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.
42 REASONS WHY WE NOW HAVE 78 SATISFIED CLIENTS...
and 20 of these excellent reasons are in color.

If you're not one of these 78 stations, you should be taking a close look right now at the 42 "Films of the 50's and 60's" in Seven Arts' Volume 8. Volume 8 looks great...and, obviously, is an outstanding feature film investment.

For the facts and figures for your market, please call your nearest Seven Arts' sales office.
THE MEASURE OF EXCELLENCE

Top Appeal in Entertainment Programming...

plus Integrity in Informational Telecasting...

plus Equipment Equal to Tomorrow...

plus Experienced, Cooperative Personnel...

equal QUALITY THAT PRODUCES DOMINANCE for KRLD-TV in the Dallas-Fort Worth Market...

21% more homes per average quarter hour than the second station in the market. *

For a most efficient buy for your clients, see your ATS representative.

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

*ARD — Market Report May 1966
Television Audience Estimates
9:00 A.M. to Midnight
Monday through Sunday

represented nationally by Advertising Time Sales, Inc.

Broadcasting, August 25, 1966
Packing them in

Leading station reps, worried about the surge of doubled-up TV commercials that co-star products of different companies (Broadcasting, Aug. 15, 22), are planning unusual step. They've drafted and expect to release shortly statement publicly thanking networks for stand they've taken in challenging and rejecting questionable doubles. Tribute would be landmark event since reps traditionally regard networks as natural enemies of whom little good can be said, at least in public.

Reps think surge is far from over and may be worsening. Now some authorities say, broadcasters are being asked to accept 60-second messages shared by just two products but by several. One example cited is Procter & Gamble offering that shows three soap-detergent products (Bold, Cascade, Joy), invites viewers to use labels as premiums toward acquisition of Kodak Instamatic camera-and has further innovation of devoting practically all of its sell to camera rather than P&G products. Another entry in doubled-up derby is said to be Diet Rite cola invitation to viewers to qualify for 10 cents off by buying five or six specified Quaker Oats cereals.

Where there's smoke

In unusual procedure National Association of Broadcasters Code Authority may go before TV code board meeting in early October with proposed set of guidelines on cigarette advertising. NAB code staff is now evaluating more than 140 current and upcoming cigarette TV commercials in light of its 1964 guidelines which were never released. If code authority does propose guidelines, they'll undoubtedly be more stringent than rules imposed by tobacco firm's own cigarette advertising code. Although NAB Code Director Howard Bell has authority to issue guidelines on his own, feeling is that issue is so touchy staff would rather leave decision to code board.

Copyright negotiations

Informal approach to copyright problem generated by CATV operations is being made by FCC with both National Association of Broadcasters and National Community Television Association. Under direction of FCC Chairman Rosel H. Hyde, Commissi-
If people don’t believe in the station, they won’t believe that tiny vitamin pills will make their kids big and strong.

People believe that WOWO knows what is good for a family. After all, it was WOWO that set the climate for, and helped raise the money for the Franke Park Children’s Zoo. And soon Fort Wayne will have a three and one-half million dollar library. This Group W station was a major factor in arousing public support for that project.

For the past 23 years, WOWO has served as almost the sole source for school authorities to advise the people of northeastern Indiana, southern Michigan and northwestern Ohio when it becomes necessary to close schools for natural or special reasons. WOWO provides this service even if it means that regular programs must be sacrificed. WOWO also originated an on-the-air fire drill for schools and a whole week during which fire prevention talks are aired every evening. But WOWO doesn't confine its interests to only the children of the community. WOWO, like Group W stations in seven other communities, is vitally concerned with people of all ages. And does its best to help them all.

In fact, WOWO has a whole holiday project dedicated to the welfare of the needy people in the area. The project is called Penny Pitch. But the listeners have responded so enthusiastically that they have made that name sound misleading. Last year they sent in 265,000 pennies. That's not small change. Wouldn't you like people to respond like that to your commercials? Have WOWO put in some good words for you.
WEEK IN BRIEF

Newspaper industry showing print getting larger share of new advertisers arouses broadcasters. TV industry representatives claim survey is misleading, that national and regional buyers prefer TV. See...

ARE NEWSPAPERS GAINING? ... 29

Radio broadcasters have lot riding on automakers new car plans. Diminished auto production plus tape cartridge competition eyed closely. Ford in heavy promotion of cartridges. See...

AS AUTOS GO ... 59

FCC presses Comsat, carriers into study of second East Coast satellite communications station. Action comes after FCC is criticized by telecommunications director for slowness in making decision. See...

SECOND SATELLITE UNIT? ... 76

Justice Department opposed to blanket extension of copyright laws to cover CATV's. Tells Senate subcommittee that anticompetitive consequences are raised by such extension. See...

COPYRIGHT EXEMPTION ... 64

FCC approves station sales valued at $7 million. Largest involves Avco's acquisition of KYA, KOIT(FM) San Francisco for $4.4 million. McLendon, Medallion and O. Roy Chalk get TV's. See...

WEEK'S SALES ... 46

TV networks tell Pastore they like idea of supporting ETV but don't look favorably on Ford Foundation satellite plan that would make them virtually sole financial backers of ETV. See...

FAINT PRAISE FOR FORD ... 40

Feeling is radio-TV will recoup much of $4.5 million in airlines ad billings that were lost during strike through expanded back-in-service campaigns. Airlines also boosting ad outlays. See...

IN STRIKE'S WAKE ... 32

FCC's newest member, Nicholas Johnson views long-range patterns and ramifications of decision as more important than immediate question. His position on issues is still mystery to colleagues, industry. See...

JOHNSON STILL ENIGMA ... 42

NAB, APBE and local broadcasters work with Wabash Valley Junior College in setting up pilot program to prepare students for careers in radio. Plan looked on as boon to small markets. See...

RADIO'S NEED ... 48

Grantray-Lawrence enters programing field with comic book characters from Marvel Comics. Applying Xerography, firm sets up 195 episodes which are already sold to 35 TV stations for fall. See...

'SUPER-HEROES' ... 68

DEPARTMENTS

AT DEADLINE ........................................ 9 LEAD STORY ........................................ 29
BROADCAST ADVERTISING ........ 29 THE MEDIA ........................................... 40
BUSINESS BRIEFLY ...................... 37 MONDAY MEMO .................................... 24
CHANGING HANDS ...................... 52 OPEN MIKE .......................................... 10
CLOSED CIRCUIT .............................. 5 PROGRAMMING ................................... 64
DATEBOOK ........................................ 12 WEEK'S HEADLINERS ................................ 10
EDITORIAL PAGE ....................... 96 WEEK'S PROFILE ................................... 95
EQUIPMENT & ENGINEERING .... 59
FANFARE ........................................ 77
FATES & FORTUNES .................. 78
FILM SALES .................................. 69
FINANCIAL REPORTS .................. 62
FOR THE RECORD ....................... 82
INTERNATIONAL ....................... 76

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new addresses plus address label from
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AMERICAN BUSINESS PRESS, INC.
THE 1966-1967 SEASONS OF

The Metropolitan Opera

The New York Philharmonic

The Boston Symphony Orchestra

The Cleveland Orchestra

The Chicago Symphony Orchestra

are on WQXR.

WHERE WILL YOU BE?

Decide today. This exciting lineup is just part of WQXR's exceptional fall schedule. Join the growing list of advertisers who know the effectiveness of showcasing their message on America's Number One Fine Music Station. Tomorrow you're a hero. For details, call Bob Krieger at LA 4-1100 in New York. WQXR 1560 am 96.3 fm/The Radio Stations of The New York Times.
Ultravision recommended for channel 29 in Buffalo

FCC hearing examiner has recommended that commission favor Ultravision Broadcasting Co. over WEBR Inc. in their contest for channel 29 in Buffalo.

Ultravision is owned by three area residents, Florian R. Burczynski (45%), Stanley J. Jasinski (45%) and Roger K. Lund (10%). Mr. Jasinski is 54% owner of WMMJ Lancaster, N. Y.

Hearing Examiner Basil P. Cooper, in initial decision released Friday (Aug. 26), gave WEBR "substantial demerit" for "continuing refusal" to amend application to reflect principals' involvement in CATV systems, in violation of rules. WEBR's parent, Buffalo Courier-Express, owns Courier Cable Co. in Buffalo.

Examiner also favored Ultravision in area of integration of ownership with day-to-day management of proposed station, and said it deserved "substantial preference" in that grant would promote greater diversity of ownership of mass media.

License period extension seen coming from Hill

All signs "point to an extension of license periods perhaps by the next session of Congress," Arkansas broadcasters were told Friday (Aug. 26).

Sherril Taylor, vice president for radio of National Association of Broadcasters, told Arkansas Broadcasters Association meeting in Little Rock that signs from FCC, Budget Bureau and Congress indicate three-year license term soon will be extended.

Mr. Taylor noted Budget Bureau has pushed FCC to reduce paperwork and this has been supported by several commissioners. In addition he noted support of several congressmen who have introduced bills to extend terms.

"Nearly 40 years of broadcasting experience," he said, "has amply demonstrated that broadcasters deserve a longer license period."

Single-gun color set

Paramount Pictures Corp., holder of rights to Chromatron color tube (Lawrence single-gun tube) is expected to announce pact with manufacturer for U.S. marketing of sets using tube—announcement to come in about two weeks.

Its 19-inch Chromatron-equipped prototype sets are said to be five to seven times brighter than shadow-mask type color tubes. Sources at Paramount indicate sets would be priced under $500.

Paramount now licenses Chromatron tubes to Sony Corp., which holds rights to manufacture sets in Japan.

Fulbright remarks hint problem for John Hayes

There were indications that President Johnson's selection of John S. Hayes, president of Post-Newsweek stations and executive vice president of Washington Post, as U. S. ambassador to Switzerland (see page 78) might not have pleased at least one influential senator.

Senator J. William Fulbright (D-Ark.), chairman of Senate Foreign Relations Committee which must approve ambassadorial appointments, has been at odds recently with Washington Post's editorial policies on Vietnam and with paper's handling of his speeches. He recently charged Post and Washington Evening Star with distorting some of his remarks because "of their eagerness to please the administration."

After Hayes nomination was announced, Senator Fulbright commented on "interesting" report of Mr. Hayes's selection. He added Post's "enormous and complex and fabulously rich empire obviously has great influence not only in Washington, but throughout the nation as well."

There was no indication how Senator Fulbright might regard Mr. Hayes's nomination as committee hearing on nomination, still unscheduled last Friday (Aug. 26).

LBJ takes Hyde along

President Lyndon B. Johnson had local hero to introduce to folks he addressed Friday (Aug. 26) in Idaho—FCC Chairman Rosel H. Hyde.

President invited Chairman Hyde, native of Idaho and Republican, to accompany him on speaking tour in state, which included stops in Pocatello and Arco, both Idaho. Mr. Hyde was on platform when President spoke at Arco atomic reactor site, and was introduced by President to audience.

President's speaking tour includes Denver and Pryor, Okla., from where he goes to Texas ranch.

Words and wiggles on TV

Religious group looking over "trends" in television warns of "shocking development" toward obscenity on U.S. screens (liberal use of "damn" and "hell" and "what used to be known as doctor's office terms"), but that's not all, according to booklet distributed by Radio and Television Commission of Southern Baptist Convention, Fort Worth.

With prospect of TV becoming more international in nature (Broadcasting, Aug. 22), booklet notes that French TV, which offers viewers "far better picture quality than we," also features one late-night show from Paris club "complete with striptease." Concludes commission: "trend to the risque and obscene is international in scope."

Storz group is returning its headquarters to Omaha

Storz Broadcasting Co. is reestablishing headquarters in Omaha, Neb., according to President Robert H. Storz.

Firm operates KXOK St. Louis, WXYQ Minneapolis, WBB Kansas City, WQAM Miami, WTIX New Orleans, and KOMA Oklahoma City. Home offices once were in Omaha but have been in Miami during past few years.

Firm also announced Stanleigh Torgerson, formerly manager of radio station WQAM in Memphis, appointed manager of WQAM, filling vacancy created by death of Jack Sandler.

Moving to remodeled quarters in Omaha are George W. Armstrong, executive vice president of firm, formerly operating manager of WBB, and Herbert S. Dolgoff, vice president and general counsel.

New additions to headquarters staff include Perley W. Tribou, formerly technician with Voice of America, who will be Storz chief technical director, and John W. Johnson, CPA formerly with Peat, Marwick, Mitchell and Co., who will be firm's comptroller.

Sale of WILD Boston to Dynamic group okayed

Dynamic Broadcasting Corp., group radio owner, was granted FCC approval last Friday (Aug. 26) of its purchase
WEEK'S HEADLINERS

Mr. Goldberg  Mr. Grossman

Martin E. Goldberg, VP in charge of electronic data processing for H-R Television, New York, named VP and director of data processing and research planning. Mel Grossman, director of sales promotion and special events, named VP and director of television sales research and promotion. Also announced was designation of Avery Gibson, VP in charge of H-R Facts, effective Oct. 1. Sales promotion and research activities for H-R radio and television stations will now be handled separately, with Ruth Berenstein, who has been in charge of radio research and promotion since early last year, becoming director of radio sales development. Dale Paine, western division research manager, named manager of research, with responsibility for day-to-day sales research activity for all H-R Television divisions.

Fred L. Lemont, marketing VP of Carter Products division of Carter-Wallace, New York, joins Wells, Rich, Greene, that city, as executive VP and head of all marketing services. At Carter, Mr. Lemont was responsible for marketing such products as Arrid, Rise and Hot Rite. Previously he spent seven years at Ted Bates, New York, where he was a VP and account group head and three years at Procter & Gamble.

For other personnel changes of the week see FATES & FORTUNES

of wild Boston from Noble Broadcasting Corp. for $275,000 and agreement not to compete for five years within 50 miles.

Dynamic Broadcasting is owned by Leonard E. Walk, James H. Rich and Bernard M. Friedman, and is licensee of WAMO-AM-FM Pittsburgh, WUFO Amherst, N. Y.; WOAH Miami and is applicant for new UHF in Youngstown, Ohio.

In addition to purchase price, Nelson Noble, president and principal stockholder of Noble Broadcasting, will be employed as consultant for two years at $25,000 per year. Wild, founded in 1946 and acquired by Noble in 1958, operates daytime on 1090 kc with 1 kw.

Chicago Bulls for WGN-TV

WGN-TV Chicago has announced it has obtained exclusive rights to air dozen out-of-town games of Chicago Bulls, new member of National Basketball Association. Schedule starts in October.

Orders two mobile color units

RCA reported Friday (Aug. 26) additional $837,000 order by whmh-tv Boston for two color TV mobile units, bringing station's current orders for RCA color equipment to more than $1.4 million. Earlier contract included 10 cameras, seven live, three film plus related gear.

