Or the model BC-50C which offers the lowest hourly tube cost of any 50KW transmitter. Or our model BC-100G...a 100KW transmitter that provides unsurpassed reliability even in areas of extreme temperatures and humidity. All Gates high-powered broadcast transmitters utilize high-level plate modulation and long-life silicon power supplies. Write or cable for full information.

GATES Medium-Wave Broadcast Transmitters

<table>
<thead>
<tr>
<th>Power Output</th>
<th>100KW</th>
<th>50KW</th>
<th>10KW</th>
<th>5KW</th>
<th>1KW</th>
<th>1KW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type No.</td>
<td>BC-100G</td>
<td>BC-50C</td>
<td>BC-10P</td>
<td>BC-5P2</td>
<td>BC-1G</td>
<td></td>
</tr>
</tbody>
</table>

Vanguard I (transistorized)

Other models: 500 watt (BC-500G) and 250 watt (BC-250GY)
bulk of Cal Pak advertising, had previously been the agency for the tuna and other seafoods. Campbell-Ewald Co., San Francisco, is agency for Del Monte carbonated beverages.

- Heet Division of DeMert & Dougherty, Chicago, names Bronner & Haas there to handle national account for gasoline anti-freeze additive which includes use of both radio and TV. Former agency was Arthur Meyerhoff & Associates.

- Prolon Plastics, Florence, Mass., manufacturer of commercial and consumer melamine dinnerware and accessories, has appointed Frank B. Sawdon Advertising, New York. The agency reported media plans include the use of spot radio and TV.

Rep. appointments ...


Webster says radio needs more research

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, called on the radio medium last week to commit itself to greater expenditures for research.

Speaking at the CBS Radio convention (see page 64), he told radio men to "demand top quality research—not just ratings. Good research will help our industry to get more national spot dollars."

He told the convention that radio can and should win endorsement from clients when they are given solid research presented in a positive way.

Mr. Webster also urged that emphasis be placed on creativity in radio advertising. Noting that last spring's radio commercials workshop, held in New York, was the first of its kind in more than a decade, he suggested that stations get together with other local broadcasters and organize radio commercial workshops in their own cities.

Business briefly ... 

The Borden Co., for its new Danish margarine, through Young & Rubicam, both New York, is using regional cuts in NBC-TV and ABC-TV daytime programs on Atlantic seaboard, New England and West Coast states. The network campaign, which began last week and which will run through October, is being augmented with a heavy schedule of TV spots in various markets.

Wectco Division of General Time Corp., LaSalle, Ill., through MacManus, John & Adams, New York, later this month will begin its annual fall radio-TV campaign. Spot radio is scheduled in 100 major markets, placed at the rate of 20 commercials a week for 13 weeks, beginning Sept. 23. Westclox will be a sponsor in NBC-TV's Today and Tonight programs on Friday (Oct. 29) the day preceding the weekend change to standard time. Eighteen additional commercials are also scheduled on the Today show, beginning later this month and continuing until Christmas.

E. L. Bruce Co., Memphis, through North Advertising, Chicago, for its line of newly repackaged household products, plans to use spot TV in some 35 markets in addition to participation on ABC-TV. All commercials will be in color.

Baldwin Piano and Organ Co., Cincinnati, through Chicago office of Campbell-Ewald Co., is buying selected major markets for TV spot campaign to promote piano rental plan. Commercials were made by Film Makers Inc., Chicago.

General Foods Corp., White Plains, New York, through Foote, Cone & Belding, New York, will use spot TV in major markets and participations in CBS-TV's I've Got a Secret, Andy Griffith Show, Gomer Pyle, Hogan's Heroes and Green Acres to advertise its new Jell-O Golden Egg custard, beginning in early November and continuing through the end of the year.

Fisher Flouring Mills, through Pacific National Advertising, Seattle, has renewed its sponsorship of Frank Hemiway's early morning news (Mon-Fri., 7-7:15 a.m.) on ABC Radio West through June 1966 and has increased its lineup to 122 stations. Starting Oct. 5, Fisher is adding its sponsorship of Don Allen West, on 40 stations of ABC Radio Pacific (Mon-Fri., 8:30:10 a.m.).

The Xerox Corp., Rochester, N. Y., has added 31 markets for its sponsorship of the 1965 Watkins Glen (N.Y.) Championship Auto Race colorcast to be presented this fall. Originally, Xerox was to carry the Triangle Station's coverage on 122 stations and now has added 31 for a total of 153. Agency for Xerox is Pappert, Koenig, Lois, New York.

Green Giant Co., Le Sueur, Minn., through Leo Burnett Co., Chicago, will sponsor a one-hour color NBC Children's Theater presentation of "Stuart Little," on NBC-TV March 6 (6:30-7:30 p.m. EST). The story of a mouse born in New York, written by E. B. White, will be narrated by Johnny Carson.

Stations admonished on loud commercials

The FCC is following through on its warning to broadcasters to tone down their loud commercials. It has notified some two dozen of them about complaints regarding commercial loudness, and has asked for the stations' comments.

The notifications, containing copies of the letters of complaint, have been sent since the commission adopted a policy on "objectionable loud commercials" in July (Broadcasting, July 19).

The commission, which had been looking into the problem for more than two years, acknowledged that loudness could not be objectively measured. But it said "objectionably loud commercials" constitute a substantial problem, and added that their presentation is to be avoided.

The statement contained six guidelines for broadcasters to follow in the interest of avoiding loud commercials, and said strict adherence to them was expected. It pointed out that complaints about loud commercials would be considered at license-renewal time.

Rise In Complaints • The publicity given the statement was followed by a rise in the number of complaints received by the commission about loud commercials, always a popular target of viewers and listeners who write to the FCC.

Exact figures were not available, but a commission staff member estimated the rate of complaints on the subject has doubled. In fiscal 1964, the commission received about 5,500 complaints about advertising practices, including commercial loudness.

In many cases, the complaints being received are so general in nature the staff cannot act on them. An official said, about two dozen stations have been contacted since July as a result of complaints about specific commercials or about overall policy on commercial loudness. None of the stations has thus far responded to the request for comment.

Some broadcasters who have been contacted feel the staff could do an even better job at paring down the overly generalized complaints. All of the television stations in one Texas city, for instance, have been asked to comment on complaints on all of their commercials.

One of the licensees involved asked privately how a station could reply to such a broad complaint.

A commission official, when queried by Broadcasting, said stations could simply state the procedures they employ to guard against "objectionably
Among research techniques this is the live one

the Pulse!

With personal interview in the home, you know exactly how much time elapses between listening and response. Can you say the same for self-administered diaries? Pulse gives you not just homes, but persons. Not just in-home, but out-of-home as well. And cumes. There's no self-consciousness to distort behavior. And the sample is not confined to telephone homes. Pulse gets its data face to face. Like the U. S. Census, In 250 markets. Pulse is the live one.

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

The Pulse, Inc.
loud" commercials, without attempting a defense of each commercial they
broadcast.

The procedure being followed by the commission on loud commercials is in line with that outlined in the policy statement. That said the com-
mission would use its routine complaint procedure, or make spot checks at
license-renewal time to make sure li-
censees are adhering to the policy
banning "objectionably loud" ads.

25 FM stations
to carry 3M program

The 3M Co., St. Paul, will sponsor
Stage 3, a new one-hour talk and music
program, on 25 FM stations in major
markets, beginning Nov. 7. The pro-
gam, packaged for 3M by Labrie As-
sociates Ltd., New York, is scheduled
for a 13-week run.

Stage 3, with Skitch Henderson as
host, will feature music from the in-
ternational, concert and Broadway
stages, along with interviews with guests
in related fields. The program will ad-
vertise 3M's new Scotch brand "Dyna-
range" series recording tape.

MacManus, John & Adams, Min-
neapolis, is advertising agency for 3M.

AFTRA blasts
new KPOL rates

KPOL Los Angeles last week an-
ounced a rate increase and got an
immediate reaction from the American
Federation of TV and Radio Artists.

Reason for this perhaps not com-
pletely obvious sequence is that in its letter
to advertisers and agencies, KPOL stated
that in addition to the customary six-
month protection given to regular ad-
vertisers, those who have stayed with
the station during the AFTRA strike
will receive extra periods of protection.
The new rate card (No. 14) calls for

Claude McCue, executive secretary
of the Los Angeles local of AFTRA,
which has been on strike against KPOL
since April 2, called the offer of extra
protection an unprecedented attempt to
bribe advertisers to aid the station in
its labor dispute.

Current base rate is $80 for a single
one-minute announcement in traffic
time.

"We are aware that many KPOL ad-
vertisers have been subjected to unfair
harassment," the KPOL letter went on,
referring to AFTRA's distribution of
"don't buy" leaflets at stores selling
products of KPOL advertisers and letter-
writing campaigns organized by the
union.

"No advertiser has reported a no-
ticeable loss of business as a result of
these actions." KPOL said the majority
of its customers ignored the union's
threats and continued to advertise on
KPOL. The statement added: "To them
we are grateful. That is why advertisers
on the air during the strike will be
granted unprecedented protection on
rate card 13."

Advertisers maintaining uninterrupted
schedules, will receive the normal six
months of protection plus two months
for every month on the air since April
1. The strike began April 2.

"Noncontinuous advertisers complet-
ing schedules during the strike will re-
ceive one month of extra protection
during 1966 for each month on the air
between April 1 and Dec. 31.

Busy agenda set
for radio code board

Personal-product advertising, guide-
lines and advertising time standards are
chief topics to be covered at a meet-
ing of the National Association of
Broadcasters radio code board in Wash-
Union complains on refusal to sell time

**Wtab Tabor City, N. C., is finding it difficult to remain a bystander in a dispute involving the efforts of the International Ladies Garment Workers Union to organize garment-manufacturing plants in nearby communities.**

The union has filed a complaint with the FCC concerning the station's refusal to sell time to reach Marlene Industries workers in three plants located in Loris and Aynor, both South Carolina.

The union said that J. M. Soles, president and general manager of the station, refused to sell time on the ground that the announcement would be offensive to some of the station's listeners.

Mr. Soles is reported to have told the commission that the station has taken no side in the controversy and that the organizing campaign is of no importance in Tabor City, some seven miles from Loris and 17 from Aynor. He also noted that other stations are available in nearby communities, including Loris.

The union, however, said that many of 750 workers involved live in Tabor City or between that community and Loris and Aynor and that the station, which operates with 5 kw, puts a strong signal over a wide area of North and South Carolina.

It also said that local newspapers have "joined Wtab" in refusing to sell it newspaper space. "Access to the public media has thus been almost completely throttled," the ILGWU said.

Big TV campaign planned for Old Gold

The P. Lorillard Co., New York, last week began a fall TV campaign for its Old Gold Filter cigarettes that will cover the country. The company termed the campaign "the biggest in the brand's 11-year history." The new push, moving the brand into national distribution and featuring a redesigned package, follows P. Lorillard's intensive test-market campaign conducted over the past six months in 35 markets west of the Mississippi.

Spot TV will now be stepped up on a national scale.

Also during the fall sales effort, Old Gold will be a heavy participant in CBS-TV's Ed Sullivan Show, Dick Van...
Proximity of many nations. The ABC-TV daytime picture was also brightened by buys from such large advertisers as Lever Brothers, through Ogilvy, Benson & Mather; M&M candy, and Colgate-Palmolive, through Ted Bates & Co.; General Foods and Clairol, via Foote, Cone & Belding, and Armstrong wax, through BBDO.

Golden West goes east
Golden West Broadcasters has opened a New York sales office at 90 Park Avenue and has named Robert H. Biernacki eastern sales manager. Mr. Biernacki for the past year has been general sales manager of GWB's KEX Portland, Ore. Before that he was with AM Radio Sales in New York, representing the GWB radio stations: KMPC Los Angeles, KSFO San Francisco, KVI Seattle, in addition to KEX. The new GWB office will work in conjunction with AM Radio Sales on these stations and will place special emphasis on the group's sports packages. GWB also owns KTLA (TV) Los Angeles.

Radio-TV picked for new products
The Leeming/Pacquin Divisions of Chas. Pfizer & Co., New York, announced last week that they will invest close to $10 million in advertising over the next six months—with a large share going to network and spot TV and to network radio.

The bulk of the advertisers budget will be spent to introduce two products which went on the market for the first time last week—Ben-Gay penetrating heat lotion and Pacquin lotion for extra dry skin.

The two products are the first in a series of new items to be launched by the Leeming/Pacquin Divisions, a company spokesman said.

Advertising for Ben-Gay is handled by C. J. LaRoche, New York, and for Pacquin products by Doyle Dane Bernbach, also New York.

INTERNATIONAL

Satellite-to-home broadcasts?
Sarnoff and Comsat executive both see possibility in talks to World Peace Through Law conference

The possibility that communications satellites will broadcast directly into the home in the forseeable future was cited in two separate speeches last week before the Washington world conference on World Peace Through Law.

The speeches were delivered by Brigadier General David Sarnoff, chairman of the board of Radio Corporation of America, and John A. Johnson, vice president of Communications Satellite Corp.

General Sarnoff said the development of a nuclear powered synchronous satellite capable of transmitting television directly into the home would be possible within five to ten years.

He pointed out that only three years ago it was assumed that cost and technical complexity would make impractical more than a single satellite global system to serve all countries for the forseeable future. The establishment of a satellite service, however, has now come within the economic capability of many nations.

By building a ground station for approximately $5 million any nation can have access to a satellite linked by

Sweden looks at U.S. commercial TV
As part of their study of the history and operation of commercial broadcasting in the United States, representatives of the Swedish parliament met with ABC officials in New York last week. A seminar was held under the sponsorship of ABC International Television Inc.

The Swedish government, which operates radio and TV in the country, is considering the introduction of commercials. Leonard H. Goldenson, president of ABC Inc., and other ABC officials addressed the group.

Mr. Goldenson told the 18 members of Sweden's senate and house of representatives that he saw furtherance of mutual understanding in the world in the exchange of programs and reports resulting from a growth of global TV via communications satellite. Also on the program was a presentation by Donald W. Coyle, president of ABC International Television, who noted an increase of global thinking among marketing people.
to home transmission "a totally new situation will arise which will test the ingenuity and creativity of the archi-
tects of international order."

Could Be Trouble = General Sarnoff also warned about the chaos which could result with this new development in satellite transmission.

"When, for example, a Russian satellite can broadcast directly to a Kansas farm, or an American satellite can broadcast directly to a Hungarian collective, what will be the reaction in both countries?" he asked. "What rules of conduct are to apply, and who is to establish them?"

He said the communications satellites must not be allowed to become propaganda instruments used primarily for heating up the cold war, for stimulating subversion, or for promoting conflict and confusion on a worldwide scale.

General Sarnoff called for the nations of the world to agree to a new pattern of global regulation. "Otherwise, the prospect of social and economic gains will be thwarted by the ensuing chaos in the world's air waves," he said.

Broadcasters among those to visit RFE

Fifty American civic leaders, broadcasters and newspaper officials, heads of national organizations and business executives will inspect the European facilities of Radio Free Europe on a two-week trip beginning Sept. 27. The tour is sponsored by the Radio Free Europe Fund as part of an annual fund-raising drive, in which many of those on the trip will participate upon their return.

Among those who will go on the tour are George F. Hartford, vice president and general manager, WTOP-TV Washington; Bob A. Roth, president, KONO-TV San Antonio, Tex.; Thomas Murphy, president; Capital Cities Broadcasting Corp., New York; and Fred A. Seaton, president, Seaton Publishing Co., Hastings, Neb., (KHAS-AM/FM Hastings and KMKN Manhattan and KGKF Coffeyville, both Kansas).

International film sales

Moment of Truth (Desilu Sales): Amalgamated TV Services, Sidney, Australia.

Hullabaloo (NBC International): Telesistema Mexicano and Televimex S. A. (ch. 2), both Mexico, and Australian Broadcasting Co. network.

Voyage to the Bottom of the Sea (20th Century-Fox TV): Televiscentro, Guatemala.

Hong Kong, Five Fingers (20th Century-Fox TV): Televiscentro, Guatemala.

You're only
HALF-COVERED
in Nebraska...

if you don't use
KOLN-TV/KGIN-TV!

Swing over to Lincoln-Land

When you reach out for the Nebraska TV market you find one thing: you can't cover it without Lincoln-Land, the nation's 78th largest market, based on the average number of homes per quarter hour delivered by all stations in the market.

And, you can't cover Lincoln-Land without KOLN-TV/KGIN-TV! The figures show that at 10 p.m. newtime, this station not only dominates Lincoln-Land but delivers more homes than any other station in the state.

Avery-Knodel will give you... all the facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet in most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED — 10:00 - 10:15 News Time (March, 1965 Nielsen)

| LINCOLN-LAND* "A" | 81,800 |
| KOLN-TV/KGIN-TV  | 54,400 |
| OMAHA "A"         | 51,600 |
| OMAHA "B"         | 47,000 |
| LINCOLN-LAND "C"  | 17,800 |
| LINCOLN-LAND "D"  | 12,600 |

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

KOLN-TV/KGIN-TV

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 3-0605
Surging sales cheer
CBS radio affiliates

Hayes tells 283 delegates he expects every station to be number one in its market

Reports of rising network time sales, strengthened programing, increased advertising and promotion and new research projects highlighted the 12th annual convention of CBS Radio affiliates last week.

Buttressed by reports of higher station-payment levels arising from the sales increases, they all added up to what appeared to be one of the most harmonious affiliate-network meetings in recent radio history.

A total of 283 representatives of CBS-affiliated stations were on hand for the convention, held Wednesday and Thurs-

day in New York.

CBS Radio's sales for this year's fourth quarter are strong and for the first quarter of 1966 are running 30% ahead of figures at this time a year ago, according to George J. Arkedis, network sales vice president.

More Advertisers He said the number of CBS Radio advertisers has increased substantially (from 65 in pre-

TV 1948 to 111 last year) and expanded geographically, with current business coming from 62 cities in 24 states.

Officials said the network's payments to stations were exceeding projected levels and that this year's totals, although not apt to surpass those of 1963—said to be a banner year—were nevertheless expected to reach or surpass those of 1964 on the strength of accelerated third and fourth-quarter sales.

The convention also heard details of a major new study of listener attitudes by CBS-owned radio stations (see page 50), and reports on sales-effectiveness and other studies currently under way at CBS Radio and on the progress of the industrywide All Radio Methodology Study (ARMS).

It also heard an appeal for greater commitment to research by radio generally (page 58) and, in a departure from concentration on its own immediate affairs, heard Leonard H. Marks, new director of the U. S. Information Agency, appeal for support for the Voice of America by commercial broadcasters.

Hayes Opens Meeting Arthur Hull Hayes, CBS Radio president, opened the convention with assurances to the affiliates that "no one can dispute our leadership—in the caliber of our stations, our business, or the quality of our news, information and entertainment."

"But," he added, "we will never be completely satisfied until every station in our network is number one in its area."

Audience appeal "as widely popular as our standards and policies will permit," was cited by network program Vice President George Perkins as a guiding standard behind CBS Radio's programing philosophy.

In a broad outline of the network's stand on various program types and the reasons behind programs in its present schedule, Mr. Perkins said it is CBS Radio's purpose to supply programs that are of high audience appeal and that individual stations could not afford to produce themselves.

Personalities He focussed his attention on "one-of-a-kind" variety shows which feature personalities such as Arthur Godfrey and Art Linkletter, on news specials such as political convention coverage, space flight reportage and on major sporting events.

Sindlinger reports show, he said, that CBS Radio delivers more listeners per average minute than any of the other radio networks.

Recounting changes in the network's programing in the past year, Mr. Per-

kins noted the new outlook of its weekend Dimension program, which has dropped its adherence to specific categories of subject matter and now covers any subject considered of proper interest.

The strength of the network's news
YOUR SYLVANIA DISTRIBUTOR HAS A COMPLETE INVENTORY

From his full-line inventory of Sylvania industrial and commercial tube types, you get immediate off-the-shelf delivery. Electronic tubes for every application. Same-day service, wherever possible.

These are rugged, long-life electronic tubes, proven by outstanding performance and characteristics over long periods of testing and in actual use. Call your Authorized Sylvania Distributor.

Electronic Tube Division, Sylvania Electronic Components Group.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GTE

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES
coverage, he said, is at an all-time high with actuality inserts and what he called "unfettered attitudes" toward the scope of news responsibility.

In entertainment, Mr. Perkins cited recent network guests Barbra Streisand, Frank Sinatra, Debbie Reynolds and Sammy Davis Jr., among others, in addition to network regulars Godfrey, Linkletter, Durwood Kirby and Henry Morgan as evidence of CBS's interest in presenting star performers.

He paid particular attention to the network's new program, Conflict in Marriage, which resulted in discontinuation of a fashion program featuring Edith Head.

The Male Audience • Mr. Perkins explained that midday programming could no longer be aimed exclusively at housewives because as much as one-third of the network's audience between noon and three p.m. is made up of adult males.

He described the new program as a bold adventure (Conflict in Marriage deals with case histories of marital problems in serialized formats) and, as such, said it is bound to face an initial period of critical comment.