One mobile unit will have four and other will have two live color cameras, and both will carry audio and switching equipment along with power generators, making units serviceable as self-sustaining "studios."

Sophia Loren on color TV?

Illustrative of trend toward co-production abroad by U. S. companies (BROADCASTING, Aug. 22), Wolper Productions is on verge of closing deal that would star Sophia Loren in two one-hour color specials. One program is understood to be musical show centering around Italian actress and second is TV profile on Miss Loren. Wolper is division of Metromedia Inc.

Viking earnings double on rise in sales of 42%

Theodore B. Baum, executive vice president of Viking Industries Inc., Hoboken, N. J., has announced increase of 114% in earnings and 42% rise in sales for six months period. Mr. Baum attributed firm's favorable results to ready acceptance of company's solid state amplifier line and to increased orders for coaxial cable.

Viking Industries manufactures CATV cable, electronic parts and operates CATV systems in Pennsylvania and Ohio.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.43</td>
<td>$0.20</td>
</tr>
<tr>
<td>Net sales</td>
<td>8,075,453</td>
<td>5,685,351</td>
</tr>
<tr>
<td>Net income</td>
<td>557,529</td>
<td>209,313</td>
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</tbody>
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*Adjusted for 3 for 2 split paid May 27, 1966.

Klein group gets 'Chargers'

Eugene V. Klein, president of National General Corp., large CATV operator and theater exhibitor, is new president of San Diego Chargers of American Football League. Mr. Klein and Samuel Shulman, vice president of NGC, each acquired 20% of Chargers in sale of team late Thursday (Aug. 24). Team was purchased by 21 businessmen for $10 million, highest price ever paid for professional football team.

George Whitney, vice president and general manager, and Bill Fox, station manager of KFMB-TV San Diego are among minority stockholders in new ownership. Also among new owners is Pierre Salinger, former White House news secretary, now vice president of Continental Airlines.

Fremantle sells direct to Australasia sponsors


Fremantle reported direct sales following trip (of 30,000 miles) by Bob Laphorne, "Australasian" managing director of Fremantle, covering East and West Africa; South Arabia, Mauritius, India and Hong Kong. In nine-week trip he sold 22 series (1,434 episodes) in all of active Africa TV markets. Among 22 series: The Beatles (half-hour cartoon), The Beachcomber, Silents Please, Knockouts, It's a Small World, The Eartha Kitt Show, Debbie Drake and The Magic Boomerang.

Record high at Fox

Revenues from film-rentals of feature films to theaters and TV, and of TV film series reached record high at Twentieth Century-Fox Film Corp., during first six months of 1966, according to report issued by Darryl F. Zanuck, president.

For six months ended June 25, 1966:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.13</td>
<td>$2.03</td>
</tr>
<tr>
<td>Film rentals</td>
<td>97,502,000</td>
<td>60,489,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>6,110,000</td>
<td>5,811,000</td>
</tr>
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BROADCASTING, August 29, 1966
Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

**Aug. 28-Sept. 1—Annual convention of the Association for Education in Journalism. Sessions are included on newsroom design and architecture, "Getting Into Color News and Documentaries," and on broadcasting teaching. University of Iowa, Iowa City.

**Aug. 30—Special stockholders meeting, Rust Craft Greeting Cards Inc., and Boise Cascade Corp., vote on merger. Rust Craft meeting is in Dedham, Mass.; Boise Cascade in Boise, Idaho.

**SEPTEMBER

Sept. 1 — New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 6—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

Sept. 8-10—6th district conference of the American Federation of Advertising. Speakers include Robert J. Coretz, retired senior vice president, Foote, Cone & Belding; Alex Franz, president, Alex Franz Agency, Chicago; Richard N. Murray, western manager, Reader's Digest, international editions; Charles A. Sweeney, director of the bureau of deceptive practices, Federal Trade Commission; Jo Foxworth, president and creative director, Calkins & Hoiden, New York; Dan Powers, director of public relations for the Greyhound Corp.: Gail Smith, general director of advertising and merchandising of the General Motors Corp.; and Kenneth Laird, chairman of the board, Tatham, Laird & Kudner, Chicago. Ramada Inn, Champaign, Ill.

Sept. 8-11—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters. Downtown hotel, New Orleans.

Sept. 11-14—Fall election meeting, Pacific Northwest Community Television Association, Portland Hilton hotel, Portland, Ore.

Sept. 12—Meeting of the New York City chapter of the American Women in Radio and Television. Speaker will be Sir Hugh Greene, general director, British Broadcasting Corp. Hotel Pierre, New York.

Sept. 14-15—National program committee meeting of the Educational Television Stations Program Service of the National Association of Educational Broadcasters. Indiana University, Bloomington, Ind.


Sept. 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals. NAB fall conferences

**Oct. 13-14—Stalter-Hilton hotel, Dallas
Oct. 17-18—Mark Hopkins hotel, San Francisco
Oct. 20-21—Hilton hotel, Denver
Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis
Nov. 14-18—Waldorf-Astoria hotel, New York
Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.
BALTIMORE COLTS and WMAR-TV
SUCCESS STORY-BALTIMORE STYLE!

WMAR-TV is NFL Football in Baltimore! It has been for years! In addition to pre-season games, sponsored by Western Electric Co. and The National Brewing Co., WMAR-TV is featuring "Inside Football" with Bob Williams (former NFL star) for Coca-Cola, "Football Preview" with Jim Mutscheller (former Colt star) for Norelco, "Corrallin' the Colts" for The National Brewing Company and "The Colts in Action" for Thom McAn, The National Brewing Company and JF Theatres. Jack Dawson completely covers all sports! WMAR's SUCCESS STORY—BALTIMORE STYLE reaches into all categories: daytime, fringe and prime time, late movies! All segments have long been acclaimed by Maryland viewers and by important clients. Astute advertisers and agencies recognize this by showing their preference for this top-performance station!
Get a good hold on it!

What a whale of a market prize. KELO-LAND. The full sweep of its 5-state distribution flow. You have it all in your grasp — with a single origination of your commercial on KELO-tv Sioux Falls. KELO-LAND tv's three interconnected transmitters operate as one super-powered station. Your product is displayed simultaneously to more than a quarter of a million homes. More than double the Metro Share of any other station. More total coverage than by all other stations combined. An amazing selling force.

ONE OF AMERICA'S GREAT ADVERTISING BUYS IS

CBS

kelo-land tv

JOE FLOYD, President

7.9 BILLION MARK

keko-tv + Kledtv + Kpld-tv (interconnected)

CITY


Larry Bentson, Vice-President

General Offices: Sioux Falls, S.D.

Represented nationally by H-R


Sept. 28-30—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Paul Comstock, vice president, government affairs, National Association of Broadcasters. Holiday Inn, Duluth.

Sept. 30 — A “Salute to David Sarnoff” dinner honoring the RCA chairman and commemorating the 80th anniversary of his start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Oct. 1—Meeting of the Kentucky Community TV Assn. Continental Inn, Lexington.


OCTOBER


Oct. 2—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3—Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.


Oct. 10—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.


Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.


Oct. 15-24—MIFED, International Film, TV Film and Documentary Market, Milan, Italy.


Oct. 20-21—Special board of directors meeting of the Association of Maximum Service Transmitters. Del Monte Lodge, Pebble Beach, Calif.


 Indicates first or revised listing.
WERE RADIO*
"THE TALK OF CLEVELAND"

IS NOW

Represented By
CBS RADIO SPOT SALES

*WERE—Cleveland's only News • Talk • Information Radio Station

BROADCASTING, August 29, 1966
No ‘special’ studies

EDITOR: Thanks for the story (Broadcasting, Aug. 15) on our “Sales Messages Delivered” plan, but it needs a small correction.

Our guarantee will not be as you say “... from special Pulse surveys ...” Most definitely not. It will, in fact, be based on the regular, multistation participated and ordered Pulse studies. The exact studies made in the exact periods as they have been for the past seven years.

Not for a second do we wish any advertiser to think that we are going to order any kind of “special” surveys or studies. Rather, we are as eager to be as pure as little ole Caesar’s wife.

WALT is sticking its electronic head right on the block. That we know. But, if it is going to be chopped off, then we want everyone (who wishes) to be able to have their hands on the axe handle! —Lee Gorman, general sales manager, WALT Tampa, Fla.

(The story, “Circulation guaranteed by Florida station,” described a WALT plan to assure sponsors a 6.0 rating for sales messages or a cumulative weekly audience of 35,000 homes. Guarantees are based on regular, not special surveys, as reported.)

Agency viewpoint

EDITOR: As I interpret your article on integrated television spots, (Broadcasting, Aug. 15) with two sponsors sharing a single commercial, it seems that the sole concern of “many broadcasting authorities” and “a vice president of one of the largest representation companies” is the depressing effect this technique might have on network and station income.

I guess the networks and stations have the right to set the rules for use of their facilities. I know the agency has the obligation to get maximum value for the client’s advertising investment. If, as “one network official” said, advertisers could cut their TV budgets 20% to 30% while maintaining present efficiency, by using integrated commercials, then both the advertiser and his agency certainly should try to do so.

And it might be long-term wisdom for networks, stations and reps to encourage the highest possible efficiency of the medium, thus keeping most of the revenue they now enjoy, and drawing more away from other media which do not concern themselves with delivering maximum efficiency.

Is television pricing itself out of the competition for the media dollar, or isn’t it? If it is, shouldn’t it be very much concerned with increasing efficiency at least as fast as its rates? Is it now so concerned?

I doubt that the quoted rep is anywhere close to the truth when he blames the integration trend on “agencies’ guilt about their media commission system of compensation.”

We have no such problems, because we never have used the ancient, unreal, inequitable commission system.

When enough advertisers realize the value to them of the fee system in saving advertising dollars now wasted largely on inefficient media, our rep friend and many others on his side of the desk may wish that they had done everything possible to increase media efficiency, instead of concentrating their efforts on inflating rates.—George Johnson, George Johnson Advertising, St. Louis.

Crystal clear ...

EDITOR: Curtis Swanson in his Aug. 15 letter disagrees with a description of crystal-set listening used in ad copy.

Mr. Swanson’s memory serves him well; crystal-set reception was pure and clean. But for most of us of the galena...

An open letter from the Vice President

On April 11, the President announced the beginning of his 1966 Youth Opportunity Campaign to provide one million extra summer jobs for our 16-21-year-olds.

On Aug. 10, I reported to the President that the goal he set had been exceeded. Reports received directly from employers and from state employment offices around the country, extra federal hiring and Neighborhood Youth Corps allocations has yielded a total of 1,048,554 extra jobs for youth.

I have asked Broadcasting to pass on to all of you my sincere thanks for another public service superbly rendered by the broadcasting industry. Your interest in the Youth Opportunity Campaign played a most significant part in bringing this important message to the employers—and the young men and women—of America. The results speak for themselves. I know we can count on your continued support.

With best wishes. —Hubert H. Humphrey.
“Warner managed to produce movies with gusto”

Chicago Daily News, April 30, 1966

The consistent success of war movies on TV—especially war-story strips—is proverbial in the mid-‘60s. Reason: Battle-action delivers all the guts, gusto and explosive impact your viewers look for when they flip the dial. UAA has selected more than three-score of the most powerful combat shows from Warner and RKO for you . . . stories of WW I and II, the Korean, Crimean ("Light Brigade") and Indian Wars. Many stations are playing them now—many have renewed, to continue their profitable business in UAA battle action.

FOR FULL PARTICULARS, WRITE, WIRE OR PHONE
UNITED ARTISTS ASSOCIATED
555 MADISON AVE., NEW YORK, N.Y. 10022 area code 212 688-4700

BROADCASTING, August 29, 1966
Nobody in Washington debates about which is the important station: WTOP RADIO

A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

and cat-whisker era, it was far from “static-free”.

Static results from natural sources (lightning) and from man-made devices (electrical switches, relays, etc.).

Since the ad copy described listening to a Tunney-Dempsey fight in 1927 and since the listener was in Huntington, W. Va., he probably did hear static and plenty of it. Although one station was operating in Huntington in 1927, one in Charleston (40 miles), three in Columbus (115 miles) and four in Cincinnati (130 miles), he probably was listening to a Pittsburg station 190 miles away.

I suggest that Mr. Swanson listen in Chicago to wowo Ft. Wayne during the next electrical storm (and preferably on a child’s crystal set).

In 1927, as now, it took a local signal to override the static.—John P. Shipley, manager, New York Broadcast & Communications Sales, RCA.

EDITOR: Curtis Swanson notes that crystal-set radio reception was static-free. I think my own memory agrees with his. But I don’t think he was as accurate in his reading of the ad copy about Gene Smith of Huntington, W. Va. (Broadcasting, July 25).

The ad didn’t say Gene listened to the second Dempsey-Tunney fight Sept. 22, 1927, over a crystal set. It just said, in a later paragraph, he started in radio by building crystal sets.

I don’t know where Mr. Swanson was in September 1927, but by that time most of the rest of us had graduated to the more sophisticated (and noisy) receivers like superheterodynes and their offspring. As for static—ask anyone who ever listened to a superhet’s pop, crackle, squeal.

I remember listening to the aforementioned Dempsey-Tunney fight. One will get Mr. Swanson 10 the radio was “crackling with static.”—Bruce Palmer, Lowe Runkle Co., Oklahoma City.

C&W’s on the march

EDITOR: WFIG is a country and western station serving a three-county area in South Carolina. Information from the SPECIAL REPORT in the Aug. issue will be valuable to us.

Please consider this an order for 100 copies of the reprint.—Edward H. Savage, sales manager, WFIG-AM-FM Sumter, S.C.

EDITOR: Congratulations on the excellent C&W SPECIAL REPORT.

Please send 50 reprints. George W. Chernault, Jr., vice president, WSLS-AM-FM-TV Roanoke, Va.

(Reprints are available for $30 each, 25¢ each in quantities from 100 to 50, 20¢ each for orders for more than 500, plus shipping charges. Address request to BROADCAST-ING, 1735 DeSales St., N.W., Washington 20036.)
Going places  KGGM-TV, leading TV station in Albuquerque, N.M., joins America's most dynamic television stations. Bruce Hebenstreit, General Manager, announces the appointment of Blair Television as exclusive national representative, effective September 1, 1966! 
What's the key ingredient of a great variety program? Well, a talented host certainly helps, says the NBC Television Network.

This season, we're saying it four times over. Which brings us first to the fast-rising star of the brand-new “Roger Miller Show.”

Young Mr. Miller is a man who delights in singing his own songs—a perfectly natural inclination for the composer of such world-famous hits as “King of the Road” and “England Swings.”