On the network's policy toward radio

Looking at the CBS agenda are (l-r): William A. Schudt Jr., vice president, CBS Radio affiliate relations; Michael R. Hanna, general manager WHCU

drama, Mr. Perkins said CBS is continually "studying the marketplace," and that if a sufficient demand was raised for drama among listeners, advertisers and advertisers, CBS Radio would be the leader in satisfying that demand.

Commenting on increasing preoccupation of audiences with sporting events of both national and local interest he also suggested there might be more

sports in CBS Radio's future.

Thomas Dawson, vice president, information services, described expansions in CBS Radio's advertising and promotion activities as well as efforts to improve them and to extend the list of services made available to affiliates.

He said the network had more than doubled the average exposure of its audience-promotion ads in consumer magazines having a total circulation of over 26 million copies a month. In addition, he said, the Starch scores for CBS Radio ads have been increased by 30% over previous years' figures. CBS Radio, he said, is "the only network engaged in a massive advertising program."

Source of News • Harper Carraine, director of research, said a recent study of the sales effectiveness of the Arthur Godfrey program had produced "impressive results," and dealt briefly with a study to be released in a few weeks which he said "cast strong favorable light on radio's role, particularly by day," as the public's source of news.

He said the all-industry ARMS study, designed to find the most complete measurement of radio's total audience, involves complex research but that he was confident it will produce positive

four CBS correspondents, all of whom have recently been exposed to danger in assignments around the world: Walter Cronkite, Nelson Benton, Bill Stout and Bert Quint.

Mr. Cronkite, reporting on his recent experiences in Vietnam, described the difficulty of locating the story there, even when in the field, and the lack of internal communication which often frustrated attempts at filing reports.

Mr. Benton, who has been covering racial problems in the South, said contradictions in all phases of that continuing story hinder its proper news coverage.

Mr. Quint, recently returned from Cuba and San Domingo, and Mr. Stout, who covered the end-of-summer riots in Los Angeles, both spoke of the fears of reporting while dodging bullets.

Lee Hanna, director of CBS Radio News, told affiliates that recent success of the network with its nationwide telephone call-up broadcast, Ask CBS News About Gemini Five, had prompted it to prepare another program using the same format, this one to be called Ask CBS News About Vietnam and to be broadcast Oct. 2 (12:15-1 p.m. EDT).

Mr. Hanna also informed convention delegates of a new "exceedingly small and lightweight and virtually indestructible" broadcast-quality tape recorder which is being developed by CBS Laboratories in cooperation with the CBS News division.

Legal Front • Leon R. Brooks, CBS vice president and general counsel, speaking on the industry's regulatory situation, described current FCC policy as one of high concern for "improved programming."

Mr. Brooks advised the affiliates that the commission's interest in the problem of loud commercials will not lessen though he noted that CBS's experiences with complaints on loud commercials did not seem to match those described by the commission.

Mr. Marks, former Washington communications attorney who took over as director of the USIA the first of this month, addressed the Thursday luncheon. He asked for support from commercial broadcasters in supplying ideas and personnel to USIA's broadcast arm, the Voice of America.

Mr. Marks said he is "satisfied the VOA is doing an outstanding job," but called its task "extremely difficult."

Lowell Thomas, CBS Radio newsmen who starts his 36th year in network radio on Sept. 29, spoke at the Wednesday luncheon and was given a plaque in appreciation of his "35 years of high adventure and ventures and unique achievement in broadcast journalism" by Michael R. Hanna, WHCU Ithaca, N. Y., chairman of the board of the CBS Radio Affiliates Association.
BIG BILL FROM KANSAS is dynamic, hard-driving John William Knodel. Big Bill was born and reared out at Marysville, Kansas, in the heart of the WIBW coverage area. His 88-years-young mother listens to WIBW Radio and TV every day. He is President of our rep — Avery-Knodel. We think A-K is the best rep in the business. We think the reason is that Bill has gathered together guys like Rog O'Sullivan, Bob Kizer, Don McCarty, Bob Kaithoff, Wallis Ivy, Dave Simmons and all the rest. All we know is that our national business keeps going up and up on WIBW Radio and TV — partly because we run good stations, and partly because of the great job Avery-Knodel does for us.

WIBW salutes Avery-Knodel on its 20th anniversary. There were some rough days in those 20 years, but then there were rough times on that family farm that geared Bill up for the challenge. You can call him J. W. Knodel if you like — but to us Kansas folks, he is just plain Uncle Willie. Happy anniversary, Uncle Willie!

P.S. If you want to buy some time from us, call Avery-Knodel or 913-CRestwood 2-3456.
Radio reaches 83% of people each week

First ARB study of radio shows profile of listening audiences; five markets included

While the bulk of the total radio audience usually listens at home, at certain times of the day the away-from-home audience can reach as high as 52%, according to a survey of radio listening habits by the American Research Bureau.

The Beltsville, Md., research firm, which last year announced that it was moving into radio research (Broadcasting, Nov. 30, 1964), last week released the results of its first radio listening audience survey. The analysis of radio audiences was conducted during the spring in five major markets: New York, Los Angeles, Chicago, Detroit and Washington.

The study showed that during an average week, radio reaches more than 83% of the metropolitan population which is 12 years and older between the hours of 6 a.m. and midnight. It also found that men, 18 years and older, represent the largest segment of the away-from-home listening audience.

The research firm said that it plans to increase the number of markets it will cover in its next two surveys; the first in November and the second in February, 1966.

The markets which will be added to the original five for the November report are: Philadelphia, San Francisco, Boston, Cleveland, Pittsburgh, St. Louis, Baltimore, Minneapolis-St. Paul, Cincinnati and Miami.

The February survey will add reports for Houston, Denver, Atlanta, Seattle-Tacoma, Dallas-Fort Worth, New Orleans, Phoenix, Indianapolis, Milwaukee, Columbus, Ohio, San Antonio, Tex., Portland, Ore., Louisville, Ky., Buffalo, N. Y., and Kansas City, Mo.

Diary Used - The survey of the first five markets was done with an individual diary, in which the individual person recorded his listening habits. It was checked with a telephone survey and was found to be more accurate than the diary techniques used for recording television viewing, ARB said.

The diary was prepared for all-media use: newspaper and magazine readership, television viewing in addition to radio listening. A spokesman for ARB said last week that this format discourages the diary's user from becoming "too helpful" because he doesn't know which medium the survey is being conducted for.

The survey lists four age/sex groups and subdivides each group into listening habits for at home listening only, away from home only, both away from home and at home, and totals. The survey reported that New York has the highest listener figure for persons 12 and older, 10,654,300, or 86.8% of the population.

Chicago radio has the highest percentage population reached, 87.7%, or 4,645,200 of those 12 and older. Teenagers lead the percentage listening in New York with 92.9%, greatest in any category, or in any city.

Mutual-affiliated WERE plans to change to CBS

were Cleveland, currently affiliated with Mutual, will join CBS Radio "no later than Jan. 12, 1966," William A. Schutte Jr., vice president in charge of affiliate relations for CBS Radio, announced last week.

At Mutual, a spokesman said the network had no plans to terminate its affiliation with WERE and that the station's current contract with Mutual extends to Jan. 31, 1967. A spokesman for CBS Radio, however, said that his network's affiliation policy excluded dual affiliations, except for brief "changeover" periods when an existing contract is near termination.

were, owned by Cleveland Broadcasting Inc., is on 1300 kc with 5 kw.

<table>
<thead>
<tr>
<th>Market</th>
<th>Sex/age group</th>
<th>Estimated persons in metro survey area</th>
<th>At-home only</th>
<th>Away-from-home only</th>
<th>Both at-home and away-from-home only</th>
<th>Anywhere</th>
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<td>% Number</td>
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<td>New York</td>
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<td>5,070,900</td>
<td>39.7</td>
<td>2,011,300</td>
<td>11.8</td>
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<td>Teen-agers 12-17</td>
<td>1,499,400</td>
<td>52.7</td>
<td>790,100</td>
<td>2.8</td>
<td>41,900</td>
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<td>Los Angeles</td>
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<tr>
<td>Total men 18+</td>
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<td>642,100</td>
<td>17.6</td>
<td>341,800</td>
<td>44.6</td>
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<tr>
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<td>1,018,200</td>
<td>7.3</td>
<td>195,200</td>
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<td>2,035,800</td>
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<td>Chicago</td>
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<td>Total persons 12+</td>
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<td>36.8</td>
<td>615,800</td>
<td>12.9</td>
<td>216,900</td>
<td>33.8</td>
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Live couldn't. Film couldn't. Scotch Brand Video Tape did.

Pulled off visual stunts like this for WNHC-TV!

Special effects come easy on video tape, as WNHC, New Haven, Conn., will be quick to show you. The station produced a series of spots for Sabre's Discount House with scenes like this one involving a miniature spokesman.

Knocking a ball out from under him using live two-camera technique wasn't practical. Too intricate, too risky. Film, besides being costly, couldn't deliver on 24-hour notice for next-day showing. But shrinking the "Sabre Man" to the size of the product (safely, with no danger of being "off frame") was a cinch with "Scotch" Brand Video Tape. First the man was taped going through his motions. Then this tape was superimposed over a live close-up of the featured product and retaped. Ready for immediate showing—no processing needed. Did the golf ball commercials work? Sellouts of featured merchandise were often reported.

Fast, easy special effects. Live look without chance of an on-the-air goof. See-it-now convenience. They all are part of the bargain on "Scotch" Video Tape. And today, more than 200 stations, like WNHC, offer local production service, are actively participating in 3M's comprehensive program to help advertisers and agencies make full use of tape's advantages. Call your local stations. Or write 3M Magnetic Products, Dept. MBX-95, St. Paul, Minn. 55119.
Cooke buys Lakers basketball team

Jack Kent Cooke, one-time Canadian broadcaster and now a major owner-operator of community antenna television systems, has purchased the Los Angeles professional basketball club, the Lakers, for a price of more than $5 million, reportedly the highest ever paid for a basketball club. The team had belonged to a group of Minneapolis businessmen headed by Robert E. Short, president and major stockholder. Mr. Cooke has also owned the Los Angeles Lakerettes, a professional basketball club, and now owns the Los Angeles Lakerettes, a professional basketball club, and now owns the Los Angeles Lakerettes, a professional basketball club.

The Lakers play in the National Basketball Association and their acquisition by Mr. Cooke is subject to the approval of the league. The team has a three-year contract with KTTV(TV) Los Angeles that is going into its second year.

Mr. Cooke is brother of Don Cooke, station representative and former licensee of KRLA Pasadena. He had provided the financing for the station and still owns the station's transmitter site and equipment, through Broadcast Equipment Corp. The interim licensee, Oak Knoll Broadcasting Corp., is leasing the equipment for $90,000 a year.

American Cablevision Inc., another subsidiary of Jack Kent Cooke Inc., owns 19 CATV systems in 12 states, serving over 67,000 subscribers. Mr. Cooke's investment in the CATV field is reportedly well over $20 million.

Keenly interested in sports, Mr. Cooke has a 25% interest in the Washington Redskins of the National Football League.

A busy week on the fine front at FCC

The FCC, starting to work on a backlog of forfeiture cases, notified four stations they face a total of $4,000 in fines and imposed a total of $1,650 in fines on four others.

Notices of apparent liability were sent to:

KLAV Las Vegas, Nev., $1,500, for unauthorized assignment of license and violations of first-class radio operator requirements.

KSUE Puyallup, Wash., $1,500, for failure to file copies of various contracts, including time-brokerage, bulk sales, management agreements and options to purchase.

KODA Houston, $500, for violation of the U.S. Code and commission rules "by broadcasting an advertisement involving lottery."

WVRE Sanford, N.C., $500, for operating with excessive frequency deviation. The commission said that notice marked the first assessment imposed for that type of offense.

All four stations have 30 days to contest the notice or pay the fine.

Forfeitures were imposed on:

WTRL Bradenton, Fla., and KODA Lemoore, Calif., $500 each for not having a properly licensed operator on duty.

KRXX Rexburg, Idaho, $150, for permitting operation of the station by an improperly licensed operator and failure to post operator's license.

Normal is N.O.

New Orleans' TV stations had to play the game with the rules set down by Hurricane Betsy, but when Betsy finally cleared out things quickly got back to normal. From Thursday night (Sept. 9) through the weekend one or more of the stations was off the air for periods of up to two days. But by the time the networks' new season had begun, WWVE (TV), WWL-TV and WDSU-TV were back in business.

Changing hands

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

• WKEE-AM-FM Huntington, W. Va.: Sold by Gayer Broadcasting Co., to Reeves Broadcasting Corp., for $475,000.

• WFEU operates daytime on 800 kc with 5 kw.

• WSN Sarasota, Fla.: Sold by Roger Clipp, vice president and general manager of the Triangle Stations, and Judge John Morgan Davis, to Worth Kramer, former president of the Goodwill Stations, for $300,000. WSN operates on 1450 kc with 1 kw day and 250 w night. Broker: Blackburn & Associates.

• KDOT Scottsdale, Ariz.: Sold by Scottsdale Broadcasting Co., to Central Broadcasting Inc., for $115,000 plus $15,000 guarantee not to compete in Phoenix-Scottsdale area. Principals of Central Broadcasting are John E. Cox, president; L. Wayne Beal, executive vice president; G. Dal Stallard, Cyrus W. Long and Earl F. Allwine. KDQ operates daytime on 1440 kc with 5 kw. Broker: Charles Cowling.

• KCEY Turlock, Calif.: Sold by KTUR Inc., Harrison Fuerst, president, to Hen-Cal Corp., headed by Paul Henning, creator and producer of Beverly Hillbillies and Petticoat Junction. Price was not disclosed. Nort Frykman, general manager, will continue in that...
position. KCEY is fulltime on 1390 kc with 5 kw. Broker: Hogan-Feldmann Inc.

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

- KSoo-AM-TV Sioux Falls, S. D.: Sold by Morton H. Henkin, Thomas Barnstable, Julius Hetland and Harold W. Bangert, to Gordon H. Ritz and Whelock Whitney (through transfer of 70% of stock) for $770,000 and agreement not to compete for five years within South Dakota. KSoo operates on 1140 kc with 10 kw day and 5 kw night. KSoo-TV operates on channel 13 with 316 kw visual and 158 kw aural.
- WBNF(FM) Wethersfield Township, WIMV(FM) South Bristol Township, WEVF(FM) Ithaca, WVAF(FM) De Ruyter Township, and WJIV(FM) Cherry Valley Township, all New York: Sold by Ellis E. Erdman and associates to Chenor Broadcasting Co., for $700,000. Chenor Broadcasting is wholly owned subsidiary of Chenango and Unadilla Telephone Corp., William S. Kingman, president. Chenor Broadcasting owns several CATV systems and WMCR Oneida. N. Y. WBNF broadcasts on 107.7 mc with 5.4 kw, WIMV broadcasts on 95.1 mc with 5.3 kw, WEVF broadcasts on 103.6 mc with 5.6 kw, WVAF broadcasts on 105.1 mc with 5.3 kw and WJIV broadcasts on 101.9 mc with 5.4 kw. Broker: Edwin Tornberg & Co.
- WVEE Rensselaer, N. Y.: Sold by Harry Goldman to Gerald Arthur, W. B. Stringer and J. J. L. Hesson, for $310,000. Messrs. Arthur and Stringer are associated with WMC Bayshore, N. Y., and Mr. Hesson is attorney. WVEE is a 5 kw daytimer on 1300 kc. Broker: Chapman Inc.

**CATV SALE**
- Alexandria-Pineville, La.: Al-Pine Cable TV Inc. sold by R. L. Roland Corp. to Ameco Inc., group CATV owner, for $2 million. American Cable Television Inc. will manage the 160-mile, 6,200-subscriber system.

**New TV stations**
As of Sept. 15 there were 127 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 76 were commercial UHF's, 8 were educational VHF's and 24 were educational UHF's. Stations which have recently gone on the air:

- WCee-TV Freeport-Rockford, Ill. (ch. 23), went on the air Sept. 10 with a power of 562 kw visual, 85.2 kw aural. The station is licensed to Rock River TV Corp. and is affiliated with CBS-TV. WCee-TV has a maximum hourly rate of $450. David A. Carlson is president of Rock River and Earl W. Hickerson is general manager of the station.
- KREZ-TV Durango, Colo., (ch. 6), resumed operation Sept. 9 with 3.10 kw visual. The station is owned by Rex Howell and operates as a satellite of Mr. Howell's KREX-TV Grand Junction, Colo. KREZ-TV had been dark since March 2, 1964, when it was owned by Floyd and Lieselute Jeter.
- WUSB-TV Columbia, N. C. (ch. 2), noncommercial, went on the air Sept. 10 with 100 kw visual. The station is licensed to the University of North Carolina.
- WXXW(TV) Chicago (ch. 20), noncommercial, is to go on the air today (Sept. 20) with 457 kw visual and 91.4 kw aural. The station is licensed to the Chicago Educational TV Association and will operate in conjunction with the licensee's WTTW(TV). The on-air date for the UHF coincides with WTTW's going to new power of 316 kw visual on a new 720-foot tower at a new site, 5400 North St. Louis Avenue.

**Dirksen, MacDonald added to NAB program**

Senate Minority Leader Everett M. Dirksen (R-Ill.) and Representative Torbet H. MacDonald (D-Mass.) last week were added to the list of congressional leaders to be featured as luncheon speakers at the 1965 series of fall conferences of the National Association of Broadcasters. Senator Dirksen will address the first day luncheon of the NAB conferences in Chicago Nov. 11-12.

Representative MacDonald will speak at a luncheon for the conference in Boston Oct. 25-26.

Other congressional speakers previously announced are: Senator Thurston B. Morton (R-Ky.) who will address the conference in Louisville, Ky., Oct. 14-15; Senator Peter H. Dominick (R-Colo.) who will address the conference in Denver, Nov. 15-16; Representative Samuel N. Freidel (D-Md.) who will address the Oct. 21-22 conference in Baltimore, and Representative James A. Mackay (D-Ga.) who will address the Atlanta conference Oct. 18-19.

Other speakers for conferences in Spokane, Wash., Nov. 18-19, and Phoenix, Nov. 22-23, will be announced at a later date.

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**EXCLUSIVE BROADCAST PROPERTIES!**

**EAST TEXAS—CATV system now under construction.** Buyer will receive a turnkey job with a potential of 1,200 homes. Priced at $75,000 cash. Contact—DeWitt “Judge” Landis in our Dallas office.

**CALIFORNIA**—This daytimer is located in both a beautiful and growing area. Priced at a little better than 1½ times gross plus building and receivables. Total price of $125,000 with 29% down and balance over ten years. Contact—John F. Hardesty in our San Francisco office.
There are five new black-and-white films from Eastman

1. EASTMAN XT Panchromatic Negative Film, Type 5220/7220
   Improved emulsion technology gives unmatched sharpness and apparent grain structure. Because of its slower speed, new XT Pan eliminates the need for neutral density filters or stopping down excessively when shooting extremely bright exterior scenes.

2. EASTMAN 4X Panchromatic Negative Film, Type 5224/7224
   E. I. 500, but there's no more grain than in most medium-speed emulsions. New 4X Pan combines speed, resolution, acutance and brilliant tonal response. And it has an extended forced-processing range. That means quality even under the toughest newsreel conditions.

3. EASTMAN Fine Grain Release Positive Film, Type 7303
   16mm never looked better than on this new fine grain positive. It's a great teammate with our new high-acutance XT Pan Negative. Gives clean, brilliant highlights and crisp, well separated middle tones. This fine grain print film brings out all the brilliance in any negative.

4. EASTMAN TRI-X Reversal Film (Improved), Type 7278
   For sports, news, documentary, our new TRI-X Film leads the way in tonal quality and reduced flare and halation. Because "blooming" is eliminated, TRI-X Film is particularly good for the high-contrast subjects often encountered in night sports and news photography.

5. EASTMAN Fine Grain Duplicating Positive Film, Type 5366/7366
   Permits exposure on lower portion of characteristic curve resulting in a "thinner," fine-grain master. Improved emulsion speed allows printers to operate up to four times faster. Or, this speed increase can be translated into savings on lamp replacement costs.
... plus this superb new color print film

6. EASTMAN Reversal Color Print Film, Type 7387
A highly improved reversal color print film with superior color reproduction especially in the reds and greens. Twice as fast as Type 5269, it offers improved sharpness and grain. Improved emulsion and processing give a sound track of superior frequency response.

And remember TYPE A704, Eastman’s new magnetic sound recording film featuring brilliant tonal quality, archival stability, high wear resistance—and most important, roll-to-roll uniformity. Printed continuously on the back of the film are quality-control numbers that you can use for cataloging. Want to know more? Contact:

Motion Picture and Education Markets Division

Eastman Kodak Company
Hollywood, Chicago, New York, Rochester
WOAI-AM-TV sale is approved

Crosley's $12 million purchase of fifth VHF station
and second 50 kw clear channel AM gets 4 to 2 vote

The FCC last week approved Crosley Broadcasting Corp.'s purchase of woai-
AM-TV San Antonio, Tex., from Southland Industries, for $12 million in cash.
The acquisition gives Crosley, a sub-
sidiary of Avco Corp., its fifth VHF television station and its second clear-
channel AM. Crosley also owns another AM and an FM.
The commission vote was 4 to 2, with Commissioners Robert T. Bartley
and Kenneth A. Cox dissenting. Commissioner Bartley, in voting for a hear-
ing on the application, said he could not
make a determination, on the basis of the
evidence available, that the sale
would improve "the general structure
of broadcasting."