In addition to composing, singing and guitaring, the lad from Oklahoma spins a funny story when he's of a mind to, and likes nothing better than to swap merry badinage—and goodinage—with guests. (Among his scheduled visitors: Bill Cosby, George Burns, Vince Edwards and Liberace.)
Happily, Mr. Miller is not the only versatile performer among the musical-variety hosts on this season's NBC-TV lineup.

"The Dean Martin Show" and "Andy Williams Show" are both distinguished by multi-talented stars. Not only do Dean and Andy sing beautifully, but they thoroughly enjoy dabbling in comedy on their shows, when they're not completely wrapped up in song. (Another NBC-TV host—fellow named Bob Hope—even gets laughs while singing, although he doesn't plan it that way.)

In short, when better musical-variety shows are built, you'll find an NBC-TV performer at the helm.

Or, to put it another way, the showmen must go on.
IS THE PUBLIC INTERESTED?

The broadcaster watching current subcommittee hearings on satellite transmission allocations can only shake his head in disbelief.

The scramble by self-interested common carrier giants, the lack of technical understanding by some committee members, the outspoken endorsements of Chairman Pastore (D., RI) in favor of the Ford Foundation proposal, the aloof dodging of substantive planning by McGeorge Bundy plus Fred Friendly's defection (let us, Fred?) is resulting in a lively if not hysterical show for knowledgeable broadcasters.

The continual use by Chairman Pastore of the LEO-NARD BERNSTEIN (commercial) program as his example of ETV and how it should be transmitted by educational satellite lent a somewhat foolish tone to the entire proceedings.

All of this is not to say ETV has no place.

It does.

In the hearts and minds of the "educators" ETV understandably occupies first place. While at some institutions ETV monies are allocated after new buildings and other needs, the main thrust of educators is to replace individual striving for knowledge with tax-supported out-of-school ETV programming to the unenviered masses.

It has been amply demonstrated that local and network commercial broadcasters can and do offer substantial creativity in the "educational" field. One need only recall TWENTIETH CENTURY, NBC WHITE PAPERS, etc., plus a myriad of locally produced material that daily serves the community requirements.

If satellite broadcasting of educational programming is to be a "viable and meaningful" addition to help win the race between catastrophe and education then it must be directed and nurtured by commercial broadcasters as a part of an overall system. A tax-supported one-sided governmental facility, no matter how idealistic, is not practicable. Since there is no demand except from congressional and Foundation elements that would cram education down our throats like so much unwanted spinach to a child, the current hearings are firmly based on quicksand.

The solution is clear. Again the NAB and FCC must take upon their broad shoulders a full understanding of individual demands and come forth with a realistic and practical answer. It will not be easy but it will be founded on fact not fancy and rooted in need not nonsense.

The broadcaster watching current subcommittee hearings on satellite transmission allocations can only shake his head in disbelief.
WHY DOES ONE STATION HAVE SO MANY GREAT SHOWS?

Because we have the CREAM of NBC & CBS

Bonanza
Gomer Pyle, U. S. M. C.
The Andy Griffith Show
The Road West
The Garry Moore Show
The Girl From U.N.C.L.E.
Red Skelton
I Spy
Star Trek
Dean Martin
Tarzan
Mission Impossible
Jericho
Gunsmoke
NFL Pro Football
And Many More—

WHERE THE COLOR IS
NBC Color/CBS Color/Color Film/Color Tape/Color Slides/
Local Live Color On The Way.

channel 13
wapi-tv

WAPI-TV BIRMINGHAM, ALABAMA
Represented nationally by Harrington, Righter, and Parsons, Inc.

BROADCASTING, August 29, 1966
When it comes to television advertising, it seems that a number of people both within and outside the industry view Xerox Corp. as another Ford or Rockefeller Foundation. Any time a producer wants to do a program about the home life of an aardvark or some other subject that's too esoteric even for educational television, he brings it to us.

We're gratified, of course, that some people look upon us as a philanthropic institution because of our reputation for quality television. But let's set the record straight. We're a profit-minded corporation and we select the programs we sponsor for primarily the same reason as any television advertiser—to enhance our reputation and to sell our products and services.

Of course it's fortunate that the programs we determine will best sell our products are the ones that find most favor with television critics and columnists, as well as with our peers in the industry.

Our sponsorship of such programs as The Making of the President (1960 and 1964), of The Kremlin, The Louvre and, more recently, Death of a Salesman had been honored during the past year alone by a Peabody Award, the Trustees' Award of the National Academy of TV Arts & Sciences and by the "Critics Consensus" award.

To Xerox, such awards are meaningful. We believe it is good business for us to be known as sponsor of some of the most outstanding programs on TV. It enhances our image.

Perhaps our concentration on programs such as these is also what leads producers—or would-be producers—to the assumption that we're interested in virtually any program, regardless of its rating potential, so long as it's in the public affairs or information category. But that is only partially correct.

We no longer concentrate only on documentaries. We have recently expanded into TV drama and other programs that fall more into the area of straight entertainment. Even more important, we are experimenting with and searching for any quality television special which we believe will reach the specific audience we are after.

The Viewer Target

What is that audience? When we entered the mass-TV market just five years ago, Xerox was a manufacturer only of office copying machines and other graphic communications equipment. Our programs had to appeal to people who make the decisions about whether to buy or lease our products and services.

Research had indicated that we could reach this influential leadership group more effectively through documentary production than through the usual types of mass-appeal programs.

Experience proved this to be correct. The Louvre, for example, scored 83% higher among college-educated groups than it did among the entire audience. Penetration of college-educated groups by the top 10 programs that season, on the other hand, scored lower than their national average. Statistics were similarly favorable among professional, white-collar viewers and in terms of household income for other documentaries we sponsored.

Today, as our company has matured, we find we must expand the types of audience we are after. We are no longer just a copier company. We're now involved in education, in space research, in new methods of information storage and retrieval. Our audience studies indicate that the audience for documentaries is not necessarily the audience that we want to talk with about our new corporate interests. Of course we will continue to sponsor documentaries. But we are now expanding into other program areas as well.

Our TV advertising objectives can be summed up this way:

- Xerox programs must be "specials" in every sense of the word. They must be the most important program of the night, the week, and hopefully, even the month.

- We must be willing to gamble. We felt that a program about the dangers of drug addiction would be important enough, if done correctly, to reach our targeted audience. Because such a program was unavailable, we provided Robert Drew Associates with $125,000 to produce the show. We hope you'll agree, when you view Storm Signal on our "Xerox network" of local stations between Sept. 6 and 9, that the gamble paid off.

- We must be innovative. We found out that we could not purchase the prime time periods we desired on the three major networks for some of our documentaries, we conceived the idea of creating our own network of stations across the country. In virtually every instance, this Xerox network has delivered an audience comparable in size to that delivered by ABC, CBS or NBC.

- We must be pace-setters. Our sponsorship of Death of a Salesman on CBS this past May helped trigger a tremendous revival of drama scheduled for TV this coming season.

Similarly, our success with documentaries during our early days helped bring numerous other advertisers into this area.

- Our programs must lend themselves to intensive prior promotion and subsequent acclaim. This not only creates goodwill for Xerox as a corporation but also adds to the attentiveness with which viewers watch our programs—and, hence, our commercials.

- As important as any objective, finally, is the requirement that our programs must reach the audience we want to hit to sell our products.

Who knows? Someday we may decide to sponsor an hour-long documentary about the home life of an aardvark—but only after we determine that potential viewers for such a show are potential Xerox customers.
WSYR-TV is No. 1 in Homes Delivered in the Syracuse Market:

*32.3% More Than Station No. 2

*83.6% More Than Station No. 3

Get the Full Story from HARRINGTON, RIGHTER & PARSONS
Miss...
Lovelier Than Ever—in Color on NBC

We wouldn’t dream of claiming that the new Miss America will be more beautiful than her predecessors.

But in millions of homes it will seem that way, for the annual Miss America Pageant comes to the NBC Television Network this year. And that means, of course, that the Pageant will be seen in color for the first time (Saturday Sept. 10, 10:00 pm EDT, immediately following NBC’s exciting special, “The Class of ’67”).

If previous winners have looked lovely in black-and-white, picture how radiant the latest will be in blushing color. We can’t think of a more glamorous prelude to NBC WEEK, and NBC cameras will be covering all of it—right up through the traditional moment when the winner bursts into tears.

Of course, this Miss America should remain smiling through it all, since she’ll know that the entire nation is admiring the color of her eyes, her hair and her beautiful gown.

But then, you know women.

NBC TELEVISION NETWORK
The Full Color Network
WBTV'S "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.*

WBTV ranks 20th among 185 CBS affiliates — ahead of Kansas City, Milwaukee, Houston, Providence, Seattle and Cincinnati (tie).**

WBTV delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse*** — reaching 505,400 homes each week.****
Are newspapers gaining on TV?

ANPA sees trend toward print; TVB says B of A figures shortchange television, fail to stress national, regional advertising where TV is strongest

Television took a startled look last week at suggestions that the trend in advertising favors newspapers and found the idea odious and something less than accurate, but sobering.

The nub of the situation appeared to be that newspapers are gaining more "new" dollars than television, but that television is still increasing its share of total advertising expenditures while the newspaper share is diminishing. Both of these changes—down for the newspaper share, up for TV's—are discernible only in fractional percentage points, however.

"New" dollars are "accurate, but sobering.

National advertising generally and the biggest advertisers specifically, reflecting the judgment of advertising's most sophisticated practitioners, are still preponderantly concentrating on television, while local advertising remains even more heavily oriented toward newspapers.

The issue was ignited by a report from the Bureau of Advertising, American Newspaper Publishers Association, purporting to show that media revenue breakdowns "establish a trend toward print in general and newspapers in particular."

Dr. Leo Bogart, executive vice president and general manager of the B of A, said media analysis over the last five years shows newspapers have been getting an increasingly larger share of new monies going into the four major measured media.

Gain Slackening - This year, he estimated, television will corner 27% of new billing going to the four media—newspapers, magazines, radio and TV—whereas five years ago it took 56% of the total gain. Newspapers' share of the new money, he predicted, will reach 49% as against 16% five years ago.

Television industry representatives took issue with Bureau of Advertising estimates for 1966 TV revenues, claiming they had been shortchanged by some $30 million, or 25%. But more importantly they questioned the significance of the comparisons the newspaper trade group was making.

The Television Bureau of Advertising noted that national and regional advertisers this year are again placing a larger share of their budgets in television. These same advertisers, according to TVB estimates, will increase their allocation to television from 46.9% of their budgets in 1965 to 47.3% in 1966, and at the same time will decrease their share for newspapers from 19.3% to 19.0%.

The Bureau of Advertising, which estimated that newspaper revenues will grow by $355 million to $4,456.5 million this year, also estimated television will experience a $200 million advance in the same period.

"Even using their figures," TVB research Vice President Harvey Spiegel, asserted, "both media would be showing the same gain of 8%.

Mr. Spiegel said TVB anticipates local television billings will increase $49 million whereas the Bureau of Advertising accords local TV a gain of only $21 million.

Nationally, the Bureau of Advertising saw a $179 million advance for television while TVB thought $201 million would be closer to the mark. "Instead of an 8% total gain for TV this year, 10% would be more accurate," according to TVB.

It was noted the B of A "neglected to point out" that well over 80% of newspapers' anticipated increase this year will be coming from local advertisers, "an area they've had pretty much to themselves in the past."

Gain, Not Loss - Even so, TVB reported that according to its own figures television's part of the three local media total (television, radio and newspapers) would be 9.3%, representing a gain of three-tenths of a percentage point instead of a loss of two-tenths of a point as calculated for local television by the B of A.

TVB's Mr. Spiegel suggested with some annoyance that "the easiest way to make yourself look good is to underestimate how well your competition is doing. This was obviously the B of A's approach to 1966."

According to TVB, newspapers' share of local ad dollars will show a decline

1966 advertising sales: two versions

The table below shows how the newspapers' Bureau of Advertising and the Television Bureau of Advertising differ in their predictions of 1966 sales—local, national and total—and in the TV and newspaper shares of total expenditures in the four major measured advertising media. Dollar figures are in millions. Percentages in parentheses represent the dollar figures' share of total projected expenditures in television, newspapers, radio and magazines. As the table shows, TVB accepted B of A's newspaper dollar projections at face value, but its higher projections for TV reduced somewhat the newspapers' share of total expenditures while somewhat increasing TV's share.

<table>
<thead>
<tr>
<th>B of A</th>
<th>Local</th>
<th>National</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>432.0 (8.8%)</td>
<td>2,290.0 (47.0%)</td>
<td>2,722.0 (27.9%)</td>
</tr>
<tr>
<td>Newspapers</td>
<td>3,882.0 (78.3%)</td>
<td>930.0 (19.1%)</td>
<td>4,812.0 (49.0%)</td>
</tr>
</tbody>
</table>

TVB:

| Television | 460.0 (9.3%) | 2,312.0 (47.3%) | 2,772.0 (28.0%) |
| Newspapers | 3,882.0 (78.3%) | 930.0 (19.1%) | 4,812.0 (48.8%) |
Coffee firms increase, tea companies decrease TV buying

A report issued last week by the Television Bureau of Advertising shows that leading TV advertisers of coffee and tea products invested more than $34 million in spot and network in 1965. Coffee advertisers raised their 1965 television investment by 4% over 1964, while the tea companies decreased their spending by 17.8%.

TVB's Mr. Bogart, placed 90.6% of its $177.6 million media budget in TV. Among the top 100 advertisers, 25 spend $20 million or more annually in television, but only two spend that much in newspapers. Of 65 who spend 50% or more of their media dollars in television, none spend as much as 50% in

were spending in television more than three times their combined expenditures in papers.

Measured by Volume • In terms of volume, television got an increase of $63.3 million from this newspaper group while newspapers themselves took an $11.4 million gain from them.

The top 100 national advertisers also feed television the most attractive portion of their total ad billings—62.7% in 1965. The same year the leading national advertisers jumped their aggregate network and spot TV outlays from $1,537 million in 1964 to 1,692 million last year, a 10.1% advance.

TV's number-one advertiser, Procter & Gamble, has spent $20 million or more annually in television, but only two spend that much in newspapers. Of 65 who spend 50% or more of their media dollars in television, none spend as much as 50% in

newspapers.

The Advertising Bureau's Dr. Bogart said, the television industry will unwittingly aid the future growth of the newspaper medium. "Television," he said, "is becoming a victim of its own success."

According to Dr. Bogart, technological developments such as UHF and community antenna television and an increasing number of multi-set television families should increase television's total audience. But he said that audience would be fractionalized making TV a less efficient medium for sponsors.

Mr. Spiegel of TVB characterized this line of reasoning as ridiculous. Segmented audiences wouldn't reduce television's total revenues, he maintained. On the contrary, he said, this could make it easier for sponsors to reach specific audiences.

Bogart View • Mr. Bogart also stated newspapers stand to gain from an improving educational level of the American population, noting that newspaper reading and educational achievement are correlated.

He predicted total advertising volume

ARE NEWSPAPERS GAINING ON TV? continued

this year from 78.5 to 78.3% of the three-media total.

Taken as a percentage of total advertising revenues being collected by the four major media, television's billing will be up from 27.8% in 1965 to 28% in 1966 by TVB calculations or to 27.9% by Bureau of Advertising reckoning.

"However the figures are read," said TVB's Mr. Spiegel, "they could hardly be construed to show a surge for newspapers at the expense of television."

In fact TVB has data showing newspapers' biggest advertisers are much bigger television advertisers. The preference for TV demonstrated by the papers' top spenders has continued to grow in recent years. In 1965 the top 100 newspaper advertisers funneled $319.3 million into papers, a 3.7% increase over the previous year. At the same time, however, these same blue-chip newspaper customers were pouring $966.7 million into television in 1965 for a 6.8% gain. Thus newspapers' top 100

BROADCASTING, August 29, 1966
COFFEE Advertising media investments in 1965
(for coffee brands only)*

<table>
<thead>
<tr>
<th>Company</th>
<th>Total TV</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Radio</th>
<th>Total Media Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Foods</td>
<td>$14,494,300</td>
<td>$298,700</td>
<td>$1,103,100</td>
<td></td>
<td>$15,886,100 91.2</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>7,109,400</td>
<td>51,600</td>
<td>607,000</td>
<td></td>
<td>7,768,000    91.5</td>
</tr>
<tr>
<td>Nestle &amp; Co.</td>
<td>5,263,000</td>
<td>466,800</td>
<td>15,600</td>
<td>23,000</td>
<td>5,768,400     91.2</td>
</tr>
<tr>
<td>Hills Bros.</td>
<td>3,958,200</td>
<td>170,400</td>
<td>602,000</td>
<td></td>
<td>4,730,600    83.7</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>3,433,000</td>
<td>355,100</td>
<td>629,000</td>
<td></td>
<td>4,407,300    77.7</td>
</tr>
<tr>
<td>Nat'l. Fed./Colombia Coffee</td>
<td>2,146,300</td>
<td></td>
<td></td>
<td></td>
<td>2,146,300    100.0</td>
</tr>
<tr>
<td>Coca-Cola Co.</td>
<td>2,067,700</td>
<td>28,900</td>
<td>200,400</td>
<td></td>
<td>2,297,000    90.0</td>
</tr>
<tr>
<td>M.J.B. Co.</td>
<td>1,678,000</td>
<td>900</td>
<td></td>
<td></td>
<td>1,678,900    99.9</td>
</tr>
<tr>
<td>Check Full O'Nuts</td>
<td>1,621,900</td>
<td>900</td>
<td></td>
<td></td>
<td>1,621,900    100.0</td>
</tr>
<tr>
<td>S. A. Schonbrun</td>
<td>826,500</td>
<td>55,000</td>
<td>145,000</td>
<td></td>
<td>1,026,500    80.5</td>
</tr>
<tr>
<td>Wm. B. Reilly</td>
<td>483,300</td>
<td>132,400</td>
<td></td>
<td></td>
<td>615,700      78.5</td>
</tr>
<tr>
<td>Beech-Nut Life Savers</td>
<td>266,600</td>
<td>58,400</td>
<td></td>
<td></td>
<td>325,000      82.0</td>
</tr>
<tr>
<td>W. F. McLaughlin</td>
<td>262,400</td>
<td>154,600</td>
<td></td>
<td></td>
<td>417,000      62.9</td>
</tr>
<tr>
<td>Brazilian Coffee Council</td>
<td>233,000</td>
<td>109,100</td>
<td>180,500</td>
<td></td>
<td>522,600     44.6</td>
</tr>
<tr>
<td>Manhattan Coffee</td>
<td>146,600</td>
<td></td>
<td></td>
<td></td>
<td>146,600      100.0</td>
</tr>
</tbody>
</table>

Totals: $43,970,400 $1,113,400 $2,413,400 $1,861,000 $49,358,200 89.1

*Ranked by top 15 TV advertisers of coffee brands only.
Sources: Network TV: RAB's, Spot TV: TVB; and Magazines: PIB; Newspapers: Bureau of Advertising; Radio: Radio Advertising Bureau (top 100 spot radio users)

TEA Advertising media investments in 1965

<table>
<thead>
<tr>
<th>Company</th>
<th>Total TV</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Radio</th>
<th>Total Media Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lever Brothers</td>
<td>$4,419,300</td>
<td>30,900</td>
<td></td>
<td></td>
<td>$4,450,200 98.3</td>
</tr>
<tr>
<td>Nestle Co.</td>
<td>2,170,600</td>
<td>53,200</td>
<td>3,800</td>
<td>210,000</td>
<td>2,437,600     80.0</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>1,431,200</td>
<td>157,600</td>
<td>112,800</td>
<td>22,000*</td>
<td>1,723,600    83.0</td>
</tr>
<tr>
<td>Brooke Bond</td>
<td>1,049,400</td>
<td></td>
<td>29,000</td>
<td></td>
<td>1,078,400    97.3</td>
</tr>
<tr>
<td>Beech-Nut Life Savers</td>
<td>943,100</td>
<td>124,500</td>
<td>8,200</td>
<td>983,000</td>
<td>2,058,600 45.8</td>
</tr>
<tr>
<td>Salada Foods</td>
<td>370,200</td>
<td>125,100</td>
<td></td>
<td></td>
<td>495,300      30.1</td>
</tr>
<tr>
<td>Total $8,383,800</td>
<td>$460,400</td>
<td>$184,700</td>
<td>$1,666,000</td>
<td></td>
<td>$12,688,900 81.8</td>
</tr>
</tbody>
</table>

*Spot radio only—network radio total for Standard Brands not broken down by brand.
Sources: Network TV: TVB; LNA/Bar; Spot TV: TVB, N. C. Rorabaugh; Magazines: PIB; Newspapers: Bureau of Advertising; Radio: RAB's top 100 listings for spot and network radio

would reach $20 billion by 1970, "assuming continuing expansion of the economy," and he estimated newspapers would show a gain of one-third over their current volume by that time, this would put their volume at $6.4 billion in 1970.

He considered the success of newspapers partially attributable to a stable milline rate (an advertising efficiency index based on lineage cost per thousand circulation and a rough equivalent of television's cost per thousand).

"Expressed in real dollars—discounting inflation—the milline rate for all U.S. newspapers last year was the same as it was in 1945," he said.

Why should newspapers discount inflation in their efficiency calculations, TVB asked, when other media stick to dollar figures for a given year?

The Association of National Advertisers' publication on newspaper circulation and rate trends from 1946 through 1965 shows the newspaper milline rate increased 70% from $2.88 to $4.90.

Prudential blanketeting early-evening news slots

The Prudential Insurance Co. of America, Newark, N.J., reported last week that it will be represented in all early-evening newscasts on the three TV networks in 1966-67.

The advertiser said it has a $3-million television budget for the 1966-67 season. The first of its newly produced color commercials will be telecast on Sept. 12.

Prudential estimates that its commercials will be seen in more than 32 million homes at least once during a 30-day period using a lineup of participations in the Peter Jennings (ABC), Walter Cronkite (CBS) and Huntley-Brinkley (NBC) news shows.

A series of new commercials has been prepared by Prudential's agency, Reach, McClinton & Co., New York, to illustrate basic needs for insurance. Among the commercials is one that was filmed in Hawaii, using champion surfer Butch Van Arsdale. This commercial, dramatizing that even a "healthy, virile specimen" needs insurance, opens with action shots made both from a helicopter and from underwater using a 1,000-mm lens. One of the underwater sequences shows the surfer riding a wave over the camera.

Memphis buys spot radio in major markets

A spot campaign on WFL Los Angeles promoting the glories of Memphis, Tenn.? It not only could be, it is. And when New York, along with WGN Chicago, is airing the promotion.

The campaign lists the advantages that Memphis offers as the site for new industrial plants. The ads are aimed at busy executives, which explains the choice of cities as well as the particular radio stations. According to James R. Pirtle, manager of the industrial department of the Memphis Area Chamber of Commerce, the radio stations used in the promotion were selected because "they're in the three main cities where big business executives work, and they're the kind of adult stations big business executives listen to.

Greenshaw & Rush Inc., a Memphis advertising agency, handles the campaign which is jointly sponsored by the Chamber of Commerce and the Memphis Light, Gas and Water Division. Last year Light, Gas and Water spent $50,000 on the effort with the Chamber of Commerce contributing $25,000. This year they have allocated $75,000 and $37,500 respectively.

In addition to spot radio, the promotion uses ads in magazines and newspapers keyed to businessmen. Gift bottles of Memphis water are also a part of the effort. The radio and water-samples campaigns were developed by Bill Greenshaw, executive vice president of Greenshaw & Rush.

The spots are scheduled in prime radio time when businessmen are on the way to the office. "We're aiming for that captive audience in the man's car," Mr. Pirtle said.

Rep appointments ...

- Were Cleveland: CBS Radio Spot Sales, New York.
In the wake of airline strike

Although radio-TV stations may lose some immediate billings, feeling is they'll recoup much by year end

The tentative verdict on the cost to radio-TV advertising of the 44-day airline strike that ended Aug. 19 is that the net loss was significant but not across-the-board or permanent.

Much of the estimated $4.5 million in airline billings that would have been placed during the strike will be immediately recovered through expanded back-to-service campaigns. And, over the long haul, monies not directly replaced are expected to be substantially recouped as airlines strive to reflit their depleted coffers through advertising.

Representatives of two of the five struck carriers, National and Trans World Airlines, reported an immediate net decline in radio-TV billings, United and Northwest Orient said they could not immediately determine whether their post-strike advertising counterbalanced strike losses, and the fifth struck line, Eastern, said radio and TV stations will break even on their Eastern account by the end of the year.

A sampling of several major station representatives pointed to radio as the least hit and felt that spot TV, though harder hit, will bounce back eventually. The grounded lines, which lost an estimated $8 million a day, depend to a great extent on spot TV to keep profits flying high.

The reps said ad revenues from non-struck airlines did not appreciably cushion the strike losses because many merely used already scheduled commercial positions to advertise the fact they were still flying.

Billings estimates in the following summary unless otherwise stated are based upon 1965 third-quarter reports of the Television Bureau of Advertising and the Radio Advertising Bureau.

Eastern Air Lines, New York. Broadcasters should at least break even because of Eastern's $4 million ad campaign, half of which is being allocated to radio-TV, according to Thomas Englemann, Eastern account executive at Young & Rubicam, New York. The first five weeks of the post-strike campaign, which runs until the end of the year, will place advertising 175% above Eastern's normal rate.

When the strike hit July 7, Eastern had already begun a reduced summer schedule in seven TV and nine radio markets. (Most airlines plan on heavy vacation traffic without heavy advertising during July and August.) It then cancelled all its radio-TV except for a couple of special sports TV programs in Atlanta.

When the machinists' union ratified the strike settlement on Aug. 19, Eastern had already begun that morning a 96-hour radio flight of 1,770 one-minute

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How three of the lines came back on radio and TV

<table>
<thead>
<tr>
<th>EASTERN</th>
<th>JET TAKES OFF.</th>
<th>Come join us and see how much better an airline can be</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIDEO</td>
<td>SUPER: SEE HOW MUCH BETTER AN AIRLINE CAN BE.</td>
<td></td>
</tr>
<tr>
<td>AUDIO</td>
<td>SUPER: &quot;UNITED IS FLYING AGAIN&quot;.</td>
<td></td>
</tr>
<tr>
<td>OPEN ON LINE-UP</td>
<td>UNITED AIRLINES</td>
<td></td>
</tr>
<tr>
<td>ON A/C AS SUN RISES (AT JFK)</td>
<td>VIDEO</td>
<td></td>
</tr>
<tr>
<td>7 AM TAKE OFF</td>
<td>AUDIO</td>
<td></td>
</tr>
<tr>
<td>SHOW VARIOUS VIEWS OF EASTERN PLAINS LINING UP, TAKING OFF, LOADING, ETC.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EASTERN jets are on the wing again.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| SUPER: "FLY THE FRIENDLY SKIES OF UNITED" |
| KILL SUPER. |

| SUPER: "FLY THE FRIENDLY SKIES OF UNITED". |
| KILL SUPER. |

| ANNCR. (VO) United Air Lines is flying again. The strike is over. |
| We know it created many hardships. You were greatly inconvenienced; you had to make exasperating changes in your plans. We hope you have some idea how deeply we regret the many problems. But now United is flying... with more jets to more cities than any other airline. With United people who say, "It's good to be back". Who invite you once again to fly the friendly skies of United. Call us or your travel agent. And thanks for your understanding. |

| NORTWEST ORIENT (radio) |
| ANNOUNCER: The strike is over! Northwest Orient Airlines has resumed service. All Northwest offices are open—ready to help you with whatever travel plans you may have. If you find the Northwest telephones are busy—and you can't get through to reservations, just go directly to the airport—where you'll find space is available. Yes... Northwest Orient Airlines is flying again. For reservations, call your travel agent... or Northwest—the Fan-Jet Airline... Yes... the airline strike is over. Northwest is back in business. Space is available on all flights. |
LONGEST REACH IN DAYTON... WHIO-TV

Your money does a lot of talking on WHIO-TV... goes out and reaches 42 surrounding counties versus only 33 for our major competitor. We also outscore him with more daytime viewers, more prime time nighttime listeners, more prime time color programming.*

If you want your money to talk, talk to WHIO-TV... longest reach in the Dayton area.

*Source: ARB. Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.

Represented by Petry

Coa Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; W5OC AM-FM-TV, Charlotte; WIVD AM-FM, Miami; KTVU, San Francisco-Oakland; W1IC TV, Pittsburgh

BROADCASTING, August 29, 1966
Lubricant firms spending more in TV

National and regional petroleum advertisers raised their combined investment in network and spot TV to $49 million in 1965, a gain of 13% over 1964, according to the Television Bureau of Advertising. The TVB report, which covered the companies’ media investments for gasoline and automotive lubricants only, showed that TV accounted for a 79% share of the combined total of almost $62 million in television, magazines and newspapers. Radio was not included in the table of measured media spending, it was pointed out, because figures were not available from all 16 companies.

The Radio Advertising Bureau has reported that eight of the companies spent more than $15 million in the medium last year.