Commissioner Cox felt the logic
if not the letter of the commission's interim rule on multiple ownership dictat-
ted a hearing in the case. Under the
rule, hearings are required in virtually
every case in which a licensee owning
two VHF's in the top 50 markets seeks
a third in those markets.

Crosley's four VHF's are in the top

50—WLWT(TV) Cincinnati, WLWC(TV)
Columbus, and WLDW(TV) Dayton, all
Ohio, and WLIW(TV) Indianapolis. However, San Antonio is in the 53d
market, according to Television Magazine
(TELEVISION, March 1965).

WOAI operates with 50 kw on 1200
kc. Crosley's other clear channel station is WLW Cincinnati, which operates
with 50 kw on 700 kc. Crosley also owns
WVDC-AM-FM Washington. The acquisi-
tion of the Washington stations was approved by the commission July 28
(BROADCASTING, Aug. 2).

Both WOAI and WOAI-TV are affiliated
with NBC. The radio station began
broadcasting in 1922, the television sta-
tion, on channel 4, in 1949. Both began
operations under Southland owner-
ship.

House groups hears
Henry on three bills

The House Commerce Committee
last week heard testimony from FCC
Chairman E. William Henry on three
commission-sponsored bills which have
passed the Senate.

The bills, S903, S1554 and S1948,
were expected to be passed without ob-
jection by the committee (BROADCAST-
ing, Sept. 13), but S1948 and S1554
have been held up in committee action.

The bill calling for the illumination
and the painting of broadcast antenna
towers (S903) was approved by the
committee.

The committee, however, wants "fur-
ther knowledge" on the conflict of in-
terest bill, S1948, and because of this,
did not have time to approve the third
bill, S1554, which substitutes the secre-
tary of defense for the secretaries of the
Army and Navy as the person to be
notified for the filing of certain appli-
cations in the common-carrier service.

Conflict Bill • The primary purpose
of the conflict of interest bill is to allow
the commission to employ special con-
sultants and workers from industry for
special problems in broadcasting, or in
time of national emergency with an ex-
emption from conflict charges. The bill
would also allow the commission to
exempt certain commission employees
from conflict of interest charges so that
they might secure parttime employ-
ment with a company that also hap-
pened to be a licensee, if the nature of
the work did not entail the employee
working on the broadcast facility.

Commerce Committee Chairman
Oren Harris (D-Ark.) and Commu-
nications Subcommittee Chairman Walter
Rogers (D-Tex.) seemed dissatisfied
with the conflict of interest bill as they
both questioned Chairman Henry at
length on it.

Representative Harris asked how
much trouble the conflict of interest
section of the Communications Act had
caused the commission. Chairman
Henry replied that the rule had not
cased such problems yet, but that the
commission sought the new legislation
before conflicts come up.

There was some question, too, on
the commission's proposed exemption of
executive reservists, those from the in-
dustry who would aid the commission in
time of national emergency, and spe-
cial governmental employees such as
consultants.

Fraternization = Representative Har-
ris commented that commissioners and
members of the commission's staff had
attended conventions of the National
Association of Broadcasters, and other
associations of industry interest. He
said that this was good, but that he
would not want the government em-
ployees to fraternize to the extent that
their judgement would, in any way, be
unjust.

He said that greater cooperation be-
tween government and industry had
been one of his main goals as a con-
gressman, and that if he had aided in
furthering the cooperative movement,
he would leave his help as a "legacy"
to the commission and to the industry.

Balaban testifies at
Conn. CATV hearing

The question of whether applicants
for community antenna television fran-
chises in Connecticut who also operate
television stations should be given pre-
ferential consideration by the Public
Utilities Commission in granting those
franchises was raised through testimony
by Elmer Balaban, vice president of
Connecticut Television Inc., as the cross-
examination phase of the hearings re-
sumed in Hartford on Sept. 13.

Connecticut Television is one of more
than 20 applicants currently being heard.

Mr. Balaban, who with his brother
Harry holds interests in a number of
Midwest broadcasting properties and
motion picture theaters, is constructing
d a CATV system in Danville, Ill., through
WICD(TV) Danville. He said that
since WICD-TV (ch. 30) New Britain-

BLOOMIN' COLOR!
STARTING SEPTEMBER 12

KLAST
LAS VEGAS, NEVADA
REPRESENTED NATIONALLY BY AVERT-KNCOEL, INC.

74 (THE MEDIA)

BROADCASTING, September 20, 1965
Recent Communications Tower Installation

Rohn self-supporting towers are frequently used when self-supporting towers are deemed to be best suited for the situation. This frequently arises when installation of guy wires would interfere with the surrounding area.

Below is a perfect example of reference. Towers are installed here for an interstate highway communications system. In such cases, self-supporting towers are most practical. A total of 7 Rohn towers are used in this system.

The Rohn tower below is erected to a height of 125 feet and supports one 6 foot microwave disk and two corner reflectors. Tower is capable of handling another 6 foot disk at a future date.

Whenever your situation demands a self-supporting tower, check out Rohn first.

ROHN Towers Prove popular for CATV

One of the largest suppliers in the U.S.A. today for CATV towers is Rohn Systems, Inc., the installation, erection and engineering arm of Rohn Manufacturing Co.

This growing service field (CATV and allied broadcast uses) finds Rohn towers ideally suited for these purposes. In addition, these firms can have a “turn-key” package supplied to them, ready for instant use. Considerable economies are available, not to mention the value of experienced erectors and on-the-spot supervision. There can be no substitute for knowledge of the tower field, coupled with flawless, properly constructed towers. ROHN can supply both, best.

Nation-wide Sales and Service Points Throughout the U.S.A.

Rohn warehouses and sales offices are convenient to you, wherever you are. For nearby service, contact office nearest you:

ROHN Manufacturing Co., Eastern Office, 509 Webster Street, Marshfield, Mass. Phone 617-834-9581

ROHN Manufacturing Co., Western Office, & Warehouse 310 Quincy Street, Reno, Nevada. Phone 702-388-7500

ROHN Communications Facilities Co., Inc., Southern Office & Warehouse, P. O. Box 877, Richardson, Texas. Phone 214-AD1-5481

ROHN Manufacturing Co
P. O. Box 2000, Peoria Illinois 61604, U.S.A. Phone 309-637-8416
TWX 309-697-1488

ROHN represents are located worldwide. For name of one nearest you, write — wire — phone:
Hartford, Conn., has demonstrated "a high degree of responsibility to the communities it serves." Connecticut Television, which operates the station, should be given preference over non-broadcaster applicants.

Mr. Balaban asserted that, if given the franchise, he would not withhold television service from out of state stations with the exception of those which duplicated existing network service. He stated that the profits from CATV would be directed to his TV station as 80% owner of the proposed CATV, to offset any dilution of audience caused by the increase of available television signals through the CATV system.

 Asked by PUC Chairman Eugene S. Loughlin whether Mr. Balaban's company had considered taking advantage of the new rates for CATV installation and maintenance filed with the PUC by the Southern New England Telephone Co., he replied that he would probably not use this service but would prefer to make a capital investment and own his equipment.

Pa. broadcaster upset with NAB over CATV

A Pennsylvania radio broadcaster, who feels the National Association of Broadcasters is working with TV stations to "stifle or preferably exterminate CATV," has told Vincent Wasilewski, NAB president, that he is "considering" resigning from the association.

Louis N. Seltzer, president of WCOZ Co., said he cannot understand why NAB is going along "with this biased ploy supporting only a minority just because that minority is wealthy and influential." He said the NAB's policy in supporting FCC regulation of community antenna systems puts the association in alliance with the TV stations in asking the FCC to "hamstring and legislate CATV right out of business."

Mr. Seltzer, whose Chester County Broadcasting Co. is a CATV franchise holder in Coatesville (BROADCASTING, July 26) and an applicant for a franchise in West Chester, Pa., said he didn't want his dues to "operate to the detriment of the industry and to our own detriment."

Mr. Wasilewski told the Pennsylvania broadcaster that the NAB's position is one that has been endorsed by the full board, made up of radio and TV broadcasters, and that the association's position does not reflect only the TV side. In addition, he noted, the NAB's CATV position will be discussed at the association's fall regional meetings with broadcasters and CATVers.

The expanding sphere of IRTS

An association that grew from Broadcasters Bull Sessions into the Radio Executives Club and then the Radio and Television Executives Society, and which seems always to have grown out of whatever name it has chosen, now finds itself growing into its latest one as the International Radio and Television Society.

This week the organization, approaching its 26th anniversary kicks off its 1965-66 season with what is becoming a traditional event—the FCC "newsmaker" luncheon, which annually features the current FCC chairman as speaker. It will be held Friday with Chairman E. William Henry making his third appearance in this IRTS role.

IRTS, having resisted geographical expansion for the first 25 years of its existence, is now interested in spreading its services nationally and even globally. Following an affiliation with the Hollywood Advertising Club last year and the formation of its first chapter, IRTS-San Francisco, the association is now working to promote affiliation and chapters both abroad and in the United States.

Coming up to its official 26th birthday in November, the association has expanded its activities steadily in recent years and now considers itself to be in a new era in which its projects are giving it national exposure and are aimed at increasingly important service to broadcasting and broadcast advertising.

In the past year it instituted a radio commercials production workshop and a broadcasting and the law seminar, formed an educational television study committee and inaugurated a scholarship program.

ETV Projects • Recently it has aimed a good deal of its attention at the field of educational television and its ETV study committee has completed a report that suggests a national program among broadcasters to promote ETV—not necessarily through donations of funds.

The committee has proposed a conference at which ETV practitioners could draw on the experience and techniques of commercial broadcasters. There is also a possibility that the Advertising Council will mount a campaign in support of ETV at the suggestion of the IRTS committee.

In its first years, the organization did not pretend to a seriousness of purpose. It began in 1939 as the aftermath of a trip by agency time-buyers to witness the installation of a new transmitter at KDKA Pittsburgh.

The group hung together after this outing, forming Broadcasters Bull Sessions. It soon became more serious in its activities, adopting Radio Executives Club as its name.

A Merger • Another group, which was started by some New York University students in 1941 and called the American Television Society, merged with the radio association in 1952, forming Radio and Television Executives Society.

The organization's latest name was adopted in 1962 to reflect the increasingly global scope and influence of the electronic media.

IRTS, with some 1,300 members, about 900 of them in the New York area, manages its affairs on a modest budget of approximately $80,000 with a fulltime staff of six people headed by Executive Director Claude Barrere.

Serving to focus national attention on IRTS works has been its effort to bring together the academic world and the broadcasting field through an annual college conference at which broadcasters speak to, and with, students assembled from all over the country on industry topics in formal panel sessions and informal discussions.

More than 30 companies donated money last year to aid student delegations in making the trip to the New York conference.

In 1962, the society formed the International Radio & Television Foundation, which provides funds for IRTS educational projects.

Another IRTS function bringing recognition to the society has been its own recognition of outstanding men in broadcasting with an annual Gold Medal award.

The society's evolution has not turned it away from an original interest in time buying and selling. Its time buying and selling seminars, initiated in 1954, are still popular annual events.
Why does \textsl{S\\&H} Green Stamps advertise in this publication?

Simple.

Because the readers are local businessmen. And so are we. We don't want to forget that. And we don't want any of our friends to, either. We may be the only national trading stamp company, but it is on the local level that we do our business. Been that way for nearly 70 years, and we aim to keep it that way for another 70. So it just makes sense that we want the local press to know more about us and our business.

And why do we feel that way?

Well, neighbors ought to know something about each other.

\textbf{THE SPERRY AND HUTCHINSON COMPANY}

\textit{An American Way of Thrift Since 1896}
Now: stock quotations from trading floor

Back in 1864, when the blackboard was used on the floor of the New York Stock Exchange, it took a runner several minutes to deliver stock quotations to a broker. Today, a broker can—through a telephone-computer system—start receiving market data in less than one second.

The Exchange’s new Telephone Quotation Service combines an IBM computer system with high-speed Bell System equipment manufactured and installed by Western Electric for the New York Telephone Co. It can handle up to 400,000 calls during the day — without a busy signal.

Over 83 years of making complex equipment for the Bell System prepared us for tackling this job. And the same emphasis on quality that we put into Bell telephone network equipment — the same determination for dependability at low cost — enhance this special service.

1. Exchange floor. A specialist clerk at one of the N.Y.S.E.’s posts checks via telephone with line brokerage office. Details of transactions on the floor will be marked on pre-printed data processing cards. Cards are placed in optical card readers at end of each post which will transmit data to the computer.

2. ‘Speaking’ computer center. Housed in the Exchange building are the computer and voice assembly units. Stock data which is stored on the computer’s memory drums is translated by the voice unit into audible messages.

3. Four digits bring data. As in other member firms’ offices, a subscriber to the system dials a 4-digit number representing
to broker within a second

A particular stock, Bell System Data-Phone* equipment tells the computer which stock is being queried, by converting dial impulses into coded data.

4. Telephone Center. Western Electric built and installed the high-speed access telephone switching equipment which connects the Exchange's computer center with up to 1,000 private telephone lines. This is the largest private Bell System switching system and it supplies data on 1,600 stocks by "computer voice" to brokers. Warren Schutt of W.E. and Charles Etlinger of New York Telephone Co. check specifications of system.

5. Handles 400,000 calls. The Western Electric built Data-Phone equipment can handle up to 400,000 calls daily depending on message length. The average message time is six seconds.

All data processed is automatically computer-checked for accuracy. Edward Delaura, Director of Operational Development and Planning for the Exchange tries out the service.

The new Telephone Quotation Service brings ever faster and more dependable communications to a business built around a need for instant information. This is just another example of how Western Electric is helping the Bell System provide American industry with the most advanced communications in the world.

*Data-Phone is a service mark of the Bell System.

Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

BROADCASTING, September 20, 1965
KWK interim bids turned down

FCC's review board says temporary grant would prejudice proceeding to determine permanent occupant of facility

Seven applicants for interim operation on facilities to become vacant with the scheduled Sept. 30 demise of KWK St. Louis were pondering their next move last week following the FCC review board's surprise decision to deny each of their applications.

Board members Dee Pincock and Horace E. Stone held that there was no compelling need for the service which would override the prejudicial effect they said a grant of any of the interim applications would have on the outcome of the contest for permanent authorization. All seven are involved in applications for permanent operation.

Sylvia Kessler, the third member of the panel, agreed that all seven applications should be denied. But she issued a one-page dissenting statement, supported by a 21-page "statement of the case." She argued that the applicants proposing to use the KWK facilities should be allowed to amend their applications to "establish their basic qualifications."

She said that although there is no extraordinary need for service, it would be in the public interest to maintain the status quo of the channel assignment until a determination could be made, in the comparative hearing for permanent authority, as to whether or not any changes should be made.

Commission Criteria • The commission, in inviting applicants for interim operation on the KWK facilities, said it would "consider joint applications (by applicants for permanent authority) or individual applications (by parties not seeking permanent authority). . . ."

In addition to meeting this qualification, Miss Kessler said, an interim operator should propose an investment in station facilities that is not "substantial," lest the expenditure of a large sum on the interim operation have a psychological impact on those deciding the contest for permanent authority.

The station, which operates on 1380 kc, with 5 kw, unlimited, has been a losing operation since 1961. However, 15 applicants are seeking the 1380 kc facilities on a regular basis, 12 of them in St. Louis, and one is seeking 1390 kc in Louisiana, Mo., a community of 4,286 population, 72 miles northwest of St. Louis.

Five of the seven applicants for authority to operate until a permanent licensee is chosen, a process that might take two years, have filed applications for permanent authority as well.

A sixth, Radio Thirteen Eighty, is composed of seven other applicants for permanent authority. And the stockholders of the seventh, Thirteen Eighty Radio Corp., are principals in the KWK Corp., which is also seeking a permanent authority. A principal in KWK and Thirteen Eighty Radio is Arthur W. Wirtz, president of the present parent corporation of kwx.

The commission ordered KWK's license revoked in 1963, before Mr. Wirtz acquired the property, because of the broadcaster's fraudulent Contest. The station has continued to operate as Mr. Wirtz played out a series of legal moves in the commission and the courts seeking a reversal of the revocation decision.

Appeal Likely • Attorneys for the interim applicants indicated an appeal to the commission from the board's action is likely. No decision on the best way to proceed had yet been made, but applicants are under pressure to move swiftly, to forestall termination, on Sept. 30, of service by KWW. The station has been on the air since 1927.

Five of the interim applicants propose operating with the same or similar facilities as KWK—Radio Thirteen Eighty, Thirteen Eighty Radio, Great River Broadcasting Inc., Missouri Broadcasting Inc. and Victory Broadcasting Inc.

Clermont Broadcasting Co. proposes operating on 1380 kc but with power of only 1 kw day and 500 w at night. Pike-MO Broadcasting Co. is the applicant for regular and interim authority on 1390 kc, with 500 w day, in Louisiana.

The review board concluded that "there is no immediate and compelling need either in St. Louis or Louisiana which might override the prejudicial effect resulting from a grant of interim authorization to one or more of the applicants for regular authorization."

The board, basing its decision on past commission and court cases, said an interim grant to an applicant for permanent authority could influence the decision in the contest for a regular license.

The board recognized that the joint application of Thirteen Eighty Radio, which is not seeking a permanent license, presented a somewhat different
New building dedicated

The high command of Whitney Communications Corp., parent of Corinthian Broadcasting Corp., turned out Sept. 9 for the dedication of a new building housing WISH-TV, Indianapolis, a Corinthian property. Pictured in front of the building (l-r) are Walter N. Thayer, president of the parent company; John Hay Whitney, chairman; Robert B. McConnell, vice-president-general manager of WISH-TV; and C. Wrede Petersmeyer, president of Corinthian. The new structure cost some $800,000—not counting land or technical equipment.

problem. But the board said that since the applicant proposed to make "substantial investment" of $120,000 in station facilities, a grant might prejudice the hearing for a permanent license.

"Any cognizance taken in the regular proceeding of the interim investment, or any tendency of the interim grant to discourage competitors for the construction permit, would place the seven applicants in a favorable position," the board said.

It added that the investment might influence judgments made on questions concerning complaints of other stations about interference caused by KWK at 5 kw.

Eleven of the St. Louis applicants, all but Clermont, have been trying to iron out differences among themselves and form a joint application that would meet the commission standard for a joint applicant. They informed the board last month that they had reached an agreement with Milwaukee Broadcasting Co., owner of KWK, for purchase of that station's facilities for a total of $650,000. The agreement, however, has not yet been submitted to the board.

Both the board majority and Miss Kessler held that the proposal, in any case, would not meet the basic qualifications test, since the investment, they said, would have to be characterized as "substantial."

CATV clearance

solvable—AMST

A spokesman for the Association of Maximum Service Telecasters last week said that problems of copyright clearance for community antenna television systems were not only "surmountable, but could be solved in a practical way."

He maintained that program schedules, if followed by the CATV operator, would allow appropriate time to secure the copyright clearances prior to the time of the broadcast, and that this should be done to protect the investment of the program producers, the stations, the networks and other sources.

Ernest W. Jennes, general counsel for AMST, proclaimed the association's views in a supplemental statement filed before the House Judiciary Subcommittee dealing with copyrights and the revision of the copyright laws.

He called the action of CATV "parasitic" in the way it gets the product it sells. And he said that the product was "programs, because no matter how high the technical quality of the signal delivered, if a CATV did not offer programs, it would go out of business."

Practicality • Mr. Jennes told the subcommittee that CATV systems can readily determine by reading a station's schedule, which programs will be broadcast over a specific station with ample time to secure copyright clearances. If the CATV operator can not secure the copyright protection in time, he can

Choose a Stainless TOWER—and sleep nights! ... say these ETV broadcasters

WILLIAM J. BALLARD
Director of Television

WUCM-TV
UNIVERSITY CENTER, MICH.

RAY WOODS
Chief Engineer

Dreaming towers? No need to. You can rely on STAINLESS' experience in fabricating more than 1,000 of our nation's broadcast, ETV and CATV tower systems—among them the world's tallest structures.

Get your free book describing these installations.
eliminate the program from transmission over his system, he added.

He said that the CATV operator can deal with the television networks for copyright clearance which would, he feels, cover about 60-65% of network affiliates' program time. He said that locally produced programs of the stations could be cleared with the stations, for, every CATV operator knows the stations whose signals he carries.

As for regularly scheduled live sports programs, Mr. Jennes said they are either carried on a regular basis by particular national networks and their affiliates, or by special sports networks or by the particular local stations.

The rest of the programing of stations he said, is mainly constituted of feature films and so-called syndicated programs.

Syndicated programs and feature films could be cleared for use by the CATV operator if he sought the name of the film, the station had acquired rights to, and then received the clearance of the producer or of the syndicator.

Refers to Ford Statement = He referred to the statement made on behalf of CATV by Frederick W. Ford, president of the National Community Television Association, and said that the statement alleged inconsistency between the FCC's requirements that the CATV's carry signals of local TV stations and the existence of copyright protection with respect to particular programs transmitted by the CATV's. But, he told the subcommittee, there is no inconsistency.

Mr. Ford had earlier told the subcommittee that "it would be administratively impossible for a CATV owner to obtain advance clearances for all the programs his system carries," and that since "CATV's are just extensions of the set owner's antenna, they should have the same right to broadcast material as the general public" (Broadcasting, June 28).

Mr. Jennes said that this request for exemption "breaches the principle that the user of the work should compensate the owner for the use of that work."

He recognized the problems inherent in a network's or station's infringement of a copyright, but he said that they, and not the CATV, would be the prime candidates for the role of defendant. He pointed out that "the real risk of the CATV operator exists only when he operates with recklessness toward the copyrights of others."

Signals and programs = As for the inconsistency purported by Mr. Ford, Mr. Jennes said that the commission neither "implicitly nor expressly suggests that the CATV operator must carry any particular program of any particular station" if it would be a violation of the copyright for the CATV to do so. Moreover, he says, the commission only requires that the CATV carry the signal of the local station, to prevent unfair competition between that station and others that might be made available from other areas.

In conclusion, AMST asked the subcommittee to disregard the impracticability of securing copyright clearance as a basis for exemption of CATV's, and not to grant such exemption.

Hearings on the copyright revision in the House were over two weeks ago (Broadcasting, Sept. 6), but the AMST statement was filed as rebuttal of Mr. Ford's statements made before the committee last June.

The subcommittee is expected to solicit further appearances on behalf of both CATV and broadcasters in an effort to resolve differences before taking the copyright bill (HR 4397) before the House. And nothing is expected to be done on the bill during this session of Congress (Broadcasting, Sept. 13).

**KNX radio tower felled by vandals**

KNX Los Angeles, CBS-owned 50 kw radio station, was silenced at approximately 10:40 p.m., Wednesday night (Sept. 15) as a result of malicious vandalism which toppled the station's transmitting tower. KNX-FM continued to broadcast without interruption.

The 490-foot tower was located in the center of a 22-acre lot at 190th Street and Hawthorne Boulevard in Torrance in the south part of Los Angeles, more than 20 miles away from the station's studios and offices in Hollywood.

From all appearances, the vandals broke through a galvanized iron fence and then with a hacksaw cut through a turnbuckle two inches thick. When the turnbuckle gave way, it released one of three sets of tightly wound cables that served as guy wires to keep the tower anchored firmly. With the tension on one side released, the pressure of the other two guys pulled the tower to the ground. KNX immediately lost its signal and the station was off the air.

The vandals cut the south set of cables, apparently in hope this would cause the tower to fall on the transmitter house directly south of the tower's base. Instead, the tension of the other guys pulled the tower back, away from the transmitter house. The release of the several cable pulled against the porcelain base with such force that it was snapped in half. The lower half remained riveted to its concrete base. The upper half flew through the air for about 50 feet, when the tower fell, and landed with such force that the two-inch steel bars of its framework were twisted into a spaghetti-like tangle.

The FM tower escaped injury as it is located atop the TV transmitting tower of KNXT(TV) on Mount Wilson, some 30 miles from the Torrance location of the AM tower.

A unit of the Torrance police de-

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**No TV licenses for Birch society**

The general counsel of the FCC last week told the Senate Commerce Committee that the John Birch Society could not become a licensee of an educational television station, and that the fairness doctrine applies to all broadcast licenses, regardless of whether they are maintained by educational groups.

Henry Geller, general counsel at the commission, was answering questions to this effect, raised at the committee hearing on the appointment of Robert T. Bartley to a third term on the commission (Broadcasting, Sept. 6).

At the hearing, Senator Ross Bass (D-Tenn.) asked if an ETV could "brainwash" the community it serves by expounding extremist philosophies under the guise of education.

Senator N. S. Lykes (D-R.I.), chairman of the Senate Communications Subcommittee, asked Commissioner Bartley to have the general counsel answer the questions by memorandum to the full committee.

Mr. Geller told the committee that to gain a license for an ETV, the applicant has to be either a recognized educational institution; a duly constituted educational foundation; a nonprofit, tax-supported organization other than a local school system, or a local school system. And, he said, the Birch Society is none of these.

The fairness doctrine, he stated, applies to all the commission's licensees and has been invoked in response to programs aired on educational facilities.
partment witnessed the crash of the tower, but was not able to capture the persons responsible for its destruction.

Officials at the station could not think of any reason for the attack on the KNX tower. Robert P. Sutton, general manager who was in New York on business when the vandalism occurred, editorializes regularly on matters of local interest, but there is no group that has been so aggressively attacked as to provoke so violent a response, in the opinion of other KNX executives.

The station announced that all KNX advertisers will be given full makeups for commercials not broadcast while the AM signal was not operating, although these commercials were aired on KNX-FM. The KNX-FM operation is complete duplication of KNX and no charge is made for FM alone.

Engineering personnel from CBS headquarters in New York arrived in Los Angeles late Thursday afternoon to assist KNX engineers in erecting emergency towers to get the station back on the air as soon as possible.

Meanwhile, other Los Angeles stations were establishing extra guards at their transmitter sites as a precautionary measure, should the attack on the KNX tower prove to be part of an antiradio campaign.

Group owners name research firm

United Research Co. of Cambridge, Mass., was retained by the Council for Television Development last week to make a major study of group station operations and TV competition (CLOSED CIRCUIT, Sept. 13).

The council was formed a few weeks ago by group owners opposing the FCC's plan to limit multiple ownership of stations in 50 markets (BROADCASTING, July 26). The research project is envisioned as one of its principal weapons in the battle.

The FCC last week granted the motion of the council to extend the deadline for comments on the proposed rulemaking (see story this page).

Hathaway Watson of RKO General, chairman of the council's research committee, reported the awarding of the contract to URC after a meeting of the committee and URC officials in New York Thursday (Sept. 16).

He said a detailed history of the growth of multiple ownership and evolution of the FCC's current proposals had been prepared by W. Theodore Pier- son, Washington communications attorney who represents the council, and that this was turned over to URC.

The research firm's immediate assignment, Mr. Watson said, is: (1) to analyse the degree of competition that exists between individual stations in a market and between television and other media generally, and (2) to research the ways in which group operators function — relationships between headquarters and owned stations, the degree of autonomy allowed the stations, whether policy on such matters as news and public affairs programing is set corporately or by the stations individually, etc.

Date for the next meeting will depend largely on URC, Mr. Watson said, but he indicated a session to get a progress report and discuss the project probably would be held in about a month.

Ward Quaal, WNJ Inc., is chairman of the executive committee of the council, which is composed of most of the country's major group owners.

And a case of arson in South Carolina

A 19-year-old disk jockey last week was sent to the South Carolina state hospital in Columbia for examination after he admitted setting fires at WANS Anderson, S. C., and WRDW Augusta, Ga.

Joe Harris, the DJ, had been charged with setting fire to WANS last Monday night (Sept. 13) and claiming at the time he had been assaulted by an unknown person who apparently started the fire. The following day he admitted to police that he had piled reels of tapes and papers on the console and started the blaze, because he had "an urge" to. He said there were no attackers.

Mrs. Carolyn Turner, general manager of the station, said the fire destroyed the studio and offices and that the station off the air until Thursday, when it resumed broadcasting from a trailer with new equipment that had been flown in. Mrs. Turner said there was no dollar estimate of the damage and that the station was covered by insurance.

After his arrest and arraignment on a charge of arson by South Carolina authorities, Harris admitted to Georgia state police that he had set fire to WRDW two weeks earlier; a blaze that destroyed the new studio-office building. In addition, he admitted to having smashed all the windows in WRDW's new building a few days before committing the arson. It is expected he will face malicious mischief and arson charges in Georgia.

Mrs. Turner said Harris was a recent graduate of a Sarasota, Fla., engineering school and that he had been to work for WRDW in mid-August. After two weeks there, he was sent to WANS. The stations have common ownership.

Extension granted

The FCC last week granted the motion by the Council for Television Development to extend the deadline for comments on the proposed rulemaking which would prohibit an individual or corporation from owning more than three stations (not more than two of them VHF's) in the top 50 markets.

The deadline for comments was extended from Oct. 1 to April 1, 1966, and the deadline for replies from Nov. 1 to May 2, 1966. The commission recognized that the council was a newly formed organization, that it was developing a research program to investigate the proposed rulemaking, and that more time was needed by the United Research Co. of Cambridge, Mass. to complete the study (see this page).

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BROADCASTING, September 20, 1965
Emmy still has her problems

West Coast critics say elimination of categories also eliminated the suspense from presentation; the score: East 23, West 6; NBC 14, CBS 12, ABC 3

Television's Emmy, which last year was deserted temporarily by two of the three TV networks, is faced this year with a revolt from the West Coast. The award, shorn of its traditional categories and resulting competition among programs and individuals, was intended this year to symbolize "excellence" wherever it was found. The Emmy was given 29 times this year with NBC-TV the winner among networks in number of honors received: NBC 14, CBS 12, ABC 3.

But, according to West Coast critics, the whole evening was a losing affair with the basic show business element of suspense lacking with the elimination of the 27 categories of last year. The score between East and West Coast originations was East 23, West 6.

Entertainment shows drawing most attention and most awards, at the presentation ceremonies telecast by NBC-TV, were a CBS-TV nomination, My Name is Barbra, the special starring Barbra Streisand and NBC-TV's "The Magnificent Yankee," one of that network's Hallmark Hall of Fame series.

A station award went to WOSU-TV New Orleans for its special entitled Ku Klux Klan and the Canadian Broadcasting Corp. received the international award for its presentation of Le Barbier de Seville.

Criticism of last week's Emmy program, largely from the West Coast, centered on an alleged lack of suspense in the show's format. This was blamed on the new awards system, which excludes contest situations between individuals or programs.

No Easy Job = Hollywood echoed the sentiment of Rod Serling, National Academy of Television Arts & Sciences president: "I was appalled at the proceedings." The general feeling of those in the Palladium, where the Hollywood part of the two-hour show originated, was that the New York producers had fallen down on the job. "It's not easy to make Sammy Davis Jr. look bad," one newsman commented. "But they certainly succeeded tonight."

Some of the blame for the tedious proceedings was put on the new method of making the awards, which eliminates the element of program-to-program, person-to-person competition. "They took the horse race out of the awards and when they did that they took the interest out too," was a general comment in Hollywood with which President Serling expressed full agreement. Nor did he attempt to evade his share of the responsibility for the new system. "I'll take my place in the dock," he said ruefully.

An academy representative in New York said it is important not to confuse the merits of the new awards system with the format of the program on which they are presented. He suggested that the awards telecast could be spruced up considerably to make it more exciting to the viewing public without tampering again with the method of choosing Emmy winners.

The question was raised whether networks would want to carry the program next year after considering the industry fusing and feuding that have attended the awards and the possible lack of audience appeal should the program be presented in the same format next year.

The academy has been receiving $250,000 each year from NBC for rights to the award ceremonies.

Exploitation = John Guedel, president of the Hollywood chapter, said a change is needed. It's not basically a tough problem if you agree on what the academy should be," he said. "The academy is not an exclusive club; it's an industry exploitation. In exploitation the key work is showmanship and when
you have showmanship you have something that is clear, unconfusing and easy to understand. You must have competition and so you must have categories.

"There been some talk of dropping the Emmy presentation of the awards and making it a private affair, with no broadcast shows and no national publicity," Mr. Guedel observed. He does not share that view. "A part of the value of an award to an individual or organization is the publicity it brings," he declared. "No one wants to receive an award in a broom closet. Besides, the competition gives the academy the money to support a lot of other activities that are purely for the improvement of television and the benefit of the people working in TV."

The trustees of the academy (10 from New York, 10 from Hollywood and 10 from the rest of the country) are scheduled to meet in New York Sept. 24, when it is expected that this year's telecast will be a prime item on the agenda.

Art Big • The 29 winners were picked from a list of 78 final nominations and included two art documentaries, NBC-TV's The Louvre and ABC-TV's The Leonardo da Vinci, "one of the Emmy award program. A narrow distribution of honors under the revised Emmy award system is indicated by the fact that three programs, My Name is Barbra, six awards; "The Magnificent Yankee," five awards, and The Louvre, six awards, accounted for 17 Emmies or more than half of the total distributed. According to officials of the academy over 2,000 entries were received for examination, 78 of which eventually made it to "Blue Ribbon" panels which picked the winners.

Last year, under the academy's traditional category system in which nominees vied against each other rather than the public for a standard of excellence, 28 Emmy statues were awarded plus international and station honors.

The similarity of this year's figure of 29 Emmies is purely coincidental according to Peter Cott, executive director of the academy.

The telecast of the Emmy program on NBC-TV was a full two hours (10-12 p.m., Sept. 12) although it had been originally planned as a one-and-one-half hour show.

The only rating information available on the program was a New York City Nielsen figure which gave it a 30.2 rating for the 10-12 p.m. period.

Considerable discussion has surrounded the academy's plan to rotate the Emmy award program in coming years between the three TV networks. An academy official has indicated that all three networks have given tentative verbal approval to such a plan though it has not been set firmly.

A complete list of 1964-65 Emmy winners follows:


Outstanding individual achievements in entertainment • Actors and performer: Alfred Lust, "The Magnificent Yankee," Hallmark Hall of Fame (NBC): Barbra Steisand, My Name is Barbra (CBS); Dick Van Dyke, Dick Van Dyke Show-series (CBS); Leonard Bernstein, New York Philharmonic Young People's Concert-series (CBS); Lynn Fontaine, "The Magnificent Yankee," Hallmark Hall of Fame (NBC).


Director: Paul Bogart "The 700 Year Old Gang," The Defenders (CBS).

Conception, choreography and staging: Joe Layton, My Name is Barbra (CBS).

Art directors and set decorators: Tom John, art director; Bill Harp, set decorator, My Name is Barbra (CBS); Warren Clymer, "The Holy Terror," Hallmark Hall of Fame (NBC).

Make-up artist: Robert O'Bradovich "The Magnificent Yankee," Hallmark Hall of Fame (NBC).

Musician: Peter Matz, My Name is Barbra (CBS).

Cinematographer: William Spencer, Twelve O'Clock High-series (ABC).

Lighting director: Phil Hymes, "The Magnificent Yankee," Hallmark Hall of Fame (NBC).

Special photographic effects: L. B. Abbott, Voyage to the Bottom of the Sea-series (ABC).

Color consultant: Edward Ancona, Bonanza-series (NBC).

Technical director: Clair McCoy, Danny Thomas Specials, "Wonderful World of Burlesque" (NBC).

Outstanding program achievements in news, documentaries, information and sports • The Louvre, Lucy Jarvis, producer (NBC); "I Leonardo da Vinci," Saga of Western Man, John H. Secondari and Helen Jean Rogers, producers (ABC).

Outstanding individual achievements in news, documentaries, information and sports • Director: John J. Sughrue, The Louvre (NBC).

Writer: Sidney Carroll, The Louvre (NBC).

Film editor: Aram Boyajian, The Louvre (NBC).

Cinematographer: Tom Priestley, The Louvre (NBC).

Musician: Norman Dello Joio, composer-conductor, The Louvre (NBC).

Station award • WDSU-TV New Orleans, La., for its program Ku Klux Klan.

International Award • Canadian Broadcasting Corp. for its presentation of Le Barbier de Seville.

KATV (TV) switches on its 2,000-foot antenna

A promotional campaign almost the size of the item being promoted was conducted by KATV(TV) Little Rock, Ark., to introduce its new 2,000-foot antenna.

The tower project, which was completed in early September, cost about $1 million and was built by Ideco-Dresser, Columbus, Ohio. It replaces KATV's old 922-foot tower and, according to the station, enables KATV's signal to reach 301,000 people in central Arkansas. The station switched from the old to the new tower on Sept. 12 and was off the air 10 seconds for the change, KATV said.

The station featured the story "How to build a 2,000 foot tower" as part of its regular news broadcasts. It also sent
its air personalities to surrounding communities to promote the new tower. More than 1,700 radio spots were bought in 23 towns and an eight-page supplement was run in 40 newspapers describing the tower and a special KATV contest.

Drumbeats...

Welcome back James H. J. Tate, mayor of Philadelphia (r) and Donald H. McGannon, president of Westinghouse Broadcasting Co., discuss the operations of Westinghouse's KXW-AM-TV Philadelphia at a luncheon given by the mayor and 250 area businessmen to welcome Westinghouse back to Phila-
delphia. Among things discussed was the change in format of KXW to an all-news operation tomorrow (Sept. 21). KXW-AM-TV had become Westinghouse Broadcasting stations again on June 19 after the FCC ruled that Westinghouse and NBC had to switch their Cleveland and Philadelphia stations back to their original properties (BROADCASTING, June 14).

Calling Moscow  A telephone call from a newsmen in Greenville, S. C., to NBC correspondent Kenneth Bernstein in Moscow helped to start promotion for the Greenville Kiwanis club's 1965 travelogue series. The call, made by Norvin Duncan of WPBC-TV Greenville (an NBC-TV affiliate), was heard by 185 local business men at a Kiwanis club meeting. It preceded the club's first travelogue of the year, on Russia, which is planned for Oct. 19.

EQUIPMENT & ENGINEERING

Field strength study started

FCC-industry engineers form group to study proposed changes in rules on TV curves

The FCC and broadcasting industry engineers last week formed a working group with government and industry representatives to study the problem of field strength (propagation) curves for incorporation into the commission's rules. Action came at the joint FCC-industry engineering conference held in Washington, Thursday (Sept. 16), to discuss the commission's May 5 proposed rulemaking revising the present curves.

Field strength curves are the basis currently used by the commission in determining basic coverage of FM and TV signals. Independent of terrain factors, the curves statistically predict signal strength as a function of distance and antenna height. The curves have two applications. Corrected with the so-called "2 to 10 mile rule" which adjusts for an average height of terrain, the curves yield station contours. Used directly to indicate signal strength over a distance, they are the key functions in determining station allocation. Present curves in the commission's rules were developed 15 years ago for application to both UHF and VHF bands. Very little was known at that time about UHF propagation.

Following research done by the commission, the May rulemaking proposal suggested major changes in the UHF curves. Recent data indicate that UHF signals are attenuated much sooner than original theory predicted. In the allocations table, this means that stations could possibly be placed closer together.

Studies conducted independently by members of the Association of Federal Communications Consulting Engineers indicated, however, that even the new curves proposed by the FCC were in error—at times more seriously in error than the originals. At AFCCE's request the commission extended the time for comments and reply comments to Oct. 20 and Nov. 1, respectively (BROADCASTING, Aug. 16). Bob Silliman, chairman of the rules and standards committee of AFCCE told BROADCASTING: "We shall have these rules for a long time to come; [the industry] sees no need for hurried any proposals through. We would like to have the most accurate curves possible."

Industry interest is especially active, now, because of the fundamental importance of the curves in establishing overlapping ownership. There are suggestions, particularly from Kear & Kennedy, Washington consulting engineers, that the commission should revise its rules to replace the curves' statistical approximations in contested matters of overlapping ownership with actual measurements (BROADCASTING, Aug. 23).

The first meeting of the working group was held Thursday afternoon following the conferenee. Guidelines for the study were established. Members of the group are Bob Silliman, AFCCE; Phil Rice, Bureau of Standards' Central Radio Propagation Laboratory; Howard Head, consulting engineer representing the Association of Maximum Service Telecasters; Frank Kear, Kear & Kennedy; James Parker, CBS, and unnamed representatives from NBC, the FCC's office of the chief engineer and the Broadcast Bureau. At Thursday's meeting Harry Fine represented the chief engineer's office and Hart Cowperthwaite, the Broadcast Bureau. Permanent representative of the chief engineer's office will be chairman. Target date for the study is Nov. 1, present deadline for reply comments.

Technical topics...

Price change  The General Electric Co. last week said the price for its new low-light-level, three-inch image orthicon tube, Z7866, is $1.975. The company had earlier said the tube would...
cost $1,680 (Broadcasting, Sept. 13).

Rep named • Michael Scott Co., Wellesley Mills, Mass., has been named manufacturer representative of Norelco tape recorders in New England area, reported Wybo Semmelink, assistant vice president, North American Philips Co.

GAF consolidation • General Aniline & Film Corp., New York, has united its manufacturing, sales and distribution operations at a 40,000 square foot building in Arlington, Tex. For better supply to the southwest market, GAF has consolidated its Ansco photographic products, dyestuffs and chemicals, and its Ozalid reproduction sensitized-goods in the facility.

New box • With an eye towards interior decorating, the Eastman Kodak Co., Rochester, N. Y., is now box packaging its Kodak Sound Recording Tape in beige-colored boxes. The boxes, which have removable identifying sleeves, can be stacked vertically with numbers on the side and descriptions on the back. Kodak is packaging all of its five and seven-inch reels at Kodak, the be

FM set sales outlook good

EIA traces five-year record, says future even more promising

A gigantic five-year growth and projected future increase in factory sales of FM radios is being reported today (Sept. 21) by the Electronics Industry Association.