**GASOLINE & LUBRICANTS: Leading TV advertisers in 1965**
(Ranked by total TV investment, including companies and distributors)

<table>
<thead>
<tr>
<th>Company</th>
<th>1965 Total</th>
<th>1964 Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell Oil</td>
<td>$5,568,600</td>
<td>$2,711,220</td>
<td>+37</td>
</tr>
<tr>
<td>American Oil</td>
<td>3,574,600</td>
<td>3,102,500</td>
<td>+12</td>
</tr>
<tr>
<td>Gulf Oil</td>
<td>3,402,400</td>
<td>3,249,500</td>
<td>+46</td>
</tr>
<tr>
<td>Socony Mobil</td>
<td>2,692,500</td>
<td>2,430,500</td>
<td>-11</td>
</tr>
<tr>
<td>Phillips</td>
<td>2,740,500</td>
<td>2,731,500</td>
<td>+3</td>
</tr>
<tr>
<td>Humble Oil</td>
<td>1,035,000</td>
<td>896,500</td>
<td>+19</td>
</tr>
<tr>
<td>Sun Oil</td>
<td>1,228,300</td>
<td>1,240,500</td>
<td>-11</td>
</tr>
<tr>
<td>Texaco</td>
<td>835,500</td>
<td>824,300</td>
<td>+14</td>
</tr>
<tr>
<td>Sinclair</td>
<td>2,082,000</td>
<td>2,080,500</td>
<td>-1</td>
</tr>
<tr>
<td>Stand. Oil of Calif.</td>
<td>1,246,500</td>
<td>1,073,000</td>
<td>+17</td>
</tr>
<tr>
<td>Pure Oil</td>
<td>1,895,000</td>
<td>1,453,500</td>
<td>+24</td>
</tr>
<tr>
<td>Cities Service</td>
<td>959,600</td>
<td>825,000</td>
<td>+17</td>
</tr>
<tr>
<td>Atlantic</td>
<td>1,502,000</td>
<td>1,500,500</td>
<td>-1</td>
</tr>
<tr>
<td>Clark Oil</td>
<td>1,427,200</td>
<td>1,427,200</td>
<td>-1</td>
</tr>
<tr>
<td>Tidewater Oil</td>
<td>1,265,000</td>
<td>1,265,000</td>
<td>-1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$32,723,200</td>
<td>$34,432,900</td>
<td>+13</td>
</tr>
</tbody>
</table>

**GASOLINE & LUBRICANTS: Major media investments in 1965**

<table>
<thead>
<tr>
<th>Company</th>
<th>Total TV</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell Oil</td>
<td>$10,554,500</td>
<td>$187,000</td>
<td>$293,100</td>
<td>$11,034,600</td>
</tr>
<tr>
<td>American Oil</td>
<td>5,990,700</td>
<td>161,300</td>
<td>1,786,500</td>
<td>7,936,500</td>
</tr>
<tr>
<td>Gulf Oil</td>
<td>3,949,500</td>
<td>781,400</td>
<td>4,730,900</td>
<td>93</td>
</tr>
<tr>
<td>Socony Mobil</td>
<td>3,639,700</td>
<td>848,000</td>
<td>4,123,700</td>
<td>88</td>
</tr>
<tr>
<td>Phillips Petroleum</td>
<td>2,730,500</td>
<td>243,800</td>
<td>2,984,300</td>
<td>92</td>
</tr>
<tr>
<td>Humble Oil</td>
<td>2,646,600</td>
<td>324,300</td>
<td>2,703,600</td>
<td>57</td>
</tr>
<tr>
<td>Sun Oil</td>
<td>2,634,500</td>
<td>2,503,500</td>
<td>5,137,500</td>
<td>51</td>
</tr>
<tr>
<td>Stand. Oil of Ohio</td>
<td>2,477,000</td>
<td>229,500</td>
<td>2,706,500</td>
<td>92</td>
</tr>
<tr>
<td>Texaco</td>
<td>2,455,700</td>
<td>700,500</td>
<td>3,156,200</td>
<td>78</td>
</tr>
<tr>
<td>Sinclair</td>
<td>2,082,000</td>
<td>648,100</td>
<td>2,730,100</td>
<td>76</td>
</tr>
<tr>
<td>Stand. Oil of Calif.</td>
<td>1,955,300</td>
<td>665,100</td>
<td>2,620,400</td>
<td>75</td>
</tr>
<tr>
<td>Pure Oil</td>
<td>1,895,500</td>
<td>91,500</td>
<td>1,987,000</td>
<td>95</td>
</tr>
<tr>
<td>Cities Service</td>
<td>1,785,500</td>
<td>553,100</td>
<td>2,338,600</td>
<td>62</td>
</tr>
<tr>
<td>Atlantic</td>
<td>1,502,000</td>
<td>1,500,500</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Clark Oil</td>
<td>1,437,200</td>
<td>1,437,200</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Tidewater Oil</td>
<td>1,265,000</td>
<td>1,265,000</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$45,014,900</td>
<td>$14,070,000</td>
<td>$11,440,000</td>
<td>$56,524,900</td>
</tr>
</tbody>
</table>

*Includes only gasoline and lubricants billings.

**Sources:** Spot TV: TVB/Rorabaugh (gross time); Network TV: TVB/LNA-BAR (net time & program costs); Magazines: PIB; Newspapers: Bureau of Advertising.

Commercials in 21 markets announcing the resumption of service. Monday night (Aug. 22) radio was cut to 10 markets and TV began in 17 markets. As with the other airlines, the back-to-service TV commercials were usually pre-strike shots of planes in flight with special voice-overs or superimposed "headlines."

Eastern’s current five-week “phase two” of its 19-week thrust is promoting "impulse vacation" with newspaper, transistor, and outdoor advertising in addition to its radio and television. The third phase will push Eastern’s new DC-9 jet and the line’s new route to Toronto.

Eastern’s 1965 summer billings were $1.25 million TV; $162,000 radio.

* National Airlines, Miami. The airline was in a summer campaign in 13 TV markets and four radio markets when the strike forced a cancellation of all broadcast advertising according to an official at National’s agency, Papert, Koenig, LoS, New York.

The night after the strike’s end, National began a punch campaign of 1 1/2's in 16 TV markets and five radio markets that was to end Sunday night (Aug. 28).

The commercials offered travel packages, including a four-day weekend for $136. A national plan was a fall campaign, that may include funds above its ordinary fall radio-TV budget. National’s present course represents a definite immediate loss to broadcast advertising with only the possibility of some recouping during the fall campaign.

National’s summer radio-TV last year represented $1.42 million in spot TV and $139,000 in spot radio.

* Northwest Orient Airlines, Minneapolis. According to account executive Donald Ittner of Campbell-Mithun, Minneapolis, the airline believes it’s too soon to compute the radio-TV effects of the strike: “There may be some loss.” Northwest is using only spot radio this year.

Many of its radio commercials, normally broadcast in 36 markets, were rescheduled, Mr. Ittner said. Three-quarters of its schedule was retained during the strike in New York, Chicago, St. Paul-Minneapolis and Seattle, on-line cities for military flights to the Orient.

On the last two days of the strike period Northwest reactedivate its normal one-minute and 30-second spots plus six extra commercials in 12 cities. The spots said Northwest would resume its civilian service shortly after the expected end of the strike.

By last Monday (Aug. 22) the carrier was back to its normal 36-market schedule. Last July, August and September it billed $445,000 in spot radio and $68,200 in spot TV.

* Trans World Airlines, New York. TWA cancelled all radio-TV in its 25-market summer line-up Carl Finkbeiner, the airline’s director of media said. On the night of the strike settlement TWA began a 48-hour spot radio thrust of 10-second announcements in its major markets. No TV was employed. Last Monday, the carrier placed display ads in 10-on-line city newspapers and then resubmitted its normal cross-media advertising. TWA’s agency is Foote, Cone & Belding, New York.

Last summer TWA put $1.27 million in spot TV and $541,000 in spot radio. Mr. Finkbeiner said broadcasters have suffered a “definite loss” from TWA’s grounding.

* United Air Lines, Chicago, through

34 (BROADCAST ADVERTISING)

BROADCASTING, August 29, 1966
Now local **full-color** television blooms in Detroit.

Only **WXYZ-TV** has it

WXYZ-TV just became the only station in Michigan that can telecast all local programs in full color. We’ve just installed new RCA TK42 color cameras, a color film processor, color film and slide chains, full-color video tape facilities—the works! Local color. One more reason why WXYZ-TV is the station to watch in Detroit.
an official of its agency, Leo Burnett, Chicago, said, "nobody will know about a net radio-loss from United until the year's end when we tally up dollars lost and recovered."

When the strike began, United pulled its entire newspaper schedule, as much of its magazine schedule as possible, and all its TV-radio, which involved 20's, 30's and 60's in 16 TV and 12 radio markets.

At the strike's conclusion, United began a five-week "heavy-up" that added, for example, extra radio markets and the third TV station in some three-sta-

tion markets where the line had only used two.

After the five-week blast, United is to return to its normal advertising pace. The airline, however, may keep some of the stations and markets it added during the current build-up.

United's billings last summer were $2.09 million in TV and $455,000 in radio.

Newsmagazine expands

Ivy League sponsorship

In an attempt to reach areas where old Ivy grades have likely taken to roost, Time magazine this year is expanding its sponsorship of Ivy League football games from one station in New York to a total of six stations in six areas.

Time, now in its seventh year as sponsor on WCBS New York for nine games, is purchasing additional time for five games on each of the following outlets: WABC, McKeensport, Pa. (Pittsburgh); WMAR, Silver Spring, Md. (Washington); WDK, Cleveland; WEEF, Highland Park, Ill. (Chicago); and WPON, Pontiac, Mich. (Detroit). Time's play-by-play announcer will be Alex Kroll and handling color will be Bob DeLaney.

Four schools are competing in the Ivy schedule, broadcast through facilities of the Ivy Alumini Network, New Haven, Conn. The quartet includes Yale, Harvard, Princeton and Dartmouth.

High cost of politics

The 1964 election cost the Democratic Party more than $200 million, and the cost of campaign-

ing is rising, President Johnson told a group of party leaders in Washing-

ton last week. The President cited a five-minute TV spot, now costing $30,000, as an example of high campaign costs. He urged the meeting, formulating a "Dollars for Democrats" campaign, that it must seek out the small contributors—those contributing from $1 to $10.

Putting their money where their market is

Television Advertising Representatives Inc. is practicing what it preaches. The TV station representative has bought time for a week-

long campaign in Chicago and New York, starting today (Aug. 29) to sell spot TV.

The cost of the campaign, which consists of a saturation schedule of 20-second spot announcements on WCBS-TV New York and WBBM-TV Chicago, is reported to be more than $25,000.

The commercial created by Delehanty, Kurnit & Geller, New York, and produced at Videotape Productions, New York, spotlights a shepherd relaxing in a pastoral setting with a TV set nearby. The voice-

over says the commercial is aimed at advertisers and agency timebuyers in New York (Chicago) and adds: "Wouldn't it be a waste, if it ran nationally and some shepherd in Lonesome Gulch, Montana, saw it? With spot television, you can put your money where your market is.

TVAR believes this is the first time a station representative has used TV to promote spots. The TV schedule will be supported by advertise-

ments in consumer newspapers in New York and Chicago and in the broadcast advertising trade press.

Business briefly . . .

Colgate-Palmolive Co., through Ted Bates, both New York, has bought three programs in Four Star Interna-

tional's first-run musical color series, Something Special, for presentation in 10 markets over the next eight weeks.

Datsun Motor Co., Los Angeles, division of Nissan Motor Corp., U.S.A., Secaucus, N. J., through Parker Adver-

tising Inc., Palos Verdes, Calif., has started a four-month, $400,000 cam-

paign for its cars and trucks. A major radio buy, keyed to specific dealer area strengths, reportedly calls for a total of more than 5,000 60-second spots. Print and outdoor also will be used extensively. Most of the promotion will be focused in western states.

Hanes Knitting Division, Hanes Corp., Winston-Salem, N. C., is conducting a four-week color-TV campaign on four NBC-TV and eight ABC-TV daytime programs. Participations include 40 one-

minute commercials weekdays in the 10 a.m. to 4:30 p.m., EDT, periods through Sept. 9. Agency: N. W. Ayer & Son, Philadelphia.

Renault Inc., New York, through Gilbert Advertising Co., that city, is sched-

uling a fall campaign for the 1967 Ren-

ault automobile. Campaign (estimated at $2.5 million) starts on Sept. 7 and includes one-third spending in local dealer-competitive advertising in radio-

TV and newspapers. For TV, Renault has prepared a one-minute color com-

mercial with dealer tie-ins.

Chevrolet Division of General Motors Corp., Detroit, through Campbell-

Ewald, that city, is renewing its spon-

sorship in NBC Radio's News of the Hour for 48 weeks.

Schick Safety Ra-

 Election coverage sold

Two of the three television net-

works have their election coverage sold to sponsors the night of Nov. 8.

CBS-TV has sold a one-quar-

ter of its coverage to each of three advertisers—Magnavox, Insti-

tute of Life Insurance and Carn-

ation — with the remainder picked up by American Motors, Koratron and Carnation.

NBC-TV has Xerox, Bulova and the Institute of Life Insur-

ance, making the insurance or-

ganization a participating sponsor on two networks that night.

ABC-TV has not announced sales of its election coverage.
zor Co., Culver City, Calif., through Compton Advertising, Los Angeles, also bought into News on the Hour.

General Mills, Minneapolis, plans to use spot TV in a number of markets to support heavy daytime and evening network participation for the introduction of new Betty Crocker Chiquita banana cake and frosting mixes. Agency is Needham, Harper & Steers, Chicago.

New MSI service nears 30 clients

A service that checks product distribution at top supermarkets reports that its station clients are on the rise only four months after first offering the reports to broadcasters. Media Survey Inc. (MSI), New York, said last week its surveys will go to a station client list that soon will near a total of 30 and said it expected to hit the 100 mark by the year’s end.

MSI, of which Sam Wyman is president, makes its in-store checks bimonthly with reports to media within seven working days after the survey period. Unlike several other firms in the field, MSI prepares its reports for media clients, not manufacturers.

Stations use the service as a sales tool to entice additional spot business, it was explained last week. Stations evolve an eligibility requirement for advertisers to receive the information. WPTAT Paterson, N.J. (New York), for example, requires an advertiser to place a minimum $12,000 worth of business over 52 weeks in order to receive the checking reports. WPTAT, MSI officials said, has a list of some 10 clients using the plan.

MSI noted that WPIX (TV) New York, using a similar plan, claimed it obtained more than $1 million in additional spot business in 10 months.

**The Method Used** - In each city surveyed, the service selects the top-volume supermarkets that would account for at least 50% of total volume there. The number of supermarkets varies according to city, about 100 in most cities, but 500 in the New York City area and 200 in Chicago.

In late July, MSI, which says it offers its survey reports to any advertising medium, had eight station clients, but last week could list the call letters of a total of 17 stations, reporting WTTG (TV) Washington and WINS Columbus, Ohio, as the most recent to sign. Contracts are for a minimum of one year.

The service checks the availability of shelf display and position of products in supermarkets. It reports on distribution (whether an item is in stock or out of stock), the number of items on the shelf, number of shelf facings, the shelf position, special displays and point of purchase. Its data is tabulated and reported via a computer operation.

**NAB code stands draw praise from BBB**

The National Association of Broadcasters’ new code provision intended to eliminate advertising which disparages a competitor’s products or services is being commended today (Aug. 29) by the Association of Better Business Bureaus International. The disparagement amendment goes into effect Sept. 1.

The ABBBI, made up of 131 bureaus in the U.S. and affiliates in other countries, has been concerned with the “increasing trend toward disparagement as the basis of advertising themes,” according to President Victor H. Nyborg. He said the bureaus “could not be in fuller agreement” with the new code ruling.

The new NAB code advertising standards provide that “advertising could offer a product or service on its positive merits and refrain by identification or other means from disparaging, disparaging, or unfairly attacking competitors, other industries, professions or institutions.”

Mr. Nyborg reported that the BBB’s have been cautioning advertisers that the “go-get-em” advertising theme would result in a diminution of public credibility in the advertised message.

**FC&B takes look at CATV**

Agency feels CATV’s ‘could’ materially change TV’s advertising patterns

A concise status paper on community antenna television has been prepared by a major advertising agency which takes note of the possibilities that CATV might fragment audiences, harm marketing plans and curb television’s flexibility.

Foote, Cone & Belding’s media department in Chicago prepared the paper, a memorandum for the information of the agency’s own people. It takes no position pro or con on the issues but reports observations of others.

The memo said an advertising director for a major soft drink firm (unidentified) felt that CATV’s “leapfrogging” of station signals into distant markets would fragment the audience and disrupt local bottler promotions. The firm has 525 local bottlers, each with full control of the advertising budget for his area. If the promotion in one area were exposed elsewhere on CATV it would confuse the viewer, it was noted.

**Compulsion to Look** - The FC&B memo noted that one agency man has described CATV as a Pandora’s box, full of “all kinds of strange, unfamiliar things, but you can’t resist taking a look inside.”

The memo quoted him as saying: “In a relatively short time television has changed, influencing marketing concepts to the degree that much sales data have been correlated with marketing areas directly related to TV coverage areas. Local budgets are based on TV-homes data, etc. The introduction of CATV would add much confusion to plans based on this kind of marketing.”

Television as it exists today offers a great deal of flexibility to advertisers with varying budget levels because national, regional and local coverage is available to them, the FC&B memo continued, but “CATV could change this situation considerably.”

**Reliving the past**

The stirring sounds of the old West are heard. The call for a cavalry charge is blown. It’s the nation’s leading toy-maker, Mattel Inc., Hawthorne, Calif., setting the stage for another new product introduction on television. The 60-second spot, out of Carson-Roberts/Inc., Los Angeles, opens with Indian war whoops and cowboy yells and then cuts to children playing with Mattel’s Winchester Crackfire rifle while on a visit to a reconstructed western ghost town. The spot is scheduled to be shown on network television in the fall.
On August 28 we began buying what we usually sell:

Spot Television.

Our commercial schedule reaches New York and Chicago advertisers and agency time buyers.

We bought it because we know that Spot Television lets you put your money where your market is. And lets us put our money where our market is.

Our market goes home at night. And watches television there. And so our message literally will get them where they live.

Television Advertising Representatives, Incorporated

Representing: WBZ-TV Boston WJZ-TV Baltimore WTOP-TV Washington WBTV Charlotte WJXT Jacksonville KDKA-TV Pittsburgh KYW-TV Philadelphia KPIX San Francisco
Faint praise for Ford ETV plan

TV networks take turn at bat as Pastore group turns from carriers for additional testimony; consensus: ETV should have 'no sole support'

The Senate hearing on the Ford Foundation plan to aid educational television through a nonprofit domestic satellite system ended last week with the apparent need for the foundation to furnish more details on finances and fund distribution if it expects the telecommunications industry to give the venture more than moral support.

Representatives of the TV networks, like the communications carriers before them, last week warmly endorsed the idea of bolstering educational television but also showed definite reluctance to go along with other aspects of the plan. All rejected the notion that the commercial networks should become the sole supporters of ETV. They all also complained of a lack of information about the bread-and-butter issue of who would pay how much to aid ETV.

The Senate Communications Subcommittee hearing, headed by Senator John O. Pastore (D-R.I.), was held to "lay all the cards on the table" concerning the plan proposed by the foundation in a filing before the FCC (BROADCASTING, Aug. 1, 8).

A subcommittee source later said the hearing had accomplished this objective but had also pointed out that the proposal needs more detail. The source also indicated, as had Senator Pastore earlier, that the hearing might be resumed to get the views of the FCC and Director of Telecommunications James O'Connell on the complex controversy. FCC Chairman Rosel H. Hyde and Mr. O'Connell had testified earlier, but only to recount progress to date on satellite communications and to preview the issues that might be raised by the Ford Foundation proposal.

Questions Raised • The issues were given a full airing during the hearing but the decisions to resolve them are still pending. The issues raised by the foundation plan revolve mainly around who would establish a domestic satellite system—a nonprofit entity or one of the communications firms. However, paramount among the considerations was the question of how the nonprofit group would raise the millions the foundation envisions for ETV. Another major problem was also raised concerning who would make the decision on these issues—the FCC or Congress. The organizations favorable to the foundation plan generally felt that the FCC had the authority to make the decision, while those who had reservations generally favored a congressional solution. Senator Pastore also made it clear that Congress would reserve the right to act in any event.

The common attitude among all the officers of the commercial networks, whose appearance concluded this phase of the hearing, was that they would oppose their becoming the sole support of ETV through the Ford nonprofit satellite.

CBS President Frank Stanton stressed that the diversified support that has characterized American education must also apply to ETV. He said he emphasized this because he felt that even the additional funds anticipated by the Ford proposal would be inadequate "for the unparalleled opportunity facing educational television," and because a variety of support leads to a variety of controls, substance and functions.

He said that the Ford plan, if the problems are ironed out and safeguards established, might prove to be a "giant step forward" in meeting the needs of ETV, "but we must be as certain as we can that it is a right step and that we are not lulled into accepting it as the only step," he said.

Efficiency Questioned • He also raised questions as to the efficiency of a single-purpose TV-satellite system and of an
inexperienced organization operating such a system. He also questioned whether such an organization should be given preference over an established firm, be given a monopoly and be given the right to charge premium rates.

NBC President Julian Goodman reiterated the network's stand that basically supported the Ford concept but indicated that the network would also support any plan that could serve the objectives better.

Everett H. Erlick, vice president and general counsel of American Broadcasting Co., whose firm also filed plans, rejected on a technicality by the FCC, to establish a satellite system, came the closest to backing the Ford plan. He said ABC welcomed the Ford plan, commended the foundation for its willingness to undertake the venture and supported it in principle. "Pending a review of all its details, it is fair to say at this time that ABC would look favorably on the implementation of the Ford proposal." However, he joined Dr. Stanton and Mr. Goodman in opposing the suggestion that commercial TV should be the sole support of ETV.

The Ford Foundation plan received the wholehearted support, however, of John F. White, president of National Educational Television, and Richard B. Hull, chairman of the joint board of directors of the National Association of Educational Broadcasters. Both, however, stressed that the Ford plan could not meet the financial needs of ETV by itself, even if it realized all the savings and provided the funds to ETV it envisioned.

Mr. White said that although the plan might not be perfect in every respect, it was the best answer yet and challenged others to come up with a better answer. He said that last year NET had spent $9 million, $6 million of which came from the Ford Foundation, to provide its affiliated stations with five hours a week of new program material. However, he added this was far from adequate and that additional resources were urgently required.

Seen as a Start • Mr. Hull called the foundation proposal "at least the beginning of a solution to the financial difficulties which have brought educational television to its present crossroads." These crossroads, he said, pointed either to a continued struggle by dedicated people for simple survival, or toward full expression in terms of program service. He said that, thus far, noncommercial broadcasting has fallen far short of original hopes. Mr. Hull observed that the $30 million the Ford Foundation estimates would be funneled to ETV by its satellite plan would be but 10% of the system's need. The plan, he added, was but one answer to a three-dimensional problem.

Senator Pastore also suggested for the first time the idea of government ownership of such a domestic satellite system that would operate under the principle of the Tennessee Valley Authority to provide benefits to the entire public. The suggestion drew the instant opposition of the three network representatives.

The Ford Foundation proposal was also the subject of the Today program on NBC-TV Wednesday (Aug. 24). McGeorge Bundy, president of the foundation; James McCormack, chairman of the Communications Satellite Corp.; Senator Pastore; Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee and author of the Educational Television Facilities Act, and Mr. White of NET were interviewed on the program.

Generally the participants covered ground already covered during the hearing. However, Mr. Bundy said the foundation and the American Telephone & Telegraph Co., which had disputed some of the foundation's financial estimates, would meet to discuss these differences. "We are not concerned about the cost of one system against another," he said, "but whether this
will aid the nation." He also said the foundation was extremely happy with the reaction the proposal had received in the three weeks since it was made public. "We were not pushing one proposal. We sought to promote discussion. That's what the commission has done," he observed.

On the program, Senators Pastore and Magnuson also commented that they felt the support of ETV should be broad-based rather than limited to one source because the foundation's efforts, even if successful, would not be enough.

**FCC’s Johnson still ‘enigma’**

But an interview reveals his interests, and desire to consider all approaches

Two months after his appointment to the FCC, Nicholas Johnson remains something of an enigma to his colleagues and the communications industry. His position on controversial issues, remains unlisted. But his approach to problems is becoming clear. And it's evident that to him, it's not so much the specific question that's up for a vote that counts but the gestalt.

It's important, he said in an interview last week, to examine a problem "in its total context," to look at all related questions. "We also need to examine problems in terms of where we want to be 20 years from now and of what we need to do now to get there."

The Ford Foundation proposal for establishing a nonprofit corporation to operate a domestic communications satellite system raises, he said, "in a creative and constructive way" a host of issues concerning domestic-satellite ownership and the funding of public service programming. The foundation-proposal corporation would service commercial television and turn over its profits to educational television.

"But it would be useful in dealing with such issues to consider all the reasonable alternatives that are available to reach goals that the proposals are designed to reach, and to consider issues in their broadest possible context," he said.

**Priorities**

- Commissioner Johnson, who in his previous job as chief of the Federal Maritime Commission gained a reputation as an aggressive administrator who was less than impressed with traditional ways of doing things, said he feels the commission should attempt to anticipate problems. He doesn't like to be made aware of problems by suddenly finding them in his "in" basket.

"It would be useful," he said, "to set up a priority list of what we believe will be the most pressing problems confronting the nation in the field of communications for the rest of the century — and to take them up, one at a time."

After his short period of service on the commission, he sees the major issues confronting the commission as important as any domestic issues facing the nation. (And the "trivial ones," he feels, are as trivial as any to be found at any government agency.)

What are some of the issues he would put on the list? In no particular order, they would include:

- "All ramifications" of the question of economic concentration. This would involve such matters as the proposed merger of International Telephone and Telegraph Corp. and ABC and the commission's proposal to curb the entry of multiple TV-station owners into the top 50 markets.
- The exploding technological revolution in communications. What are the economic, social and potential implications of the changing technology? And what should government's role be in encouraging research and development?
- Financing and support of public-service programming. The Ford Foundation proposal would be considered in this connection. So might proposals that have been advanced for an excise on television sets or for other tax-based funding. What might the commercial networks' role be in providing noncommercial programming?
- Spectrum usage. What are the present requirements for spectrum space, and what will they be in, say, 1980? If the demand is greater than the supply, what system should be used in allocating the available space?
- International implications for communications. This would involve the prospect of direct broadcast via satellite.

Commissioner Johnson would like the communications industry's help in attacking such problems. "Everybody would work on this together," he said. "Everybody would benefit in considering the implications of problems at the present time and what they may lead to in 20 years."

He would have the commission literally provide a "hall" where industry representatives could participate in formulating and studying the issues. But taking note of where the buck stops and responsibility for viewing the total context lies, he said, "the commission shouldn't be loath to initiate discussion and advance solutions."

**A busy week in CATV market**

The sale of three CATV systems involving 11,500 customers and $3 million was announced last week—one of the busiest weeks in recent CATV sales history.

The major acquisition was of the Georgia TV Cable Co., a group operation, by GT&E Communications Inc. for a reported price in excess of $2 million. GT&E Communications is a subsidiary of General Telephone & Electronics Corp.

Georgia TV Cable, owned principally by Allan J. McDonald, serves 8,000 customers in 14 communities in eastern Georgia. They are: Athens, Toccoa, Sandersville, Tennille, Cochran, Hawkinsville, Lyons, Vidalia, Eastman, McRae, Hazlehurst, Fitzgerald, Helena and Oella. Georgia TV Cable was established in 1962. Its affiliated companies are Toombs County TV Cable Inc., Athens TV Cable Inc. and Toccoa TV Cable Inc.

The acquisition by GT&E Communications brings to 24 the number of CATV systems owned by that company. Of these, 17 (including the 14 just acquired) are operating, three are under construction. GT&E's systems are in western Pennsylvania, Indiana, Michigan and Washington.

The two other sales involved the Fayetteville, N.C., CATV system and the Emporia, Kan., cable company.

The Fayetteville system, serving 2,000 subscribers and with the final 90 miles of its 150-mile plant completed early this month, was bought by Meredith-Avco Inc. The price was understood to be in excess of $500,000.

The Fayetteville system, principally owned by Derwood Godwin and associates, was established late in 1964. It
"Hey, buyer!
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Hire them for what? For laughs! Pure, unadulterated, bellyshaking laughs! These two buffoons are right in tune with the modern madness for wild situation comedy. And they’re all set to riot with 200 11½-minute hilarious stories filmed exclusively for TV. Alias Joey Faye and Mickey Deems, they and their many guest stars are all tops in comedy. And, they’re ready to work—morning, afternoon or evening—for you and your advertisers. So don’t just sit there, hire them!

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With the Fayetteville system, Meredith-Avco, equally owned by Meredith Publishing Co. and Avco Corp., both group broadcasters, owns or has interests in 15 cable television systems, serving 25,000 subscribers in eight southeastern states.

The five-year-old Emporia system serving 1,500 customers was sold by William L. White, publisher of the Emporia Gazette to Oregon CATV Inc., a multiple CATV group owner which is owned by Memorial Drive Trust, the employees pension fund of Textron Inc. The price was calculated to be about $500,000.

Oregon CATV owns cable systems at LaGrande, Baker and Union in that state and in Woodward, Okla. The Oregon CATV's serve 6,000 customers; the Woodward cable system, 2,200. Broker was Daniels & Associates.