In an analysis of FM factory sales, the EIA study shows that in 1964 sales of FM sets for the home were about three times as great as 1960 sales. It also estimates that by the end of 1966 the figure will be 8,075,000 or four times the 1960 total of 1,989,000 units.

In 1960, the study shows, sales of FM and FM-AM sets were only 12% of the AM set sales. Last year’s figures show FM and FM-AM sets at 33.6% of the AM sales and the projection for 1966 is that FM and FM-AM set sales will be 42.6% of the number of AM’s.

The EIA survey, which covers domestic and foreign-made sets, reports that one of every four sets for the home sold last year could receive FM. By 1966 this ratio should be one out of three. At the start of the FM boom era in 1960, the ratio was one out of nine.

The FM auto radio, which received significant marketing starting with 100,000 sets in 1962, had sales of 310,000 sets last year and is expected to reach 500,000 sets in 1966, according to EIA.

While FM domestic sets more than doubled from 1,639,000 in 1960 to 3,662,000 in 1964, foreign-made set sales increased 10 times, going from 200,000 to 2 million. The 1966 predi

RCA predicts sale of 2 million TV sets

RCA’s current sales of consumer home products, sparked by an increased volume of color and black-and-white TV set production, have been so high as to cause RCA to revise its earlier sales estimate of a 15% increase in home instruments business to a new goal in 1965 of a 34% rise above last year’s record dollar volume.

The new appraisal was provided last week by Delbert L. Mills, executive vice president, RCA Consumer Products, at a meeting of the Electronic Analysts of Boston.

Mr. Mills said that RCA this year
will see TV set sales setting a new dollar record for both his company and for the industry. RCA, he noted, will manufacture and sell more than two million television receivers (color and black and white) in 1965.

In 1965, production of TV receivers, he said, bypassed the one million mark during RCA's second quarter, eight weeks ahead of last year's schedule. He indicated that the industry continues to be overwhelmed by demands for more color sets and studio equipment. Color TV represents a glamour product in the home entertainment industry and, as a successful new product, "by any measure—growth, profits or influence," ranks first, he said.

Mr. Mills estimated that in 1965, broadcasters, advertisers and consumers would invest close to $2.5 billion in color TV sets, studio equipment, commercials and programming. Five years ago, he said, the representative figure was only $100 million. He predicted that in five years the figure will be closer to $7 billion. Singling out the consumer, Mr. Mills said their dollar share for the product would measure $1.2 billion along with $1.1 billion share for black-and-white sets. In addition, he said, the overall sales effect would augment the country's economy by billions of dollars.

Errors found in UHF allocation

Computer card with wrong symbol blamed for inefficiencies in table

A punch card prepared by Univac Corp. last year for use in programing the FCC's Unicor III computer was scored to read TUN instead of TEQ. The mistake went undetected and was fed into the machine. The result, the commission disclosed last week, was a revised UHF table of allocations containing higher-numbered channels then necessary, and, in some cases, fewer assignments than possible.

The commission reported it had uncovered an "obscure error" in the computer program used to prepare the table that was adopted in June (Broadcasting, June 14), in announcing that it will release a corrected table in "a few weeks."

The commission said the error did not cause any technically incorrect assignments. But it did say that the table was less efficient than it could be.

A complete new nationwide plan prepared after the error was detected produced "a few additional assignments" in areas already saturated with allocations, as in the Northeast, and increased the number of lower numbered—and therefore more desirable—channel assignments the commission said.

More Available It added that the corrected plan left "a substantially greater number of channels available" for assignment in areas of the country where allocations are sparse. The total number of assignments—some 1,100 in 800 cities—is about the same as in the table adopted in June.

The error was detected accidentally by an engineer in the commission's rules and standards division, Melvor Parker, who has played a major role in the development of the UHF table.

While checking consulting engineers' complaints about the amount of work the commission required of them in preparing petitions for assignment changes, he came up with an answer to one problem that differed from a response given by the computer.

After making sure that he had not made a mistake in his manual operation, he and the commission's computer staff prepared tests for the machine. These indicated the machine was not performing at it should.

Criterion The computer had been programed to select assignments on a least-impact basis—that is, to make choices that would leave available for allocation elsewhere the greatest number of channel assignments.

But the computer, in making its selection, was found to be charging lower-numbered UHF assignments with a greater impact than the commission's engineers knew from their manual operations to be the case. For instance, a channel 15 assignment in a given situation was found to prevent 19 other assignments when the engineers knew the "right" answer was 11 assignments.

At that point, commission officials contacted Univac Corp., whose technicians had programmed the computer for the UHF table project. After checking their work, the technicians discovered an error in the programing tape that had been prepared from thousands of punched cards.

TUN, which stands for transfer unconditional, had been printed instead of TEQ, which stands for transfer if equal. This instruction had the effect of causing the computer to "assume" more low numbered UHF assignments had been made than was actually the case.

The result, in turn, was that lower-numbered UHF assignments were often passed over by the computer unnecessarily as it searched for the most efficient assignments that could be made.

The commission, in announcing its intention to release a corrected plan, said it would not change channel assignments for which construction permits have been granted or for which applications were pending as of Sept. 15.

But it will consider requests by applicants and permitees for different channel assignments, the commission said. It also said that the corrected plan will "dispose of many of the petitions for reconsideration" that were filed following adoption of the new UHF table. A number of the petitions involve requests for lower-numbered assignments than those provided in the table.

Tests of splashdown coverage plan asked

Western Union International and ITT Federal Laboratories, a division of ITT, have each asked the FCC for authority to conduct a series of tests leading to live television coverage of the recovery of the Gemini-6 astronauts at sea.

Under its proposal Western Union would first conduct a series of tests, Sept. 22-23, with a portable station at Taylor's Island, Md., and then a series of tests with the same ground stations located
on an aircraft carrier at sea.

ITT is requesting authority to test a transportable earth station aboard the aircraft carrier U.S.S. Essex. It said the purpose of the application "is to determine the compatibility of the earth station operation with other communication and electronic apparatus aboard the Essex."

ITT had been denied permission by the Defense Department to cover GT-5 because of "possible interference with operational requirements and shipboard communications" and because of "safety considerations" (Broadcasting, Aug. 2).

The question of live coverage of future splashdowns was left open at this time.

October Goal • The GT-6 flight is scheduled for late October and is intended to be a rendezvous and docking mission with an Agena satellite.

The tests envisioned by Western Union will be conducted in conjunction with Page Communications Engineers Inc. which designed and developed the ground station at Taylor's Island.

The ground station equipment is transportable and consists of a single van containing the electronic equipment and another unit containing the antenna. The equipment will later be put on board ship for the tests at sea. These tests will include a live television transmission from the deck of the vessel to the Early Bird satellite.

Western Union said that the Communications Satellite Corp. has agreed to participate in these tests but added that it would also need the permission of the Defense Department.

Western Union said it is seeking the capability for live coverage at sea in the event that the National Aeronautics and Space Administration and the Defense Department desire live television coverage of the recovery of the Gemini 6 astronauts. Western Union would also need the approval of Comsat for this undertaking.

Stromberg-Carlson, Entron join forces

Stromberg-Carlson Corp., Rochester, N. Y., and Entron Inc., Silver Spring, Md., last week announced they would join forces in promoting a full-service community antenna TV operation for telephone companies. Under the agreement, Stromberg-Carlson will finance, engineer, furnish and install complete CATV systems, using Entron equipment.

The alliance marks the entry into the CATV field of Stromberg-Carlson's giant corporate parent, General Dy-

FATES & FORTUNES

BROADCAST ADVERTISING

Mort Sidley, general sales manager of KJH-AM-FM Los Angeles, named to new post of director of new business development for National Sales Division of RKO General Broadcasting, owner of KJH. Mr. Sidley will make his headquarters in Los Angeles.

F. Joseph Mayers, advertising account supervisor at Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Ralph Becker, on sales staff at WTTG-TV Washington, named national sales manager.

Cullie Max Tarleton, Good Humor Corp., Washington, joins WBTM (TV) Charlotte, N. C. as national sales coordinator.

Pat Landon, sales staff at WFIL-FM Philadelphia, joins WIP-FM, that city, as account supervisor.

Alexander Kroll, senior VP, division manager and director of Young & Rubicam, New York, elected senior VP and management account supervisor, Lenexa Newell, that city.


John T. Hughes, media supervisor and assistant VP at Ted Bates & Co., New York, appointed media supervisor at C. J. LaRoche and Co., that city.

D. Reynolds Moore, VP of Sullivan, Stauffer, Colwell & Bayes, New York, appointed management supervisor.

Dennis K. Boyle, formerly with WDFD Flint, Mich., and WCAR Detroit, named director of research and sales develop-
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CBS Affiliates Board

CBS Radio Affiliates Association chose board of directors slate at annual convention in New York last week, re-electing Michael R. Hanna, WCUC Ithaca, N. Y., as chairman. Also re-elected were Lee Fondren, KJ2 Denver, vice chairman and H. William Koster, WANE Providence, secretary-treasurer.

Directors at large for 1965-66 will be Messrs. Hanna and Fondren and Westerner Willock, KNOI Boise, Idaho. Chosen for executive committee were Charles R. Sanders, WSFA Spartanburg, S. C., and Messrs. Hanna, Fondren and Koster.

NAME as district directors for coming year: Mr. Koster in district 1; Robert Peebles, WROW Albany, N. Y., in district 2; Frank E. Koehler, WDBJ Roanoke, Va., district 3; Mr. Sanders, district 4; J. W. Woodruff Jr., WBBM Chicago, district 5; Arthur R. O'Neil, WSBT South Bend, Ind., district 6; Thomas P. Bashaw, KPH Wichita, Kan., district 7; Gordon Thompson KFYD Lubbock, Tex., district 8 and Joseph A. Kjar, KSL Salt Lake City, district 9.

Convention committee for 1966 will be Messrs. Fondren, O'Neil and Peebles.

Allen M. Woodall, radio pioneer, dies

Allen M. Woodall, 63, president of the Allen M. Woodall Stations (WDAK Columbus, WALG Albany, WDAX McRae, WMOT Brunswick and WWAY Waycross, all Georgia) died Sept. 12 of a heart attack, at St. Francis hospital in Columbus.

Besides his station interests, Mr. Woodall's many activities included membership on the executive board of the Radio Advertising Bureau, which he headed in 1957. He was a former president of the Georgia Association of Broadcasters and one of the founders of the National Association of Broadcasters. Recently Mr. Woodall received a community antenna TV franchise in Brunswick, Georgia.

Mr. Woodall's survivors include his wife, Janette, and two sons. One brother, W. C. Woodall Jr., is president of the W. C. Woodall Jr. Stations (WBKG Blakely [75% owner], WDWD Dawson [100%], WQRT Cairo [25%], WFPN Fort Valley [25%]), all Georgia, and WNSW Greenwood, S. C. [37.5%]). His sister, Mrs. Cecil Grider also has radio interests.
Radio pioneer Kay dies

Lambdin Kay, 76, pioneer in radio, broadcast radio, died Sept. 15 in Atlanta. Mr. Kay was director of WSB Atlanta, from its inception in the early twenties until 1950. After his retirement from radio, he became affiliated with Associated Industries of Georgia and remained there until 1956 when he suffered a stroke.

Mr. Kay coined the slogan, "Voice of the South" for WSB, besides introducing the three-note chime for station identification. He also pioneered broadcasting of church services, audience participation shows and public service programs.

of research at WGN Chicago, joins North Advertising, that city, as director of market research. He succeeds Barry R. Lewis who becomes account director for new product development.

Joe D. Oliver Jr., in film and production department of WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed sales service supervisor.

John Anderson, Compton Advertising Inc., Los Angeles, joins Geyer, Morey, Ballard Inc., that city, as art director.

THE MEDIA

Richard S. Korsen, program director at KQKL San Fernando, Calif., appointed general manager of WWTC Minneapolis-St. Paul. Chuck James, production director, succeeds Mr. Korsen.

Arthur H. Holt, VP and general manager of McLendon station WYSL Buffalo, N. Y., promoted to assistant to president of The McLendon Corp., Dallas. He succeeds Donald C. Keyes who continues as VP in charge of programming. Replacing Mr. Holt as general manager is Robert L. Luther, WYSL sales manager.

George V. Liddy, general manager of WLOP Pompano Beach, Fla., elected VP of Sunrise Broadcasting Corp., that city, new owners of station. Mr. Liddy continues as general manager.

Louis Furlin, director of operations at WNEM-TV Saginaw-Bay City, Mich., elected VP of operations.

Ian A. Elliot, general manager of KATL, VP of Star Printing Co. and president of Micro-TV, all Miles City, Montana, joins Western Microwave Bozeman, Mont., as regional manager. Mr. Elliot continues as president of Micro-TV but relinquishes his radio and newspaper connections.

Paul F. Kiss Jr., San Diego businessman, named station manager of KFMX (FM) La Jolla, Calif.

Dave Button named general manager of KFIF Tucson, Ariz.

George W. Chernault Jr., manager of Shenandoah Life stations' WSLS-AM-FM Roanoke, Va., elected to newly created position of VP, Shenandoah Life Stations Inc. Mr. Chernault continues as manager of WSLS-AM-FM.

Richard M. Galikin, assistant accounting manager in comptroller's office of Time Inc., named financial director of KOGO-AM-FM-TV San Diego. Owned by Time-Life Broadcast Inc. He assumes position held by Joseph Wallach while Mr. Wallach is on assignment as consultant to TV stations in Brazil (Broadcasting, Sept. 13). Philip P. C. Shen, in accounting department of the KOGO stations, promoted to chief accountant.

Bob L. Williams, operations manager for KOCO-TV Santa Maria, Calif., appointed to newly created position of assistant manager for licensee Central Coast Television.


H. Lex Watters, VP of Ameco holding Kentucky Cable TV, Glasgow, Ky., appointed VP in charge of field assignments for Ameco.

Bill K. Johnson, construction supervisor of Kentucky Cable TV, named district construction manager of Ameco. Erwin Sharp, general manager H&B Corp., Dothan, Ala., appointed regional manager of Ameco's Texas systems, Waco, Tex.

John Baker, production manager for WJZ-TV Baltimore, joins KYW-TV Philadelphia, as public affairs director. Both are Westminster House stations.

Bob Lockwood, formerly production manager at WJJD Chicago, joins WJRC Joliet, Ill., as assistant chief of operations.

Jerry B. Sukenick, WNDT-TV New York, appointed art director for WETA-TV Washington.

PROGRAMING

Richard Reinauer, executive director of Television Academy Foundation, Los Angeles, joins Don Meier Productions, Chicago, as assistant to president.

James Beedle, WAAP Peoria, Ill., joins WPEO, that city, as production manager.

J. Allen Bowers, production manager of WETA-TV Washington educational station, named director of program operations.

Gerry Gawne, production manager of CJOR Vancouver, B. C., joins KING-AM-

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SPOTMASTER Tape Cartridge Racks

RM-100

...from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); $40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price $145.50. Extra rack sections available at $12.90.

Write or wire for complete details.

SPOTMASTER

BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

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BROADCASTING, September 20, 1965

91
Jerry Lee, disk jockey at KGIL, San Fernando, Calif., joins WWTC Minneapolis-St. Paul, as program director.

Terry Smith, assistant program director and announcer at KPEK(FM) San Francisco, appointed program director.

Burt Malakoff, operations and program director for KVYV(TV) Tacoma, Wash., takes on full programming responsibilities plus promotional and PR activities. Win McCracken, assistant operations director, succeeds Mr. Malakoff as operations director.


James M. Patterson promoted to director of public relations of American Oil Co., Chicago, succeeding Hamilton P. Dendel who joins parent Standard Oil Co. of Indiana, that city, as coordinator of marketing and distribution.

Nancy M. Salkin, color coordinator NBC, New York, promoted to director, corporate color information.

Michael Kievan, sales manager of WLWD(TV), Crosley Broadcasting Corp. station in Dayton, Ohio, named head of TV corporate programming and elected VP of Crosley (WLW and WLWT[V] Cincinnati, WLWD[TV], WLWC[TV] Columbus, Ohio, WLWM[TV] Indianapolis, WWDC-AM-FM Washington and WOAL-AM-TV San Antonio, Tex.).

David F. Strubbe, sales manager at WLWT, succeeds Mr. Kievan, who moves to Cincinnati. Replacing Mr. Strubbe at WLWT is F. Patrick Shannon, sales staff WCBS-TV New York.

Sidney Kiwitt, head of business affairs for Seven Arts Television, New York, named business affairs manager for company.

Gene Barnes, cameraman with NBC News in Hollywood, resigns to form own company to produce documentary and industrial films. P. O. Box 1864, Los Angeles 90028. Phone: 274-3062.

Bob Gips, executive broadcast producer at Guild, Bascom & Bonfigli, Los Angeles, joins FilmFair, Hollywood, as producer-director.

Marvin Friedman, director and designer for Wylde Films, New York, joins Elekta Films, that city, as director.

Leo Greenfield, western division sales manager of Buena Vista Sales Corp., distribution arm of Walt Disney Productions, Burbank, Calif., promoted to new post of domestic sales manager.

Don Conley, Pacific Coast district manager, succeeds Mr. Greenfield as Western division manager. Herb Robinson, assistant eastern sales manager, becomes eastern sales manager, succeeding Jim O'Gara, who joins Seven Arts Productions, New York, as VP and general sales manager.

John P. Kloberg, manager of American Society of Composers, Authors and Publishers Cincinnati office for 19 years, named New York division manager.

Joe Long, Jr., VP in charge of news operations for McLendon Corp., Dallas, appointed news director of KBOX-AM-FM, that city.

Gill Amundson, with news department at WTCN-TV Minneapolis-St. Paul, named news director. He succeeds Dick Ford who joins KMOX-TV St. Louis, in news department.

**FANFARE**

Willis Marshall, with engineering staff of NBC in Chicago named technical supervisor at WMAQ-AM-TV, that city.

Douglas S. Fletcher, marketing department of Bell & Howell, Chicago, appointed to newly created position of product manager, professional equipment, photo products group.

Arthur L. Reese, executive VP and director of Motorola Inc., Chicago, named general manager of consumer products division. He succeeds S. R. Herkes who continues as corporate VP in charge of marketing consumer products. Jack Davis resigns as VP of consumer products engineering to become engineering management and product consultant.


Walter A. Ulrich, eastern regional sales manager for Blonder-Tongue Laboratories Inc., Newark, N. J., appointed product manager of closed-circuit and master antenna TV division.

Nick Young named national sales training manager.

David S. Newborg, manager, product merchandising liaison, RCA International Division, Camden, N. J., named manager, antenna merchandising, for Broadcast and Communications Products Division, RCA. He succeeds Joseph P. Ulasewicz, transferred to International Division.

Robert Leonard Barnett appointed chief engineer of WWOO Oakland Park, Fla.

Eugene M. Keys, VP, marketing at Oak Manufacturing Co. division of Oak Electro-Netics Corp., Crystal Lake, Ill., appointed to newly created post of executive VP. Succeeding Mr. Keys is Paul Wheaton, who will continue as VP of Noble-Oak Ltd., Japanese-based television tuner producer owned jointly by Oak and Teikoku Tsushin Ltd.

**INTERNATIONAL**

Jack Kuper, formerly art director of Canadian Broadcasting Corp.’s graphic design department, named radio and TV director, Goodis, Goldberg, Soren Ltd., Toronto.

Dick Smyth, associate news director of CKLW Windsor Ont.-Detroit, promoted to news editor. Don Daly, formerly with CKRC Winnipeg, Man., joins CKLW news staff. Jim Van Kuren, AM-FM program coordinator, promoted to news director, CKLW-TV.

**REV. SHULER DIES**

Reverend Robert P. Shuler, 86, who figured in one of early freedom of speech cases involving radio regulation which was taken to Supreme Court, died Sept. 11 at Quail Meadow Ranch, near San Simeon, Calif.

Dr. Shuler, one-time Prohibition candidate for U.S. Senate, was pastor of Trinity Methodist Church, Los Angeles, and operated its KGOF there. His on-air attacks against local groups and other religious denominations led Federal Radio Commission to deny renewal of license of KGOF in 1931 (Broadcasting, Dec. 1, 1932).

Supreme Court, in celebrated Trinity Methodist Church case, upheld commission’s action, rejecting argument that commission’s consideration of program content conflicted with prohibition of censorship in Radio Act of 1927.
Allen promoted to TV continuity director and Bert Pilcher to TV operations traffic manager.

ALLIED FIELDS

Herbert E. Marks, formerly law clerk to Chief Judge Wilson Cowen of United States Court of Claims, now associated with Wilkinson, Cragin & Barker, Washington communications law firm.

Lee Fowler, formerly program director of KDAB Arvada, Colo., and music director of WOHO Toledo, Ohio, appointed Chicago manager of Nationwide Broadcast Service, opening in that city Sept. 27 in Blair Building, 645 North Michigan Avenue.


DEATHS

Theodore A. Ayers, 45, television producer, found dead Sept. 9 at home in Washington. Mr. Ayers received Sidney Hillman Foundation award in 1957 for CBS Face the Nation program that featured Nikita Khruushchew. He most recently helped produce ABC's Gemini Five coverage. Mr. Ayers is survived by his wife, Cynthia.

Alfred J. Manutti, 56, president of Local 802 of American Federation of Musicians, New York, died Sept. 11. Mr. Manutti is survived by his wife, Emma, and son.

Fritz Willie Wayna, 46, special projects technical director and writer for KOCO-TV Oklahoma City, died of heart attack Aug. 26. Survivors include his wife, Marion, and two daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Sept. 9 through Sept. 15 and based on filings, authorizations and other actions of the FCC during that period.

This department data on new stations, changes in existing stations, ownership changes, hearing cases, rules and regulations, routine round-up of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aural.—auditory, CTV.—community television, CP.—call points, DA.—directional antenna, ERP.—effective radiated power, RA.—radio antenna, LB.—low band, SC.—special community, SH.—specified hours, SSA.—special service authorization, STA.—special temporary permission, TR.—transmitter, UHF.—ultra high frequency, un.—unlimited hours, VHF.—very high frequency, vis.—visual, w.—watts, w.c.—water conservation.

New TV stations

APPLICATIONS

San Francisco—Bay Broadcasting Co., UHF 20, Granted CP to erect ERP 340 kw, vs. 206 kw aur. Ant. height above average terrain 1,080 ft., ground 957 ft.; address 244 Kearny St., San Francisco. Estim. first year operating cost $675,000; first year profit after expenses $238,000; first year percentage of gross revenue to license fee 1%. Applicants: Allen W. Fields, managing member; Albert Cowan, secretary-treasurer. Mr. Fields is attorney and has real estate interests.

San Francisco, Calif.—Edward J. Sullivan, Valley Broadcast Co., granted CP for new AM on 1560 kc. D. P. O. address 46 North Clark, Sullivan. Estimated construction cost $20,495; first year operating cost $42,800; revenue $11,146; Principals: Glynn J. Rice (52%) and Charles J. Brauser (48%). Mr. Rice owns real estate firm and has 50% interest in farm. Mr. Brauser owns farm and has 50% interest in roller mill. Application Sept. 14.

APPLICATIONS

Fulton, Ill.—Iowa County Broadcasting Co., 1320 kc, D. P. O. address Box 71, Scottsboro, Ala. Estimated construction cost $13,146; first year operating cost $15,600; revenue $18,200. Principals: Olvie E. Sisk, Ives T. Sisk, H. D. Thompson & Minnie Thompson (each 25%). Mr. Sisk is chief engineer at WCRU Scottsboro, Ala.; Mrs. Sisk is extension home agent with Auburn University; Mr. Thompson is construction manager and Mrs. Thompson is housewife. All applicants own 25% each in KWSB Broadcasting Co., applicant for new AM in Vernon, Ala. Ann. Sept. 13.

Langdon, N. D.—Arnold F. Petrich, 1060 kc, 1 kw, D. P. O. address 928 Princeton St., Grand Forks, N. D. Estimated construction cost $14,000; first year operating cost $25,000; revenue $46,000; Principals: Arnold F. Petrich, Mr. Petrich is consulting engineer and Chief Engineer of KFD New Dakota Forks, N. D. Ann. Sept. 13.

Madras, Ore.—William E. Richardson Sr., 1450 kc, 250 w, D. D. O. address 1835 S. W. Moss St., Portland, Ore. Estimated construction cost $23,333, which includes cost of channel 35, 722-728 mc, to channel 33, 384-390 mc; change ERP to 37.3 kw, vis. 16.74 kw, aur.: change type of ant. to GE TV-2DC. Ann. Sept. 13.

New AM stations

APPLICATIONS

KOAD Lemoore, Calif.—Elbert H. Dean and R. L. Golden, seeks CP to increase daytime power from 250 w to 1 kw. Ann. Sept. 9.


New FM stations

APPLICATIONS


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ed CP for new FM on 105.3 mc. channel 367, 75.5 kw. Ant. height above average terrain 200 ft. C. O. P. to Woodward Jr., 8th and Bluff Streets, Dubu- que. Estimated construction cost $24,371. First year operating cost $27,000; revenue $12,000. Principal: John S. Shoemaker, 2352 Florence ave., Des Moines. Estimated height above sea level 333. 400. Mr. Shoemaker owns KANS Des Moines. Action Sept. 15.

Anoka, Minn.—Northwest Broadcasting Co. Granted CP for station with new FM on 95.7 mc. channel 366, 100 kw. Ant. height above average terrain 350 ft. C. O. P. to Minnesota Radio Drive, Anoka. Estimated construction cost $56,571. First year operating cost $34,000; revenue $12,000. Principal: John P. L. Welte, 2832.5 ft. P. O. address 244 Broadway, Laredo. Estimated construction cost $8,688. First year operating cost $18,140. Mr. Welte owns KBGIN. Action Sept. 15.

Two Rivers, Wis.—Lakeshore Radio Inc. Granted CP for station with new FM on 88.5 mc. channel 306, 100 kw. Ant. height above average terrain 200 ft. C. O. P. to Main St. Two Rivers. Estimated construction cost $139,200. First year operating cost $54,400; revenue $20,000. Principal: A. C. King, 401 Main St., Two Rivers. Estimated construction cost $23,741. First year operating cost $13,922; revenue $3,000. Principal: Jose Arturo Fernandez, 2502 8th St., Chicago, III. Action Sept. 15.

San Angelo, Tex.—KWKX-AM-FM Granted CP for new FM on 107.5 mc. channel 272A, 3 kw. Ant. height above average terrain 220 ft. C. O. P. to San Angelo, Tex. Estimated construction cost $53,000. First year operating cost $21,000; revenue $5,000. Principal: John C. Ponce de Leon 400, Box 5194, Puerta de Tierra, San Juan, P. R. Action Sept. 15.

APPLICATIONS


Existing FM stations

APPLICATIONS BY FCC

Following is list of FM broadcast stations for which applications have been filed or been granted by section 73.297 of the rules, and whether they are conducting FM stereo operating service. The applications filed to date do not include those for WPB, WPSC, WPBA, WPBD, WPBB, WPAB, WPAC, WPAD and WPAB.

WFSB-AM, New Haven, Conn.; WELK FM New Haven, Conn.; WFLY FM New York; and WQXK FM South, Ala., are granted consideration for issuance of Memorandum Opinion and Order for the issuance of construction permits. The stations apply for action in the current list of FM construction permits. Action Sept. 15.

APPLICATIONS


Ownership changes

APPLICATIONS BY FCC

KXV Phoenix, Ariz.—Grant of transfer of control of KXV (AM-FM) Broadcasting Inc., from Edward J. Churchill (91%), to Edward J. Oberg (100%) of KXV. Control transferred to Edward J. Oberg. Consideration none. Action Sept. 15.

KMAQ Maquoketa, Iowa.—Grant of assignment of control of radio station from Nona Warren, 1317 Broadl., Maquoketa, to G. W. Goetz and Merlin J. Myhelter, d/b/a Jackson County Broadcasting Co., to Dennis W. Moore, managing membe., and John J. Villars, general manager of KMAQ. Action Sept. 15.


KTRK Houston, Texas.—Grant of assignment of control from Richard T. Latting, 1218 St. Louis St., Des Moines State Bank, Des Moines. Action Sept. 15.

KZA Omaha, Nebr.—Application for permission to discontinue broadcastings. Action Sept. 15.

KMUJ Los Angeles, Calif.—Grant of assignment of license from W. S. Thompson, KMUK, Los Angeles, Calif., to Turner Broadcasting System, Inc., Turner Broadcasting System, Inc. Action Sept. 15.


KSAU Minneapolis, Minn.—Grant of assignment of control from James W. Martin, KSAU, Minneapolis, Minn., to John R. Henneman, 1717 6th Ave., Minneapolis, Minn. Action Sept. 15.


KHZT San Bernardino, Calif.—Grant of assignment of license from John F. Mitchell, KHCT, San Bernardino, Calif., to J. A. D. Smith, 778 East Sierra Hwy., San Bernardino, Calif. Action Sept. 15.


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<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2149 M St., N.W. Washington 37, D. C. 296-6490</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Washington 4, D. C. Telephone District 7-1205</td>
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<tr>
<td>A. D. RING &amp; Associates</td>
<td>42 Years Experience in Radio Engineering</td>
<td>1710 H St., N. W. 298-6500 Washington 6, D. C.</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>INWOOD POST OFFICE DALLAS 9, TEXAS MELINUS 1-8360</td>
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<td>WALTER F. KEAN</td>
<td>CONSULTING ENGINEERS</td>
<td>Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (1 Chicago suburb)</td>
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<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4586</td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hoskins Street Lufkin, Texas Neptune 4-4242 Neptune 4-9558</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>and ASSOCIATES</td>
<td>A Division of Multico, Inc. Multico Building 5712 Frederick Ave. Rockville, Md. 1a suburb of Washington Phone: 301 427-4666</td>
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<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>3141 Cahuegas Blvd. Los Angeles 28, California H0 9-3227</td>
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<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 5-0711</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-0000</td>
<td>WASHINGTON 6, D. C.</td>
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<td>JULIAN COHEN &amp; ASSOCIATES</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W.</td>
<td>399-4616</td>
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<tr>
<td>PETE JOHNSON</td>
<td>Consulting am-fm-television Engineers</td>
<td>Applications—Field Engineering</td>
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<tr>
<td>JOHN H. BROADWAY, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan 49036</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV</td>
<td>103 S. Market St. Lee's Summit, Mo.</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 45 Concord Ave. Cambridge 38, Mass. Phone 2rowbridge 6-2310</td>
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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Sept. 15

ON AIR NOT ON AIR TOTAL APPLICATIONS

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TOTAL COMMERCIAL STATION BOXSCORE
Compiled by FCC, June 30, 1965

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ROUTE ROUTINE

ACTION BY REVIEW BOARD

- Board Members Slone and Pincock, with Member Keebler dissenting and issuing “statement of case” adopted decision denying six AM applications for interim operation on 1380 kc, to be vacated by WSW, St. Louis, and seeking on 500 kc with 500 w, D, in Louisiana, Mo. St. Louis applicants are Civil Rights Broadcasting Co., Radio Thirteen-Eighty Inc., Tinker Broadcasting Co., and Victory Broadcasting Co., and Louisiana applicant is Pine-Pine Broadcasting Co. Five of applicants for interim authority are also applicants for interim authority, but found no immediate and compelling need which would override prejudicial effect resulting from grant of interim authority.

- In Lebanon, Pa.-Catsville, Md., AM proceeding in Dec. 1980 et al., granted petition by Broadcast Bureau to enlarge issues to determine whether it will be granted in proceeding for new AM in Lebanon, Pa., and Southtown, Conn. (according to broadcast), D, and Broadcast, Dec. 1981) that Smith does not possess requisite qualifications to be licensee of license, whether Cedar Broadcasters, in which Smith is a partner, in possession requisite qualifications to be licensee of commission.

- In Carson City-Las Vegas Reno, Nev., Idaho Falls, Idaho, AM proceeding by The Benay Corp., Idaho Falls, to extend time to Sept. 28 to file opposition to motion by WGN Inc., to modify and enlarge issues, Action Sept. 14.

- Certified to commission petition by El Mundo Broadcasting Corp., to increase power of WGBK-TV, Cagay, P. R., Action Sept. 14.

- By memorandum opinion and order, granted motion by Black Broadcasting Corp., for enlargement of time for filing demurrers to petition to File those proceedings in connection with the proceeding for a new AM station in St. Louis, Mo., to extend time to Sept. 28 to file opposition to motion by WGN Inc., to modify and enlarge issues, Action Sept. 14.

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- Certified to commission petition by El Mundo Broadcasting Corp., to increase power of WGBK-TV, Cagay, P. R., Action Sept. 14.

APPEALS FROM DECISIONS AND OR ORDERS

- By Board Members Slone and Pincock, with Member Keebler dissenting and issuing “statement of case” adopted decision denying six AM applications for interim operation on 1380 kc, to be vacated by WSW, St. Louis, and seeking on 500 kc with 500 w, D, in Louisiana, Mo. St. Louis applicants are Civil Rights Broadcasting Co., Radio Thirteen-Eighty Inc., Tinker Broadcasting Co., and Victory Broadcasting Co., and Louisiana applicant is Pine-Pine Broadcasting Co. Five of applicants for interim authority are also applicants for regular authority. Board found no immediate and compelling need which would override prejudicial effect resulting from grant of interim authority.

- In Lebanon, Pa.-Catsville, Md., AM proceeding in Dec. 1980 et al., granted petition by Broadcast Bureau to enlarge issues to determine whether it will be granted in proceeding for new AM in Lebanon, Pa., and Southtown, Conn. (according to broadcast), D, and Broadcast, Dec. 1981) that Smith does not possess requisite qualifications to be licensee of license, whether Cedar Broadcasters, in which Smith is a partner, in possession requisite qualifications to be licensee of commission.

- In Carson City-Las Vegas Reno, Nev., Idaho Falls, Idaho, AM proceeding by The Benay Corp., Idaho Falls, to extend time to Sept. 28 to file opposition to motion by WGN Inc., to modify and enlarge issues, Action Sept. 14.

- Certified to commission petition by El Mundo Broadcasting Corp., to increase power of WGBK-TV, Cagay, P. R., Action Sept. 14.

- By memorandum opinion and order, granted motion by Black Broadcasting Corp., for enlargement of time for filing demurrers to petition to File those proceedings in connection with the proceeding for a new AM station in St. Louis, Mo., to extend time to Sept. 28 to file opposition to motion by WGN Inc., to modify and enlarge issues, Action Sept. 14.

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By Hearing Examiner Elizabeth C. Smith
In proceeding of Smiles of Virginia Inc., and Petersburg Broadcasting Co., for new FM in Petersburg, Va., granted petition of Virginia to continue prehearing conference from Sept. 15 to Sept. 17.

By office of opinions and review

Granted motion by Broadcast Bureau to extend time for replies to petitions for reconsideration, rehearing and removal of issues to open remote control hearing, TV Co. of America Inc., and by Robert W. Hughes and Alex Goldberg, Inc., and by certain other petitions for reconsideration, rehearing and removal of issues to open remote control hearing.

By Hearing Examiner Flathead Bureau

Granted petition by Broadcast Bureau to continue Sept. 15 further hearing to Oct. 20 in proceeding of Midwest Television Inc., for new TV to operate on channel 49 in Springfield, Ill. Action Sept. 9.

By Hearing Examiner H. Gifford Irlon

 Granted request by Broadcast Bureau to continue Sept. 20 to Oct. 4 for final filing of proposed findings and conclusions in proceeding on AM applications of Flathead Valley Broadcasters, Kalispell and Garden City Broadcasting Inc., Missoula, Mont. Action Sept. 19.

By Hearing Examiner David I. Krauscha

By separate actions in proceeding on domestic public point-to-point microwave radio service applications of Alabama Microwave, Inc., (filing facility at KJZC) at Capehart Mountain, and for new station near Rogersville, Ala., in Dec. 79 and 80, respectively, and for new station near Altonna, Tex., filed Sept. 9 prehearing conference, scheduled certain proceeding dates and specified procedure in order for Nov. 1, and on own motion, ordered that they be published as notice of hearing in this proceeding and afforded an opportunity to file written comments with this ruling to five days to object actions. Action Sept. 9.

By Hearing Examiner Jay A. Kyle

Continued without date hearing now scheduled for Sept. 21 in Beaumont, Tex., in proceeding on applications of Television Broadcasting, Inc., to move trans. of KBMT (TV), channel 12, Beaumont, increase antenna height, and decrease ERP at present transmitter, and for new station in Brownsville, Tex., for license proposed for channel 39, ERP 100, and ant. height 300 ft.; waived sec. 73.210 of rules to permit main studio to be located beyond corporate limits of Brownsville. Action Sept. 10.

By Hearing Examiner Forest L. McClennan

By separate actions in Costs Mesa-Newport Beach, Calif., proceeding in Dec. 79 to 80, respectively, and for new station near Rogersville, Ala., in Dec. 79 and 80, respectively, and for new station near Altonna, Tex., filed Sept. 9 prehearing conference, scheduled certain proceeding dates and specified procedure in order for Nov. 1, and on own motion, ordered that they be published as notice of hearing in this proceeding and afforded an opportunity to file written comments with this ruling to five days to object actions. Action Sept. 10.

By Hearing Examiner Charles L. Naumowicz Jr.


By Hearing Examiner Sol Goldhause

Continued Oct. 18 hearing to Oct. 20 in proceeding on applications of United Broadcast Center Co., for renewal of license of WOOG Washington, and Bowie Broadcast- ing Co., for new station in Bowie, Md., in Dec. 79, 1619, with hearing to be on in January or February, respectively, and specified certain procedural dates with respect to said applications. Action Sept. 10.

By Hearing Examiner Herbert Shafman

In Annilston Ala., channel 70 proceeding for new station, filed petition of Advance Broadcasting Co. for leave to amend its application, for new station in Anniston, to add channel 38, and other information relating to Aug. 11, 1966, in proceeding. Action Sept. 12.


By Hearing Examiner Alfonso H. Grieve

In proceeding of Steve Smith of Smiles of Virginia Inc., and Petersburg Broadcasting Co., for new FM in Petersburg, Va., granted petition by Broadcast Bureau to continue Sept. 15 further hearing to Oct. 20 in proceeding of Midwest Television Inc., for new TV to operate on channel 49 in Springfield, II. Action Sept. 9.

By Hearing Examiner Gifford Irlon

Granted request by Broadcast Bureau to continue Sept. 20 to Oct. 4 for final filing of proposed findings and conclusions in proceeding on AM applications of Flathead Valley Broadcasters, Kalispell and Garden City Broadcasting Inc., Missoula, Mont. Action Sept. 19.

By Hearing Examiner David I. Krauscha

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By Hearing Examiner Charles L. Naumowicz Jr.


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Continued Oct. 18 hearing to Oct. 20 in proceeding on applications of United Broadcast Center Co., for renewal of license of WOOG Washington, and Bowie Broadcasting Co., for new station in Bowie, Md., in Dec. 79, 1619, with hearing to be on in January or February, respectively, and specified certain procedural dates with respect to said applications. Action Sept. 10.

By Hearing Examiner Herbert Shafman

In Annilston Ala., channel 70 proceeding for new station, filed petition of Advance Broadcasting Co. for leave to amend its application, for new station in Anniston, to add channel 38, and other information relating to Aug. 11, 1966, in proceeding. Action Sept. 12.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum • HELP WANTED 30¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—$2.25, 52 X rate—$20.00 Display only). 5" or over Billed R.O.B. rate.
- Use abbreviations as classifieds, $4.00 minimum word—$2.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Experienced sales-manager leading to manage East metropolitan suburban 3 kw day with FM. Base and Incentive compensation. No hurry. Box J-4, BROADCASTING.

I am tired of men who try to retire on my management—simulation—ability—multiple group. Young salesman who is ready for management of my radio station. He is not afraid of work and he will use my salary plus incentive plan to earn a handsome income. This single station in the southwest will provide you with right man. Box 19-0, BROADCASTING. Do you know such a man, send complete details to Box J-201, BROADCASTING.

A man who knows how to sell wanted for one man-sales-station manager in excellent position. Good market. Strong FM signal. Good sales background a must. Family man, aggressive, cost conscious, age 30-40. Please furnish complete resume including photo, recent earnings, work experience and salary requirements. Call or send complete resume to Box J-934, BROADCASTING.

Studio manager, with proven record. Must be conscientious, hard-working, and capable of coming to the questionnaire. Send complete resume to Box J-456, BROADCASTING. Robert Bodden, General Manager, WMR, Lake Geneva, Wisconsin.

Managers of stations may add as much as $10,000 a year to present personal income required. Talk to us and get our ad on page 103.

Sales

Baltimore—solid salesman—proven track record with management capability—multiple group—good starting salary, plus—Box R-107, BROADCASTING.


Lake Geneva, Wisconsin seeking experienced sales manager—average FM station. Good salary requirements. Robert Bodden, WMIR, Lake Geneva, Wisconsin. This is a good opportunity for capable sales manager with aggressive,, self-confident salesperson, living area and hospitalization insurance. If interested, contact R. M. McKay, Jr., WKRM, Columbus, Tennessee.

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months. $200,000 market. We’ve got the product and incentive—do you have the ability? Call James Austin, Charleston, W. Va., 304-345-4556.

Not making enough? Need $8,000 more a year? Keep your present position and enjoy Columbia, South Carolina, along with sale, station management and education. We’ll return. This is a good opportunity, Box H-356, BROADCASTING.

Help Wanted—Announcers

Announcer: Just out of school with or without limited experience interested in learning sales. Here’s a top opportunity to learn business and get paid well while you do it. Send audition tape and full information. Box J-11, BROADCASTING.

Help Wanted—Announcers (cont’d)

Openings for better than average top 40 stations with full time. Work Mon. to Fri. to 10 p.m.—Saturday & Sunday a.m. shift on progressive Wisconsin station. Excellent salary and fringe benefits for right man. Box J-15, BROADCASTING.

Announcer with AM experience for quality eastern station. Must have pleasing air personality, minimum 5 years experience, references. Box J-17, BROADCASTING.