Final action on FCC, FTC appropriations

Congress last week gave final approval to a $14 billion independent offices appropriations bill that included funds for the FCC and the Federal Trade Commission.

The action came on a Senate voice vote which sent the bill, worked out in a Senate-House conference, to the White House. Both houses of Congress had previously agreed that the FCC appropriation request be reduced to remain the same as in the previous fiscal year. That amount totaled $17,338,500 for the fiscal year that began July 1, a reduction of $181,500 in the FCC request.

The conference agreed on an appropriation of $14 million for the FTC, $9,000 less than the agency had asked for. The amount was, however, $135,000 more than the FTC received last year.

The FCC, which received the same amount as last year, will have to absorb the funds to meet the salary increase by curtailing some programs.

Examiner upholds KPOL in unfair-labor case

Radio station KPOL Los Angeles, picketed for the last 16 months by a striking talent guild, was cleared last week of unfair-labor-practice charges filed against it. In a recommended order, National Labor Relations Board Trial Examiner Arthur M. Goldberg, who tried the case last spring, dismissed the complaint that the station discriminatorily fired four announcers because of their union affiliations.

The charge was lodged by the American Federation of Television and Radio Artists, which has been striking the station since April 2, 1965. KPOL maintained that the announcers had been replaced because of a change in the station's operation towards automation.

Translators up the CATV ante in Cumberland

For the last year, Potomac Valley TV Co., the CATV system in Cumberland, Md.—one of the oldest and largest in the nation (founded in 1951 and now claiming 18,000 subscribers)—has been thinking of revising its plant from its present five channels to 12. But it was only when TV translators began operating in the area and throwing interference into subscribers' receivers that it was determined to move ahead with the revised facility.

Three months ago, three VHF translators began operating in downtown Cumberland on channels 2, 4 and 5. These are three of the five channels Potomac Valley uses to bring programs to its customers. The interference became intolerable, affecting almost one-third of Potomac Valley's subscribers. Although the CATV firm's engineers installed shielding in the receivers of complaining customers, the results were not satisfactory.

Last week, the Cumberland CATV officially reported that it plans to go "all-band" as soon as possible. It plans to spend $1 million on a 12-channel system. It proposes to increase its service by bringing to its subscribers not only the current five channels, but also additional ones, from Washington, Baltimore, Altoona and Johnstown, both Pennsylvania and Harrisonburg, Va.

Besides the three VHF translators in downtown Cumberland, there are two other VHF translators operating in the city, three UHF translators broadcasting from a mountain top a few miles outside the city, and three additional VHF translators operating in Wellsburg, Pa., a few miles away. None of these however, cause insurmountable interference problems.

Fund bill for co-ops serving CATV stymied

An administration proposal that would have extended additional funds to rural telephone co-operatives that serve as carriers for CATV systems has been blocked by a deadlocked House Agriculture subcommittee.

Representative Harold D. Cooley (D-N.C.), chairman of the parent Agriculture Committee, said that if the stalemate is not broken a comprehensive study of the financial needs of the rural electric co-operatives will be undertaken in order to find the funds sought in the controversial bill.

The rural CATV funds were included in an administration-drafted plans to establish two federal banks to supplement Rural Electrification Administration funds to rural electric and telephone companies. The plan was endorsed by Agriculture Secretary Orville Freeman and rural co-ops but ran into stiff opposition from private power companies and some congressmen.

The bill originally came up before the full Agriculture Committee, but when a deadlock developed there, the group voted to send it to a subcommittee in the hope that a compromise might be worked out. However, the subcommittee split evenly on whether to approve or reject the bill.

In the Senate, Senators John Sherman Cooper (R-Ky.) and Ross Bass (D-Tenn.) have introduced a revised version of a similar bill they offered earlier this year and the Subcommittee on Rural Electrification and Farm Credit is conducting hearings on the measure.

Station owner acquires 15th newspaper

Ridder Publications Inc., group newspaper publishing company that also holds broadcast properties, gained its 15th newspaper with the acquisition of the Gary (Ind.) Post-Tribune, it was announced last week. Not included in the transaction was WLTH Gary, acquired by the newspaper corporation two years ago. Terms of the sale of the evening and Sunday newspaper, with a circulation of 68,000, was not made public.

The Gary purchase was made by Northwest Publications Inc., a subsidiary of Ridder Publications (B. H. Ridder Sr. and family). Besides newspapers in New York City, and in California, Minnesota, North and South Dakota, Ridder owns WDSM-AM-TV Superior, Wis. (Duluth, Minn.); 26.5% of WCCO-AM-TV Minneapolis-St. Paul, and KSDN Aberdeen, S. D.
BIG THINGS ARE HAPPENING IN MID-PENNSYLVANIA

AND WJAC-TV DOMINATES THE MIDDLE!

...5 BIG DAMS CREATE AN OASIS IN WATER-SHORT EAST

Pure, soft water in abundance gives this area a bright future. In addition, industrial dams assure production uninterrupted by water shortages. Also huge areas are being dammed for recreational purposes. Mid-Pennsylvania is alive...and green. WJAC-TV serves 259,000 homes in this market...America's 43rd largest...with the only full color facilities in mid and western Pennsylvania.
Week's station sales: $7 million

Avco's $4.4 million transaction involved AM and FM;

TV buys: McLendon in Dakota, Chalk in Puerto Rico

There were more than $7 million in four station sales approved by the FCC last week, but the biggest one, $4.4 million, involved an AM and FM only; the other three were television stations.

The major sale was Avco Broadcasting Corp.'s purchase of KYA and KORT(FM) in San Francisco.

Other approvals: McLendon Corp.'s buy of KCND-TV Pembina, N.D.; O. Roy Chalk's purchase of WTSJ(TV) San Juan, P. R., with its two satellites, and Medallion Pictures Corp.'s acquisition of WDTW(TV) Weston, W. Va.

The Avco $4.4 million purchase gives that group broadcaster its fourth radio property; it already owns WLW Cincinnati, WWDC-AM-FM Washington and WOAI San Antonio. It also owns television stations WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, Ohio; WLWI(TV) Indianapolis and WOAI-TV San Antonio.

KYA, founded in 1926, operates full-time on 1260 kc with 5 kw day, and 1 kw night. KORT began in 1959 on 30.3 mc with 15 kw.

Commissioners Robert T. Bartley and Kenneth A. Cox dissented to the grant; Commissioner Nicholas Johnson concurred in the result.

Avco bought the San Francisco stations from Churchill Broadcasting Corp. (Clinton Churchill) which bought the Bay Area stations from Bartell Media Group in 1962 for $1.25 million. Churchill at one time owned WKBW-AM-TV Buffalo, N. Y., sold in 1961 to Capital Cities Broadcasting Corp. for $14 million.

McLendon's First * The McLendon acquisition of channel 12 KCND-TV, which also serves Winnipeg, Manitoba, in Canada, is on a lease basis—68 months for $850,000 with an option to buy at $500,000. It is McLendon's first operating TV property; the group broadcaster already owns five AM-FM stations in that many cities and two FM outlets in two cities.

McLendon stations: KLIF and KONUS-FM Dallas, KILT and KOST-FM Houston, KABL-AM-FM Oakland, Calif.; WYSN-AM-FM Buffalo, N. Y.; WNNUS-AM-FM Chicago; KGLA(FM) Los Angeles (to be the nation's first want-ad-only station, under call letters KADS(FM) requested of the FCC), and WDTW(FM) Detroit.

Although there were no dissenting votes, there was some concern expressed by some of the commissioners over the lease arrangement; the fear that the McLendon's might have de facto voice in legal control of the station. Commissioner Kenneth A. Cox, however, abstained from voting.

The McLendon purchase was the third action involving the contemplated merger of the Polaris Corp. with J. B. Fuqua's Nato Communications Corp. (BROADCASTING, Dec. 20, 1965).

The commission previously had approved the transfer of WFAI-Louisville from Polaris to station broker Edwin Tornberg and his associates under a lease agreement for $258,000 plus an option to buy (BROADCASTING, July 4); last week it approved the sale of KTLS Santa Rosa, Calif., from Polaris to Joseph Stamler and wife for $120,000. Mr. Stamler is executive president of Polaris.

Pending * Still pending FCC approval is the transfer of Polaris' WTVW(TV) Evansville, KTHI-TX Fargo and KXOA-AM-FM Sacramento to Nato. Nato was acquired last year by Mr. Fuqua who placed two TV stations he owned, WJBF(TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark., into the company. Nato also is engaged in the production of clay structural products. Polaris also has extensive interests in leasing, warehousing and real estate.

The Nato-Polaris merger involves the exchange of stock valued at $3.85 million, with Nato the surviving corporation.

KCND-TV, which began operating in 1960, is affiliated with ABC and NBC.

In Puerto Rico, Mr. Chalk, principal owner of an airline, a city bus transportation system, and a newspaper, acquired WTSJ(TV) San Juan and its satellites, WPBJ(TV) Ponce and WMMZ(TV) Mayaguez from Julio Ortiz and Clement L. Littauer. The consideration was $669,825 plus 27,900 shares of stock in Trans-Caribbean Airways Inc., valued at $425,275, and the assumption of obligations amounting to $245,372.

Mr. Chalk last year bought WJS-AM-FM Bayamon, P. R., from the same

WAPA-TV San Juan readies new facilities

In early November, WAPA-TV San Juan, P. R., will move into new quarters, turn on its color equipment and start beaming a signal from a new tower, 1,049 feet above ground. The tower, studios, offices and equipment are part of a $2.5 million expansion program aimed at all-island coverage. The Dresser-Ideco tower cost about $1 million.

Norman Louvau, president of WAPA-TV Broadcasting Corp., a subsidiary of Screen Gems Inc., said tests from the new tower show the station will cover two-thirds of the island's 400,000 TV homes. WOLE-TV Aguadilla, P. R. (partially owned by Screen Gems), WAPA-TV's affiliate, covers the remaining one-third of the TV homes. WAPA-TV's test signal, Mr. Louvau added, has also been shown to be clearly in range of the 5,000 TV sets on the Virgin Islands of St. Thomas and St. Croix.

The new WAPA-TV studio-office complex will consist of a large multi-story building connected to four smaller buildings (see above). The station will be equipped by RCA for full color.
Stay up front with the NBC Owned Stations

One sure way to stay up front is to keep up with the younger generation.
In Washington, NBC-owned WRC-TV has been doing it for years with IT'S ACADEMIC, a weekly quiz battle—in color—among high schools in the capital area. So keen is the rivalry that teams show up escorted by bands, cheerleaders, mascots and rooting sections. Washington adults were delighted by this evidence that youngsters could hail mental triumphs as ardently as gridiron victories. In fact, the program's popularity inspired NBC OWNED TELEVISION STATIONS in New York and in Chicago to present their own weekly editions of IT'S ACADEMIC.
Since NBC-OWNED STATIONS are traditional trendsetters, the time could well be coming when rooters throughout the nation will have to learn chants of Think, Team, Think! and We Want An Answer! In September, all editions of IT'S ACADEMIC begin a new season to the cheers of enthusiastic audiences. Your turn to cheer.
two men. In addition to Trans-Caribbean Airways, Mr. Chalk owns Washington's D.C. Transit Co., and New York's Diario-La Prensa, a Spanish-language newspaper.

WTSJ went on the air in 1964 and operates on channel 18; WGMZ is on channel 16 and WPSJ is on channel 14.

**Distributor into TV** Medallion Pictures Corp., which owns theatrical and TV distribution rights to 900 feature films, is purchasing WOTV(TV) Weston, W. Va., from Thomas P. Johnson, George W. Eby and J. P. Beacom for $571,720. This is Medallion's first entry into TV station ownership. The company is headed by B. R. Schrift as president.

Mr. Johnson is an attorney and principal owner of the Pittsburgh Pirates baseball team; Mr. Beacom is owner of www Grafton, W. Va., and 50% owner of WHTT-AM-FM Butler, Pa.

WOTV operates on channel 5 and has an ABC affiliation; it started operating in 1960. Commissioner Bartley abstained from voting.

**Radio's need for personnel**

**Illinois school's pilot course studied by NAB; idea may be expanded**

Small-market broadcasters, many of them crying for qualified personnel, are looking hopefully toward Wabash Valley Junior College in Mount Carmel, Ill., where a pilot program to prepare students for careers in radio will begin next month.

The five-semester program was developed by officials of the college, area educators, the National Association of Broadcasters and the Association for Professional Broadcasting Education. About 15 to 20 students are expected to sign up for the initial program, which will include courses in newswriting, advertising and copywriting, electronics and on-the-job training. They will also receive a broad liberal arts background.

The NAB's Small Market Radio Committee, at its inaugural meeting last May, cited the need for such programs in junior colleges. Wabash Valley's program will be studied by other schools and if it is successful, NAB officials hope to interest other colleges and the American Association of Junior Colleges in establishing similar programs.

Dr. Harold Niven, assistant to the NAB president and one of the participants who drafted the Wabash radio curriculum, said one of its major features will be in "going beyond just preparing a student to get his first-class operator's license. A student getting his first ticket will also be able to maintain the equipment."

Although not all the students will get that far, all of them will have their third-class licenses before they begin their field work. Students who show an aptitude for electronics will continue course work leading to the first-class license.

Students will get three hours each of: introduction to broadcasting, radio newswriting, and radio advertising and copywriting. They will have 12 hours of on-the-job training at area radio stations. This latter category includes a weekly seminar to evaluate their progress and analyze what they have learned from station management.

In addition to the 21 hours of radio-only courses, the student will get 40 hours of liberal arts. John Hurlbut, WVMC Mount Carmel, a member of the NAB Small-Market Radio Committee, and a participant in the development of the program, said: "We're looking for people with some liberal arts training to go along with their technical knowledge, because today's beginners are required to do air work as well as handle operational duties."

WVMC and WSAB(FM) Mount Carmel will provide internships for some of the students. Others will be placed at stations within 50 miles of the school.

**Participating in the Aug. 18 session where the pilot radio curriculum for Wabash Valley Junior College was developed were (seated, l-r): Jack Har- grett, director of technical courses at the college; Dr. Harold Niven, assistant to the president, NAB, and executive secretary of APBE; Mrs. Vera Lauglin, dean of the college, and Dr. Hugh V. Cordier, chairman of radio-television department, University of Illinois, past president of APBE; (Standing, l-r): John Hurlbut, WVMC Mount Carmel; Mrs. Louise Williams, WSAB(FM) Mount Carmel; Vilas Woods, county superintendent of schools; Robert Bowen, district superintendent of schools, and Alvin M. King, NAB director of state association liaison.**

**Court says no to the FCC**

**Appeals court's injunction supplants earlier stay in San Diego CATV case**

A West Coast panel of federal judges last week told the FCC it could not impose a stop to the growth of two San Diego CATV systems, but they couched their "interlocutory injunction" carefully.