Southeastern Negro programed station seeking experienced or semi-experienced radio personality. Full-time regular. Middle of the road music format. Excellent salary and fringe benefits for right man. Box J-71, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who also is good cross-fader. Must have 5 years experience. Newcomer may be considered if experienced and interested. Must have professional equipment and carry tape. Must have a good work attitude, enjoy music, enjoy people. Excellent opportunity. Box J-94, BROADCASTING.

Studio manager, prove your worth. Must be conscientious, hard-working, and capable of coming to the questionnaire. Send complete resume to Box J-456, BROADCASTING. He is looking for a new home and a right man to be a part of progressive community and station. Texas. Box J-113, BROADCASTING.

Southeast 24-hour country music station has immediate opening for DJ with first class ticket. No maintenance. Opportunity for sales. Send tape, references, salary requirements. Box J-117, BROADCASTING.

Leading adult station in top Michigan market is seeking experienced announcer-dj strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

Major market-southwest. Top good music station. We need a young, single announcer, with the right attitude. We’re looking for a young, single announcer who is ready to go. Send tape, references, salary requirements. Box J-11, BROADCASTING.

Major midwest NBC affiliate wishes to add a new air personality to its staff. Finest working conditions and fringe benefits. If you have a good radio personality and quality you qualify for this job, send complete resume, air-check tape and photo first letter. Box J-174, BROADCASTING.

First phone, mature sound for morning or midday promotable show. Sales top if you wish. Smoothest sound on FM's Gold Coast. Permanent residence in one of America’s most pleasant areas. Future unlimited, Box J-117, BROADCASTING.

North Jersey station requires a qualified announcer. No beginners. Send tape and salary requirements and resume to Box J-188, BROADCASTING.

Wanted: Swing rock-jock, preferably single. Good pay, good schedule to midnight, 6 days per week. Inquire Box J-194, BROADCASTING.

Immediate opening for first phone “top 40” announcer. Some news, some production included. Good pay, good opportunities in middle west. Send tape and resume to Box J-197, BROADCASTING.

Immediate opening for announcer, sales-announcer, or announcer-newsmen, 3rd class station. Located on the East Coast. Send resume to Box J-356, BROADCASTING.

Announcer—1st phone for one of Iowa’s best good music stations. KCFL, Waterloo-Cedar Falls, Phone 319-388-7561, W. C. P. Broadcasting.

Alaska—Great Hunting, Fishing. Top station. All new facilities. Adult music, ideally for air. No Accents or affectations. $800 starting. Air personality with opportunity for growth. Send resumes to: KHAR—Pouch 7-916, Anchorage.

Excellent opportunity for capable & conscientious announcer who wants permanent job in good climate. Need 20,000 station starting in October. Send full details, tape, snap shot, 1st phone, resume to Manager KSWV, Rosewell, New Mexico.


Announcer, first phone, 5-day, 40-hour week, in progressive, community-minded station with mature music format. $1200.00 wk to start. Background will be checked. Send tape or call Bob Donnelly, Prog. Dir., KXJO, San Jose, Calif. No offers. Phone for appointment. Box J-201, BROADCASTING.

WARTRadio, Waterbury, Connecticut has an opening for afternoon announcer. Middle of the road music. Send tape and starting salary requirements to manager.

Michigan area openings for experienced announcer and newsmen. Excellent opportunity. Send photo, tape, and complete resume to Box J-66, BROADCASTING.

WATR Radio, Waterbury, Connecticut has an opening for afternoon announcer—preferred experience in rock music and is a personality. Good housing available. KVWM-FM, Show Low, Arizona.

Announcer, first 25 years, 5-day, 40-hour week, in progressive, community-minded station with mature music format. $1200.00 wk to start. Background will be checked. Send tape or call Bob Donnelly, Prog. Dir., KXJO, San Jose, Calif. No offers. Phone for appointment. Box J-201, BROADCASTING.

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Experienced announcer. Age 25-35 for 3 kw station fulltime filling position. Good mix—FM. Send complete resume of experience, references, recent photograph, and taped air check to: Donald E. Knowles, WDDY, Gloucester, Virginia.

Experience required. Age 23-35 for 3 kw station filling fulltime position. Good mix—FM. Send complete resume of experience, references, recent photograph, and taped air check to: Donald E. Knowles, WDDY, Gloucester, Virginia.

Chicago’s fine arts station seeks staff announcer. Must have background of classical music and pronunciation, and a pleasant voice. Send non-returnable tape and resume to Mr. Robinson, WMFT, 321, N. LaSalle St., Chicago.

Modern format “better pop” station looking for air personality who wants to move up to a larger market. Tight board, production knowledge a plus. Excellent work environment. Send tape, photo, recent earnings to: Skip Knight, WMFL, West Palm Beach, Fla.

Classified advertisements appear on page 103.
Announcers—(Cont’d)

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st place in national open. WMDC, Gathersburg, 301-946-9400.

WANTED: Announcer with minimum of 1 year of experience in broadcasting. Send tape, references, and resume to WUNC, P. O. 1041, Hen- derson, N. C.

Solid Western New York 150,000 market needs bright middle road up-tempo morning man and sales man. Excellent salary for right man. Send tape, references and resume by August 15 to WGEN, P. O. 1041, Hendon, N. Y.

Top opening for first phone wanted for growing radio station. Rush tapes and resume to WKNT, Kent, Ohio or contact Bob Ditt, Jr. 570-1530.

WXXK, Pudue, Indiana has immediate opening for first phone top 40 announcer. Beginners considered. Aircheck, resume, photo to Ted Hite, PD.

WNGC-WKTM-FM stereo, North Charles- ton, South Carolina, needs suitable staff announcer for middle of the road AM music operation. Prefer mature, experienced man capable of professional news delivery and commercial sales experience. Salary $900 to $1000 for 40 hour week. Please include all available information.

Staff announcer—1st phone—experience mid- dle of road format afternoon shift, some production. Oct. 1st. WNRK, Newark, Del. 302-366-2588.

WANTED: Experienced announcer. Prefer- ably 1st ticket but not necessary. Located in central Virginia, 9 km/day producer needed. Send resume and tape to : WORC, Roanoke, Va. 587-1541.

WANTED—Closing time airman for "a great radio station with a bright future." Salary $125, 2nd and 3rd shifts. Please. Box 1275, BROADCASTING.

Technical—(Cont’d)

WTTW-FM, Trenton, N.J. has a need for an engineer. Some announcing. Station dedicated to religious broadcasting. Contact Chuck Zulker.

Chief engineer—light announcing, Beautiful suburban N.Y.C. area FM stereo station. Install new xmr and studio equipment required. Commensurate salary. Resume & personal interview with Robert Sheeharan, RDF #1, Box 332, Mt. Kisco, N.Y.

First class engineer for area AM. P.O. Box 8734, Philadelphia, Pa. 19101.

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First class engineer for area AM. P.O. Box 8734, Philadelphia, Pa. 19101.

News

Top Wisconsin station is seeking a reliable writer and on-the-air reporter. This is an aggressive Midwest station in growing community. Excellent salary and working conditions. Box J-16, BROADCASTING.

Newsmen—Midwest 56 kw seeking experienced reporter-writer, preferably some TV background. Send tape, resume and photo to Box J-175, BROADCASTING.

Newsmen, experienced in both radio and television, to assume direction of all-expressing news, sports and public affairs depart- ment in evening operation at a small, growing station. Currently at a large mid-western University. Must be able to handle both local and regional news. Degree required. Some teach- ing experience. Salary open. Box J-213, BROADCASTING.

Immediate need for new director for an aggressive Midwest station in growing community. Good salary and opportunity. Send tape, resume and samples to Program Director, WKID, Urbana, Illinois.

Need newsmen for radio- TV. Must gather, write and report news. Must be experienced. Send Tape and resume to Ed Hoot, WTRC-WSV-IV, Elkhart, Indiana.

The Long Island Network has immediate opening for an aggressive, experienced newscaster to join its fast-paced news department. Must be a self-starter, strong on writing and production and have a pleasant, enthusiastic delivery. Send air check and complete resume to Tom Lague, News Director, P.O. Box 463, Freeport, New York. Tapes will not be returned.

Production—Programming, Others

WANTED—Program director for western Mas- sachusetts 1,000 watt, full time station (ABC Network). Applicants from the Northeast preferred, but will consider all. Personal interview required. Must be sharp production artist and good leader of people, able to work well with the public. Send resume and audition tape to Box J-215, BROADCASTING.

Copywriter with announcing experience for Illinois kilowatt, Box J-230, BROADCAST- ING.

RADIO

Situations Wanted—Management

General manager available at once. Present station management experience plus 2nd and 4th man experience. References from past and present employers. Over 10 years experience in all phases. Box J-142, BROADCASTING.

Two dogs take up and sold in 4 years. Dogs (300-350 each, 3rd and 4th), P.O. Box 212, BROADCASTING.

General manager—Excellent record of good references from present and past management. Prefers Kentucky Ohio area, will consider any location within a 200 mile radius. Minimum. Present location not best for raising small family. Box J-184, BROADCASTING.

Management—(Cont’d)

Terrific team does work of five! 2 men make your station go! 20 years combined experience: Management, Engineering, Bookkeeping, Programming, Production, Traffic, Copy, News, Sports, Sales. No gimmicks just good, honest, hard work from men who want to make a go of it. Will return to small market preferably in Rocky Moun- tains. Will send complimentary resume to you. Gets you best 2 man combination available. Box J-209, BROADCASTING.

WANTED: Experienced general manager looking for position in either big or small town. Box J-219, BROADCASTING.

Sales

Seber, Intelligent salesman well versed in radio-television promotions is open for position soon. Box J-113, BROADCASTING.

Professional sales manager: for large radio or TV. Will coordinate sales for group or chain. Trained, reliable, steady, sober, family man. Currently gen. mgt. Box J-146, BROADCASTING.

Got a daily 3 hr, time block in the red— with copy sample, I'll put it in the black. Open. N.E. only. Personality c/w. Sales, accounts, programmer, ex- perience. Also, preferred. 10 yrs present location. Box J-208, BROADCASTING.

Salesman position sought at aggressive quality station by combo-man with first. Maryland and Virginia. Sunnyside, California. Phone 408-736-7033.


Announcers

Attention Educational Radio-TV stations! Announcer with college degree in Radio or TV, 2 years of on-air experience, seeks career opportunity. Box J-166, BROADCAST- ING.

Professional broadcaster, first ticket, $800.00. Good music only. Box J-166, BROADCAST- ING.

Mature announcer-newscaster or DJ. Ready to Start, 3rd phone will relocate. Box J-179, BROADCASTING.


Authoritative newscaster. Middle of the road, experienced, excellent voice, will relocate, tight board. Box J-195, BROADCASTING.

Announcer—1 yr part time "good music" experience limited technical experience. Have 1st phone ticket, will consider work anywhere. Box J-196, BROADCASTING.

Young 4uj-newsmen fortunate to have started early. 20 years old, four years experience, desires position in large market—mid- west, east or Florida. Maturity voice—third endorsed. Presently working major "line" stations. $115 starting. Box J-188, BROADCASTING.

Announcer with first phone—degree-mature experience, yet unlimited experience. $250 —$125 per week. Box J-203, BROADCASTING.

Negro, DJ, announcer, newscaster, third phone endorsement. Bright delivery, no drugs, steady, sober, family man. Box J-204, BROADCASTING.

Rhythm—Blues deejay. Friendly sound. Hardworking personality. Box J-206, BROADCAST- ING.

DJ-announcer, newscaster, third phone, endor- sement, bright personality, professional attitude, tight board. Box J-206, BROADCASTING.

Good music announcer. Top rates locally. Eight years, 50 kw: fifteen years experience, 2nd and 3rd shifts, please. Box J-211, BROADCASTING.
Announcers—continued

Contemporary stations only: format jock with ability and experience looking for broad market. Top phone on East coast. Like midnite-6. Box J-214, BROADCASTING.

Excellent ratings. Top 40 and middle music background. Bright, mature. Ready for the top. Box J-216, BROADCASTING.

Quality, intelligent, male announcer wants position as major market disc jockey, exciting city. Box J-217, BROADCASTING.

DJ—wants top 40. Two years middle of road, Prefers northeast. Box J-222, BROADCASTING.

I must be doing something right. Ten years as disc jockey: smooth commercial delivery; good news. Box J-223, BROADCASTING.

Attention stations: Top talk and music show star available. Well known NYC and Philadelphia personality. Interviewer of worthy, above average talent. Interested in major markets only. Call 212-555-3466 or write Box J-227, BROADCASTING.

Top 40 dj and production man... 1st phone... show star available. Box J-228, BROADCASTING.

Female announcer immediately available... experience... news, weather, traffic. Write P. O. Box 765, Gloucester, Mass. (Student).

Dynamic young, personable rock dj, tight board, good production. #1 station in fast paced medium market. Will entertain. D.P., P.D., Tech manager. Experience. Write Box J-229, BROADCASTING.

Available Sept. 20; Dependable, married announcer with 6 years experience as dj, speech, news, p.d. Desires position in market of 100,000. Salary $105 per week. Call John Moran at L-1 3-8084 or write 140 5th Street, Phillipsburg, N.J. 08861.

Chicago area—Mature, jazz and contemporary popular dj desires permanent position in or near Chicago. Now working... $5000 starting minimum, News and sales, 3rd phone. 2 years with ARTS age 25... military completed. Al Swaney, 1044 S. Wabash, Chicago, Ill. Send complete resume by September 20, 1965.


Six months all around experience. Third, some college. Carl, 2297 Million Place, Brooklyn, New York 10467.

Third Phone. Age 32, Married, 15 years experience. All formats. Joe Humphreys, Box 143, Jackson, Ohio 45649-4813.

Technical

First phone operator. Georgia or? Box J-40, BROADCASTING.

Chief engineer—experienced all phases AM & FM. Desires permanent position with stability organization. $850 monthly minimum. Box J-128, BROADCASTING.

Experienced chief, competent and reliable, seeking responsible position in midwest/ Rocky Mountain area. Box J-130, BROADCASTING.

Field engineer for well-known consultant is seeking a position as Chief Engineer that does not require extensive traveling. Box J-136, BROADCASTING.

First phone engineer experienced in radio/television/microwave, desires position. Box J-137, BROADCASTING.

Engineer with 10 kw experience, consulting assistant, some TV, desires work-study engineer position at educational or commercial station near University. References. Box J-206, BROADCASTING.

First phone engineer—trained technician wants part time work Columbus. Ohio or vicinity. Box J-202, BROADCASTING.

First phone operator, inexperienced but eager to learn. Northeast preferred, Box J-236, BROADCASTING.

Technical—continued

Broadcast first phone technical graduate, commercial, military experience. Military experience will provide references available. Harry Bearyon 314-531-2156, Mexico, Michigan. Looking for position with progressive group. 14 years of know how. Chief 5. Age 37. L. Sweet, 1224 N.W., 28th, Oklahoma City.

C. E. employed here 3 years, maintenance, wishes to return to work. Anthony Costopoul, P.O. Box 808, Hopewell. Va. 22805. Phone 7-8302. Experienced radio & tv transmitter. First phone. Prefer Texas, Drennon Kenny, 1708 Lucile, Wichita Falls, Texas. Phone: 7-6917.


News

Experienced newsman—announcer presently with NYC station wants west coast. Top news-commercial delivery. Family man. Box J-131, BROADCASTING.

Authoritative newscaster, dj—announcer—Beginner with great potential—hard worker—likable, bright, personality—family man with third college degree... north eastern market or California. Box J-139, BROADCASTING.

Wanted air personality, station looking for a live newsmen. Ten years experience gathering, writing, reporting, broadcasting. Currently employed at a good station. Box J-195, BROADCASTING.

Professional broadcast journalist wants challenging out side assignments on regular basis, anywhere. Box J-218, BROADCASTING.

Centreval, professional interviewer, telephone talk show. Box J-460, BROADCASTING.

Radio or TV—B.S., degrees in communications, with six years solid experience employed. Resident Chicago area. Call Glenn Pyle, 312-476-7815.

Production—Programming, Others

Professional broadcast, first ticket, $800.00. Music only. Box J-138, BROADCASTING.

Rating problems? C&w programming 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 resume. Please reply Box J-9, BROADCASTING.

A CATV system manager to manage the building and subsequent operation of a potential 15,000 home, all-band, all aluminum cable all automated system. The successful applicant must have prior CATV system management experience or equivalent, be a knowledgeable technical man, and have a creative concept of marketing practice. We are a fast-growing company with CATV systems in six Washington cities. We provide an excellent compensation, stock subscription opportunities, as significant challenge to our employees. All replies will be held in confidence. Send resume to: Frank M. Cohoe, Vice President, Telesable Inc. 111 East Denny Building, Seattle, Washington.

Sales

Creative, professional salesman for station in large New England city, owned by progressive, well known company. Call Mr. Hearn, 303-777-3911.

Announcers

Central Pennsylvania TV station seeking announcer. Radio experience accepted. Submit full details including tape. Permanent position. Reply to Box J-223, BROADCASTING.

Technical

Chief engineer: UHF-ETV station. Send complete details. Please reply Box J-9, BROADCASTING.

Modern, progressive, full-color station in upper midwest needs experienced studio technician and/or camera phone required. Send details to Chief Engineer, KSTV, 2415 University Avenue, Minneapolis, Minn. 55414.

New channel 9 station has immediate openings for first phone engineers. Latest GE and RCA equipment. John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

Immediate opening for engineer with 1st class license. Contact Mr. Robb, Chief Engineer, WIMA-TV, Lima, Ohio.

WTOC AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

Transmitter engineer with experience on RCA TV-999AH needed. Please furnish resume of age, education, experience and salary requirements. To Leon Webb, WTVC TV, Box 1158, Chattanooga, Tennessee.

NYC College. Engineer to install, maintain AV equipment, possible future TV production setter. Top technical assistant; beginning $3150 minimum $550 fringe benefits. Call, write, or phone, Joe, 108 S. Columbia, Community College, Manhattan Beach, Brooklyn, N.Y., 11285.

NEWS

Assistant news director for midwest station. Highly competitive 3 station news team. Must be top man. Send resume of education, experience and news and documentaries. Prefer some air experience. Send tape, resume, etc., to: Box J-235, BROADCASTING.

Production—Programming, Others

Program manager—ETV station. Send complete details. Please reply Box J-10, BROADCASTING.

SITUATIONS WANTED

TELEVISION

Sales

Small market sales manager seeks major market sales challenge, 7 years with present employer. Community leader, young, creative. Degree. Resume upon request. Box J-46, BROADCASTING.

Announcers

Canadian announcer anxious to locate in Radio/TV in Los Angeles area. Currently in top level position. Some experience available. October, Box J-91, BROADCASTING.

First phone, 15 years experience, married, presently employed by network. Box J-196, BROADCASTING.

Technical

Field engineer for well-known consultant is seeking a position as chief or other that does not require extensive travelling. Box J-191, BROADCASTING.

First class engineer experienced in radio/television/microwave, desires position. Box J-193, BROADCASTING.

Engineer, maintenance oriented, desires supervision or maintenance position with progressive organization. Eight years studio; Five years Amos video tape. Box J-269, BROADCASTING.

First phone—desires start in broadcasting, CCTV and color exp. Terry Quinn, 3526 W. 104, Cleveland, Ohio 44111.

Production—Programming, Others

TV production, direction, management. 14 years experience major midwest market. Available immediately. Box J-185, BROADCASTING.

100 BROADCASTING, September 20, 1965
Production—Programming & Others—

(con't)

Degree plus 12 years diversified production, operations, program and sales experience. Proven ability to build and expand sales volume. Need opportunity in medium market TV. TVET, formal training preferred. References. Box J-224, BROADCASTING.

Assistant promotion manager at television station desires position in larger market. Will consider programming or production. Box C-102, BROADCASTING

You are cordially invited to take a Holiday with producer-director knowledgeable in all phases of TV production. Six years in commercial TV, 7 years as producer-director. Excellent background in film production and TV production. Broadcasting, experienced, marked and non-floating. Large local production experience. Excellent color, passion, picture. Write: Charles C. Holiday, 212-5 Allen Street, Lansing, Michigan. Phone 517-481-0180.

WANTED TO BUY—Equipment

Wanted: 5 & 10 kw AM transmitters. FM offers: Horrow Rios, D., Box 1324, Mexico City, Mexico.

Wanted—1 UHF transmitter 10 to 12 kw power and FM camera chain needed. Box 41108, Los Angeles, California 90016.

Do you have a spare RCA 25 kw hi-band aurail amplifier now surplus, following the TV aurail power reduction? We need one such amplifier to substitute for our power and control cubicles. Write stating location, price, condition. Box J-144, BROADCASTING.

Used 250 watt FM transmitter. State age, condition and desired cash price. Box J-255, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, meters, cameras, audio equipment. Electro-find 460 Columbus Ave., N.Y.C.

Co-axial cable, Helix, Strophenix, Sprotline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list.

S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-632-3357.

The complete source of used radio-TV broadcasting equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Gates MCB-28 multiplex exciter and GCA governor. Low power units, FM. Precision Remote control equipment... $850.00, 620 lines... $1,200.00, 1,120 lines... $1,800.00, 110A limiting amplifier... $730.00, 21 ft., 1000 watts. (Less than 1 yr. old)... $300.00. Reply to: Barbara DelBella, WRFM, 41-35 35th St., New York, N.Y. 11127.

One color film camera, RCA Type TK 28A, with shading, amplifier. Contact John Adams, D.E., KFOX-TV, Box 2940, Phone 692-4530, Wichita Falls, Texas 76307.

Federal 10 kw FM radio transmitter model 150-A, WPIC, Sharon, Pa.


Heavy duty 200 foot galvanized tower. Just 5 minutes from station. 3 sections... down and stacked ready to go. Guy wires and clamps but no lights. A real buy at $1,500. Box J-197, BROADCASTING.

MISCELLANEOUS

36,000 Professional Comedy Lineup! Original laugh service featuring deep Jay comment introduction script. By George. Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing— ... with weekly ideas from the Brainstorm. Each issue contains 15 saleable ideas. $2.00 per week. Exclusive. Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlib, thoughts, &amp; Ene's Radio Comedy Catalog. Show-Biz Comedy Service, 1735 E. 29th St., Indianapolis, Indiana. $2.00 per.


Need help! 3,000 Super hopper, Hooper scooper, one liner exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

INSTRUCTIONS—(Con't)


Seven famous broadcasters teach you the secret to succeeding in the broadcasting business. Brian Swayne, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Upper Turner, Howard Miller & Robert St. John. Completely equipped to teach you—in-depth—the techniques that led to their success. 48 full color 8x11 page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! ACADEMY, School of Famous Broadcasters, 425 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

RADIO—Help Wanted

SALES

SALES ENGINEER

BROADCAST EQUIPMENT

Profitable. Growth-minded company. Leader in broadcast-equipment field, located in the Midwest, immediately opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires considerable background in audio and video broadcasting. Must be sales minded. Self starter, BSSE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal-opportunity employer.

Box J-186, BROADCASTING

BROADCAST SALES

FM TRANSMITTERS

A leading Midwest broadcast and communications equipment manufacturer has an outstanding opportunity for a man familiar with FM broadcast transmitters and associated equipment. Currently employed in the FM field, either in broadcasting or manufacturing, Age 28 to 40, B.E. degree or comparable experience required. Opportunity for advancement. Excellent salary plus commission. Complete employee benefits. An equal-opportunity employer. Send complete details and picture to: Box J-187, BROADCASTING

Announcers

NYC Metro Vicinity

AIR PERSONALITY

EXCELLENT SALARY

Creative program department, mid-day of the road southeast station. Tape, resume, 1st letter.

Box J-172, BROADCASTING
WANTED:
Technical director for chain AM station. Must be experienced in directional antenna system, remote control, transmitter and studio equipment.
Send resume of qualifications and experience.
Box J-237, Broadcasting

CHIEF ENGINEER
. . . to take complete charge of engineering department, Connecticut radio station. Must be strong on maintenance, supervision, remote control, directional operation. Creative, cost conscious, management minded. Our engineering staff knows of this ad.
SALARY, $9,100 plus many fringe benefits
Box J-238, Broadcasting

NEWSMEN'S NEWSMEN
Are you above the average professional broadcast journalist? Do you write dramatic, colorful, accurate and concise stories? Can you broadcast news with personality and authority? Are you a thorough reporter who can interpret what is happening—find it faster—and tell it better? Can you use tape like Rembrandt used a paint brush?
If your answer is YES—YOU are needed by a major 50,000 Watt Radio Center in one of the nation's largest markets.
Send tape, writing samples, resume and photograph to:
Box J-163, BROADCASTING

Situations Wanted
Technical

VOA ENGINEER
Responsible supervisor desires return to commercial broadcast: Management oriented, budget conscious. Experienced comprehensive TV, AM, FM, stereo, microwave, satellite carriers and other sophisticated systems. Seeking opportunity with quality operation.
Box J-180, BROADCASTING

TELEVISION—Help Wanted
Management

CATV GENERAL MANAGER
Are you looking for an opportunity to build a business? Newspaper and broadcast group owner with 3 CATV systems in the Southeast seeks highly motivated young marketing-oriented executive ready to assume top administrative responsibilities as general manager of its CATV division.
Job involves aggressive acquisition of additional properties and guidance of local managers to insure continued vigorous development of existing system.
Salary open. Incentive plan. Good benefits. Send resume in confidence to:
Box J-210, BROADCASTING

News

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

TV SYSTEMS ENGINEERS
The continuing growth of RCA's Broadcast & Communication Products Division has created several excellent openings for experienced TV Systems Engineers.
Your work will include systems planning for TV studios, closed circuit systems, ETV, radio broadcast systems, mobile unit planning, as well as actual supervision of installation and construction of necessary components to complete the system. Some customer contact is involved.
Qualifications include a BSEE degree, or equivalent, and two or more years experience in planning, installation and maintenance of TV facilities (both audio and video).
Salary is commensurate with your education and experience. Relocation assistance is provided.
Send your resume to: Mr. C. F. Zangardi, Empl. Mgr., RCA Broadcast & Communication Products Division, Bldg. 3-2, Camden 2, New Jersey.
An Equal Opportunity Employer.

Situations Wanted
Management

TV MANAGEMENT
Profit-minded TV executive with 21 years experience, last 15 in administration, available as result of station sale. Proven record in developing market, generating increased sales and winning number one ratings with quality programming. Good cost control.
Hard working, sober, family man, and community leader. Excellent references.
Box J-229, BROADCASTING
EARN $7800—$15,000 ANNUALLY

Many announcers and account executives screen and enroll students in their area and earn exceptionally high income. Voice evaluation and psychological testing of abilities developed by our consulting psychologist assist you in evaluating prospective students. Columbia School of Broadcasting is a correspondence institution utilizing network caliber instructors with fully recorded lessons and texts. Six to twelve months program of study. Tape guidance. You may qualify to represent us in your area. Write for full information:

Wm. M. Reed, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard, San Francisco
(Not affiliated with CBS, Inc.)

EMPLOYMENT SERVICE

STATION MANAGERS

Let us fill your next open position with a reference-checked, qualified broadcaster. Call or write:

C.B.I. PLACEMENTS

707 Colorado Blvd., Denver, Colo. 80202

Phone (303) 292-3730

If you need a job, we need you!

CONFIDENTIAL NEGOTIATIONS

Placement within 30 days if you are qualified. Nationwide Radio & TV, Reed Annunciators, Salesmen, Station Personnel, and Engineers. PD’s, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

1610 Potomac Ave., Pittsburgh, Pa. 15218

Phone 412-563-3330 day or evenings

MISCELLANEOUS

NEW!

The most fantastic exclusive promotional package ever offered your station.

$250,000 IN PRIZES

Mustang/Mink/Cameras/Radios

and more. Plus 7,000 WINNER NUMBERS

Already been pre-selected by computer.

THE PYRAMID OF PRIZES SWEEPSTAKES

For full information and a Reservation for your market Call/Write/ Wire

VACATION PRIZED, INC.

424 Beach Drive Northeast

(813) 898-4380/894-5574

St. Petersburg, Fl.

FOR SALE

FOR SALE

200 shares

of Stainless Inc. North Wales, Pa.

Manufacturers of world’s tallest steel towers

Shares outstanding—7570

Write to:

Box J-231, BROADCASTING

FOR SALE—Stations

FOR SALE

MIDWEST MAJOR MARKET

5,000 WATT FULLTIME PLUS FM

$1,000,000 category

Sincere principals only

Box J-129, BROADCASTING

WANTED

Management Opportunities

BROADCASTERS INTERESTED IN CATV

Executive experience in franchise applications, telephone company negotiations, building CATV systems, their promotion and management. More than 20 years in sales and management major networks. Mature, imaginative, well organized. Can save you many heartaches. Write:

Box J-228, BROADCASTING

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

TF (until forbid)

RATES

□ Situations Wanted—25¢ per word—$2.00 minimum (PAYMENTS IN ADVANCE)

□ Help Wanted—30¢ per word—$2.00 minimum

□ Display ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

□ 1" □ 2" □ 3" □ 4" 5" or over billed at R.O.B. rate.

□ All other classifications 35¢ per word—$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV

□ Radio

□ TV

HELP WANTED

□ management

□ sales

□ technical

□ production-programming

SITUATIONS WANTED

□ management

□ sales

□ technical

□ production-programming

ADDITIONAL CATEGORIES

□ Instructions

□ Business Opportunity

□ Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ 9-20-65

527 Madison Avenue, New York, N. Y. 10022

BROADCAST PERSONNEL AGENCY

Shelley Berish, Director

BROADCASTING, September 20, 1965
COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Sept. 15. Requests for franchises to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.

Antioch, Calif.—Televents of California Inc., a subsidiary of Televisual Communications Corp., New York, has applied for a franchise. Delta TeleVUE Systems Inc., Duluth, Calif., already holds a franchise.

San Mateo county, Calif.—Pacific Cable Television Inc., represented by Paul M. Hup, has applied for a franchise under new regulations granting non-exclusive permission to any qualified CATV company. However, county council has established a two-week delay to consider the application. While Pacific Cable TV has agreed to subscribe for the countywide rights, the unincorporated area beyond the Pacifica city limits and Half Moon Bay east of Skyline Blvd., franchises have already been granted to Francione for Half Moon Bay and to Electronic Center Inc., San Carlos, to operate Valley Fire (adjacent to the city of Belmont).

Clewiston, Fla.—Community Television Cable Co. has been granted a 30-year non-exclusive franchise. The city will receive 2% of the annual gross revenue plus $2.50 rental per year utility pole.

Glenville, Ga.—Farnell O’Quin has been granted a franchise to operate a 100,-000 system here. Customer charges will be $4 a month. The city will receive 3% of annual gross revenue.

Bonneville, Ill.—Peoria Cablevision Inc. (Robert W. Freeman president) has applied for a franchise. The firm would provide three local stations and four Chicago stations. The franchise will be offered in Peoria and Peoria Heights, both Illinois.

Belleville, Ill.—Belleville Cable TV Inc. (William Cianci president) has applied for a franchise. The firm would provide five Bel- lies TV stations and stations from Chicago and Peoria. The franchise will be offered in Belleville and Peoria Heights, both Illinois.

Decatur, Ill.—Two new firms have applied: Local Television Inc. (a new cable company operated by Springfield, Ill., and Peoria Television Inc. (represented by William Cianci president) has applied for a franchise. The firm would provide five stations, all of which would be offered in Decatur and Peoria Heights, both Illinois.

Rockford, Ill.—Rockford Community Television Inc. (owned by WREX-TV Rockford [a Gannett Newspaper station], Central Illinois Electric and Gas Co. and a group of local businessmen) has applied for a franchise. The firm offers seven channels including WREX-TV, WTTV and WCKO (TV), both Rockford; WGN-TV, WTTV and WCKO (TV), two Chicago stations, and WREX-TV, a station from Freeport, Ill., and a weather channel. Principals in the firm are John Gordon, chairman of the board, Central Illinois Electric and Gas Co.; Joe Baer, general manager, Rockford, and Vernon Nolette, president of WROK Rockford. A previous application for a franchise was rejected by the firm.

Kendallville, Ind.—Citcom Inc., a subsidiary of the Citizens Telephone Co. has applied for a franchise. The firm has applied for a 25-year franchise. The firm would provide three South Bend, Ind., channels, two from Chicago, one from Detroit, one from Windsor, Ont., two airborne educational channels and a time/weather channel. Installation would be $15 and there would be a $5 monthly fee. The system would include a minimum of five CATV systems.

Plainsfield, Ind.—Community Television Inc., 600 Union Federal Building, Indianapolis, has applied for a franchise. The proposed service would provide nine channels including five free and parochial schools, and to police and fire departments. The franchise would be funded by a $4.10 monthly fee and a $4.90 fee per year.

Springfield, Ill.—Bexgo Inc. (Charles J. Ehinger president) has applied for a franchise. The firm will provide 12 channels, including the city's public, educational, and institutional channels, and a weather channel. The franchise will be offered here in Springfield.

Three Rivers, Mich.—The city council has adopted a law requiring that CATV firms merely obtain a city license to operate. This would insure the city of a flat rate of 5% of annual gross income and greatly simplify the process of obtaining.”

The two current applicants are Voice of Three Rivers Television Inc., Saginaw, Mich., and Wayne, all of which will provide four channels and a weather channel. The franchise will be offered here in Three Rivers.

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Bruce Merrill is a big man in a lot of ways. He's big physically—6 feet 5 inches in his stocking feet. He comes from a large family—six brothers and sisters. And he's a big man in the community antenna field—he owns 20 CATV systems serving more than 20,000 subscribers, a microwave relay company serving 26 CATV systems in five states, and a manufacturing company that does almost $10 million annually in revenues. He's a broadcaster, too.

Mr. Merrill thinks big too. In his diffident manner, he forecasts the day when CATV will be grossing near the $2 billion yearly which the entire television broadcasting industry took in in 1964.

"All it would take," he says, "is about 30 million customers paying $60 a year."

The total number of fees-paying CATV customers today is estimated at almost 2 million.

That's about as daring as Mr. Merrill gets. Generally his outlook matches his personality; they're both low key.

As a broadcaster as well as a CATV figure, Mr. Merrill is convinced "there is no basic conflict between the two industries if the two operations are kept in proper perspective."

This is based on his theory that wired television is a requirement if television is ever to grow into its true potential, "which is enormous," he adds.

There's only one factor in the current broadcaster-CATV-FCC relationships that stirs Mr. Merrill out of his normally equable disposition; that's the FCC's proposal to require a 15-day before and after program duplication ban on CATV systems.

"That's completely unacceptable to us," he snaps. "We have made it clear, we'll never voluntarily accept anything more than simultaneous nonduplication."

Arizona Background • Mr. Merrill has had what can be called a typical southwestern upbringing. He was born in the small mining town of Globe, Ariz., but shortly after his birth his family moved to Safford, Ariz., where Mr. Merrill's father was district director of the Internal Revenue Service and where he also raised cattle and cotton on a modest-sized ranch.

Bruce Merrill intended to be a lawyer. He started his college education at the state university at Tempe with the idea of taking law at the University of Arizona at Tucson. But World War II intervened and it was not until after five years in uniform that he returned and took his bachelor's degree in accounting at Arizona State University.

He established himself as a certified public accountant in Safford in 1947. Like many professional men who have reached eminence in business, he still considers himself primarily a CPA. Even today outside the sprawling, giant-sized Ameco plant in Phoenix, Mr. Merrill's office is indicated by a simple sign that reads: "Bruce Merrill, CPA."

Radio Group • Among Mr. Merrill's early clients was a group of radio station managers, including his brother, Paul Merrill, then general manager of Gila Broadcasting Co. The group had a management contract for Gila Broadcasting which owned radio stations in Safford plus Coolidge, Globe, Winslow and Clifton.

Just about that time, in 1950, the word began drifting westward of the faint beginnings of CATV in the mountains of Pennsylvania. The group decided to try out this new-fangled idea and its first venture, with a capital of less than $5,000, was in Globe. Other CATV's followed.

Success of early CATV's was a now-and-then thing, and some of Mr. Merrill's associates became discouraged at the slow rate of progress and the lack of profits. They were happy to accept his offer when he invited them to sell out to him.

It was not long after this that he organized Ameco Inc., as the manufacturing arm of his CATV activities. Later, he organized what is now American Television Relay Inc., the microwave service. One of its circuits is the longest in CATV; it brings the four Los Angeles independent TV stations to Silver City, N. M., a distance of 600 miles.

Mr. Merrill became a broadcaster after the 1959-61 battle by anti-CATV broadcasters to force cable operators under the regulatory bridle of the FCC. One of the broadcasters active in this fight was Harry C. Butcher, then owner of KIVA(TV) in Yuma. When the Senate failed to pass the legislation by a single vote in 1961, Mr. Butcher sold his station to Mr. Merrill.

Ameco, which started out with five employees, now has 550; it took in $9.5 million in the fiscal year ended June 30, three times its revenues the year before, and its $900,000 net after taxes for the same fiscal period was four times that of the previous fiscal year.

Last July, Mr. Merrill arranged for a $12.1 million loan from five banks and lending institutions. And early this month he filed a regulatory statement with the Securities & Exchange Commission in Washington proposing to sell 400,000 shares of Ameco Inc. common at about $21 a share.

Liberal-Conservative • Mr. Merrill calls himself a liberal-conservative. This is based on his philosophy, as he expresses it, that "I realize we live in a changing scene, but I deplore change for the sake of change itself."

Mr. Merrill, a Mormon, is concerned about the moral climate in America: "There are some areas of moral deterioration in the country. I think this is reflected in the business community to a certain extent."

It's a measure of the man that after a year as National Community Television Association chairman, highlighted by intensive, but unsuccessful negotiations with the National Association of Broadcasters in searching for common ground on FCC regulation of CATV, that his final report on this portion of his stewardship concluded with these words: "I have gotten to know very well some wonderful people in the NAB."
Politics in the TV era

There can be no doubt that television has profoundly changed political campaigning in this country, and its use as a political instrument is a matter of national concern. Still we have some misgivings about the forthcoming seminar planned by the Fair Campaign Practices Commission in Washington Oct. 13-14 (Broadcasting, Sept. 13).

As the agenda of the seminar now stands, television will be the primary subject of discussion. Other avenues of communication between candidates and the electorate will be all but ignored. The possibilities of distorting the importance of television are numerous.

We shall be surprised if, for example, some participants do not suggest that an easy way to reduce campaign costs would be to force U.S. television stations and networks to donate blocks of time to campaigners. That idea has been advanced in the past. It was mentioned, though not quite as a recommendation, by a special presidential commission on campaign costs in a report to President Kennedy in April 1962. The chairman of that commission, Dr. Harold E. Alexander, is scheduled to speak to the October seminar on “Trends and Alternatives in Campaign Spending on Broadcast Time.”

Not only television but all costs of political campaigning have risen to disturbing proportions. It has become necessary for candidates and parties to seek larger and larger contributions. The political strings attached to big contributions can be pulled to give advantage to the contributors and to limit the independence of action by elected officials. Carried to extremes, this process is undeniable against the public interest.

Yet the cure lies not in the use of television or in an artificial system of enforced conversion of the television system to a free soapbox available for politicians’ use. The cure lies in broadening the base of political contributions so that no one puts up enough money to buy special privilege. It is that problem that a seminar on political campaigning ought to attack.

Sock the fat cats

Ever wonder how the FCC decides on the amount a station shall be fined for infractions of its rules? It seems to work this way: The Complaints and Compliance Division reports a violation, say, for failure to identify sponsorship of teaser announcements. The Broadcast Bureau lawyers scurry to the “confidential file” containing the culprit’s financial statement which is required annually. If the statement shows a healthy position (plus possibly a big salary for the owner) chances are the station will be socked hard.

But if the station is small and barely making it, the forfeiture is likely to be modest.

Now everyone has compassion for the small operator. And the staff reasoning might have something to commend it—if it were legal and proper.

But the nub, as we see it, is the fact that the FCC is misusing financial information that has been supplied by stations in the belief that it would be kept confidential and used only for the compilation of overall financial reports for the whole broadcast system.

The staff sees this differently, as do several commissioners who apparently do not know the history or the facts. The staff has always had an unwritten credo of “socking the fat cats” on the radical and fallacious premise that they are making huge profits on something that the government has given them.

The forfeiture technique is just one manifestation of the staff attitude. It permeates all of the mischief wrought in letter writing and phone calls to lawyers regarding license renewals, wholly aside from the plethora of rule-making crackdowns to tighten the regulatory vise.

The financial form, instituted in 1939, was and is of doubtful validity. The original “survey” was made ostensibly on a one-time basis to obtain information for the radio chain-monopoly investigation. But the then New Deal economists and lawyers cherished the stuff. So it was continued, by default.

A dozen years ago, both the Budget Bureau and the then chairman of the FCC, Rosel H. Hyde, advocated elimination of the annual financial and ownership forms, as a step toward abatement of the questionnaire plague infecting broadcasting. But the bureaucrats wouldn’t let go, and broadcasters abetted their cause by yielding to the FCC’s demands without challenging its authority.

The result today is that the financial statement, eliciting more and more information, is now standard operating procedure.

Thus, almost any FCC staff lawyer can tell you off-the-cuff what a particular station or group grosses, nets and how much the chief stockholders and officers are paid.

The dull thud

Whatever other low points may be reached in programming during the rest of the 1965-66 television season, none can readily equal in sheer tedium the iniminable presentation of the Emmy awards on the season’s opening night. A program presumably dedicated to the recognition of excellence in television production was itself poorly conceived, poorly produced, poorly directed—and written, if at all, out of the trunks in Milton Berle’s attic.

If there is to be another Emmy presentation on a national television network, the television business owes it to itself and to its viewers to put that valuable time to some imaginative use. We mercifully omit comment, at least for the moment, on the new method of selecting Emmy winners. It is enough for now to remind the networks that may consider carrying this show in future seasons that it is supposed to make television look good.

As for the Sept. 12 production, Dick Van Dyke had the sensible approach. He refused to disrupt a short vacation long enough to pick up his Emmy in person.

“... and thanks for letting me come into your living-room tonight.”

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