The Ninth Circuit Appeals Court panel told the FCC that because of the irreparable damage a commission order against the CATV's might cause, the FCC's command for them to cease adding subscribers cannot be allowed to stand—at least until the CATV's appeal can be heard by the court.

It all started last month when the FCC told four operating CATV systems in sections of San Diego that they should curb their expansion until after it held a hearing on a complaint by KFMB-TV San Diego that the CATV operations were adversely affecting San Diego's TV stations (BROADCASTING, July 25).

All four of the systems were operating before Feb. 15, the effective date of
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the FCC's Second Report and Order bringing all CATV's under FCC jurisdiction. One of the rules in the order, which was issued March 8, prohibits CATV systems from importing TV signals beyond their grade B contour into any of the top 100 markets. San Diego ranks 54th.

The FCC's July 25 order barred the CATV's from relaying Los Angeles TV signals into areas that were not being served on Feb. 15. The commission allowed the Los Angeles signals to be provided, however, to pre-Feb. 15 customers and to new subscribers in the pre-Feb. 15 areas. It also said that in new areas of the system, the Los Angeles TV programs could be served only to those customers who had signed for service before Feb. 15.

Where the CATV's expand into new areas of the city, the FCC said, customers may receive only the San Diego TV stations.

The Companies Involved - The commission's stop orders were directed at Mission Cable TV Inc. and Pacific Video Cable Co., both of El Cajon; Southwestern Cable Co., San Diego; Rancho Bernardo Antenna Systems Inc., La Jolla; and Poway Cable TV, Poway, Calif. The last two were deleted from the complaint when the first was found to be serving a real-estate development and adding new subscribers only when new homes were built: the other reached an agreement with KFMB-TV.

The remaining three CATV's filed an appeal against the FCC's order to the U.S. Court of Appeals for the Ninth Circuit. They also asked for and received a temporary restraining order from Circuit Judge Walter Ely in Los Angeles (Broadcasting, Aug. 18).

At the request of the FCC, a hearing was held in San Francisco last week before Circuit Judges Frederick G. Hamley, James W. Browning and Ben C. Dunway. Arguing for removal of the restraining order was Daniel R. Ohlbaum, FCC deputy general counsel, and Charles Miller, for KFMB-TV. Arguing for continuance of the judicial stay were Arthur W. Scheiner, for Southwestern Cable Co., and Robert L. Heald, for Mission Cable TV and Pacific Video Cable.

In their ruling Aug. 23, one day after the argument, the three appeals judges found that Southwestern might be forced to suspend all operations if it was required to abide by the FCC's order and that in any event it will lose "substantial and irretrievable gross income"; that Mission Cable and Pacific Video will lose "substantial and irretrievable gross income" and will be required to lay off "a substantial number of highly skilled workmen".

The court also was impressed by the argument that none of the CATV's were in violation of any FCC rules.

In issuing the temporary injunction, the judges specified that it applied only to that part of the FCC's order requiring the cable companies to desist from adding new subscribers to their trunk and feeder lines in existence on Aug. 23. They also advised the commission that it may apply for an order from the court expediting review of the appeal.

Meany critical of union outlet

Concedes necessities in method of operating WCFL but urges reassessment

AFL-CIO President George Meany unexpectedly criticized labor-owned WCFL Chicago last week while attending a political luncheon in Chicago. He said later he would support WCFL's television application, however, although he has not been asked to do so.

WCFL, licensed to the Chicago Federation of Labor and Industrial Union Council, is in a competitive fight for UHF channel 50 with Chicagoland Television Co., co-owned by Fred Livingston, head of his own advertising agency, and Tom Davis, general manager of WAAF Chicago. The comparative hearing record for channel 50 has been closed and an initial decision from an FCC examiner pending.

Mr. Meany was in Chicago for a meeting of the AFL-CIO executive council and early in the week attended a private luncheon to discuss financial support of the election campaign of Senator Paul Douglas (D-Ill.). William A. Lee, president of the Chicago Federation of Labor also was at the luncheon. During the talks Mr. Meany reportedly claimed WCFL was more interested in profits than service, an inference said to have stunned Mr. Lee.

At a news conference Wednesday Mr. Meany was asked what actually took place. "I said I felt the Chicago Federation of Labor should examine its position and the operation of WCFL," he replied, "in the light of the type of station Knockles and Fitzpatrick had in mind when they founded it in 1930." Edward Knockles was secretary-treasurer of the Chicago federation at that time and John Fitzpatrick was president.

Educational Functions - Mr. Meany explained that he also had told the luncheon group he felt WCFL "should be largely an educational station," not
merely for union members but also for the public at large, exploring "the vital and burning issues of the day" in all areas of life.

Mr. Meany told newsmen: "WCFL is a pretty good commercial station." He admitted he understood why the station had to be partly commercial; to pay its way it couldn't be completely educational.

Mr. Lee felt the station already is doing well the very things Mr. Meany cited. WCFL recently revised its format to place more emphasis on popular music and news.

Mr. Meany said he would want to see WCFL serve the community via television too. If asked to take a position on the TV application, he said he would endorse it.

At WCFL neither Mr. Lee nor any other station official would comment on Mr. Meany's remarks. For anonymous attribution, however, the station explained that "we are convinced that the operations of WCFL are for the best interests of labor and the community. It is impossible to conduct a quality and interesting radio station without revenue that will pay the big daily operating costs."

**Limit on federal funds hampering ETV–Javits**

Senator Jacob K. Javits (R-N.Y.) last week urged a change in the Educational Television Facilities Act that limits federal funds for educational TV to $1 million per state.

He said the present restrictions impede the progress of ETV in the individual states. He pointed to his home state of New York as an example of the effect of this limitation. He said New York has five educational TV stations in operation and that two more are expected this fall.

However, he said further progress will be frustrated and three other cities will not be able to fulfill their plans for ETV if the law is not amended because New York State's federal allocation for ETV was used up this spring.

He said the Ford Foundation proposal to aid ETV through a nonprofit domestic-satellite system and the forthcoming Carnegie Commission report on ETV were focusing attention on the problems of ETV at an opportune time because the ETV facilities act expires at the end of the current fiscal year. A major responsibility and opportunity that the Congress and the nation must face next year, he said, is extension of the act. "I hope very much that we will enable the states to go forward in accordance with their ability and willingness to go forward," he concluded, "rather than hampering and aborting them with this narrow limitation in the basic act."

**Mergers, FM net seen by Culligan**

The future of radio will see wholesale mergers, absorptions and failures that will result, according to Matthew J. Culligan, in "fewer and better" stations.

Mr. Culligan, former head of NBC Radio and later president and chief executive officer of and now consultant to, the Curtis Publishing Co., presented this view after participating in the WNEW New York weekly program, *The Truth About Radio: A WNEW Inquiry*, which was to be broadcast last night (Aug. 28).

During the radio interview with moderator Richard K. Doan, syndicated columnist and former radio-TV editor of the *New York Herald Tribune*. Mr. Culligan predicted the FCC's AM-FM separation ruling would accelerate the economic push toward radio station interdependence.

"The whole FM situation is moving toward one solution: networking," said Mr. Culligan. He believes an FM network would include an automated program center feeding 40-50 stations, even to the extent of automated news and commercials.

**Resurgence** Mr. Culligan holds that radio is "infinitely better" today than 10 years ago. Radio's current resurgence shows a proper balance between network and local radio and reflects advertisers' realization that the medium can supplement TV, he said.

Radio should also extend its unique attributes—such as objectivity and flexibility—within the context that it is now a service medium. Radio will never be an entertainment medium again "to the degree that you would consider major, unless you consider music as entertainment," said Mr. Culligan.

When Mr. Doan asked whether Mr. Culligan, if he owned a station, would program it for "image or money," Mr. Culligan replied: "The people who do the best public service are the people who make the most money."

The Ford Foundation's proposal that a commercial satellite system be used to help underwrite educational TV, Mr. Culligan added, exemplifies the constructive use of money made in business.

"You can't have false pride and enjoy radio," he observed. Those seeking glamor should go into TV, he said, because radio today "is not a glamor business but a utility business."

**Popeye Works For You**

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**UAA** A DIVISION OF UNITED ARTIST TELEVISION

BROADCASTING, August 28, 1966 51
An FCC hearing examiner last week recommended that the commission grant the applications for three FM frequencies that it had set for hearing on two questions of concentration of control of media.

The applications, which are for the only FM channels in the three Pennsylvania communities, were filed by interrelated companies with direct or indirect control of five AM stations, one FM station and five newspapers.

Examiner Isadore A. Honig, in recommending the grants, cited what he considered the excellent record of the applicants as broadcast-station and newspaper owners as well as the coverage of the communities involved by outside media.

The applications at issue were filed by Huntingdon Broadcasters Inc., for an FM in Huntingdon; WDAD Inc., for a channel in Indiana; and Clearfield Broadcasters, for one in Clearfield. WDAD Inc. is controlled by Clearfield Broadcasters, which owns 84% of its stock.

One question originally raised was whether a grant of the Huntingdon application would result in a concentration of control of media contrary to the public interest, since the applicant already owns the community's only broadcasting station, WHUN, and its only newspaper.

Regional Concentration • All three applications pose a question of regional concentration of control because of the interests of the applicants' principals, John H. Biddle of Huntingdon and William J. Ulerich of Clearfield, in media in six Pennsylvania communities.

Messrs. Biddle and Ulerich have common interests in three of those communities. These include the only radio stations in Indiana and Clearfield (WDAD and WCPA, respectively) and in the only daily newspapers in Clearfield and Danville. In addition, Mr. Biddle, besides his properties in Huntingdon, has interests in the only broadcast station in Bedford, WBFD, as well as in that community's only weekly and daily newspapers; while Mr. Ulerich owns WMAJ-AM-FM State College.

In recommending the grant of the Huntingdon application, Examiner Honig said that the applicant's exclusive ownership of the community's only newspaper and radio station "has not been accompanied by monopolistic practices."

"Quite to the contrary," he added, "both the Daily News and WHUN have been operated with scrupulous consideration for the public interest." He said this record makes it "unlikely" that the FM facility, if granted, "will be handled any less responsibly."

Regional Issue • He cited similar considerations in concluding that a concentration of regional control contrary to the public interest would not result from a grant of all three applications. He said there is no evidence of cooperative arrangements between the Biddle and Ulerich properties in advertising solicitation or discount practices.

Moreover, he added, "there is no evidence of any other monopolistic practices in the conduct of the Biddle and Ulerich media, and the organization of their media and their modes of operation of such media reflect a scrupulous concern for the public interest."

He also said that, in the context of the total newspaper and broadcast facilities in the area where existing Biddle and Ulerich properties are located, "their media interests, both existing and proposed, constitute a relatively small factor, the significance of which is lessened by the presence of other media publications from outside the region."

Two other factors were cited as significant. One is the location of all the communities involved, except Danville, close to the Altoona and Johnstown urbanized areas, "which constitute important business centers for the general area." The other is the communities' relative isolation from one another because of mountainous terrain.

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52 (THE MEDIA)
You say you're trustworthy, loyal, brave, clean, and the fastest bank with a buck in town?

WEEI Radio says talk is cheap.

You've got to spend money to make money these days. Especially if you're a bank.

So last year American banks and savings and loan associations invested over $70 million in advertising. Mostly, they got a handsome return. Especially the ones who spent a good chunk of their budgets on the kind of radio stations that yield a higher rate of interest.

Figure the percentages. Which would hold your attention: good talk or some background music? That's why News/Talk/Information stations like WEEI in Boston and all the CBS Owned radio stations keep talking. To keep people involved. It's only common sense.

Now it's more than just common sense. A new research study, Mike and Mike, audits all the facts and figures that show exactly how much more attention people pay to talk stations... Audience Involvement Radio. Make us prove it. Send for a copy and convince yourself of the simple truth. Talk is cheap.

THE CBS OWNED RADIO STATIONS
Audience Involvement Radio.

*CBS in New York, WMBI Chicago, KYW Philadelphia.*
*WEEI in Boston, KMOX St. Louis, KSLX Los Angeles, WABC New York, KCBS San Francisco.* Represented by CBS Radio Spot Sales.
This fall new G-E live-color cameras will cover the Cowboys in black and blue and green and red.

KRLD-TV in Dallas—Ft. Worth owns five General Electric PE-250's.

Whenever there's action at The Cotton Bowl this season, KRLD-TV will bring it to the nation with G-E PE-250 live-color cameras.

These cameras weigh only 155 lbs. complete. They can instantly follow every touchdown and cover every fumble. And four lead oxide Plumbicons® in the new PE-250 give the highest color fidelity in television today.

These are perhaps the two most important reasons why General Electric's PE-250 cameras will also do the shooting for the following “TV” group ownerships: RKO General Broadcasting, Metromedia, Inc., Storer Broadcasting Co., Taft Broadcasting Co. as well as many others.

But see for yourself. This fall watch the Dallas Cowboys. General Electric, Visual Communications Products, 7-315, Electronics Park, Syracuse, New York 13201. GE-35

*Registered Trademark of North American Philips Company, Inc.
This is a news desk?

Yes, but this “editor’s” concern for the who, what, when, where and how is not to write a news story, but to make sure of delivery of a life-saving drug. The “editor” shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o’clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there’s no other place to get it. Just as your deskman knows how to handle the news story, this “editor” is trained to respond to the most difficult situations.

Once the call is received, Lederle’s emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.
ter to stockholders, the company has been unable to find a buyer for KOFY, and in order not to hold up the sale to United any longer, he has offered to buy the station, himself. Naragansett Capital Corp., the principal secured creditor of Tele-Broadcasters Inc., feels that the entire transaction should be completed as quickly as possible, Mr. Killgore said. KOFY operates daytime only on 1050 kc with 1 kw.

- WCAN-TV Milwaukee — Construction permit sold by Lou Poller to Field Communications Corp. for out of pocket expenses not exceeding $35,000. Field Communications (Field Enterprises Inc.—Chicago Daily News) and channel 32 WFLD(TV) Chicago had announced it was applying for channel 30 in Milwaukee but if its purchase of new dark WCAN-TV (ch. 24) is approved by FCC, no application will be required. Sterling (Red) Quinlan, president of Field Communications Corp., said it was hoped that FCC approval of purchase could be obtained before end of year. If so, he added, Field plans late 1967 or early 1968 air target date. Mr. Poller, who now lives in Florida, operated WCAN-TV from 1953 to 1955 when he sold physical assets to CBS.

- WLAF LaFollette, Tenn.: Sold by David Rawley Jr. and others to Elmo Mills, Jack P. Mills and Herman G. Dotson for $170,000. Messrs. Mills and Dotson are licensees of WFTG London, and WCPM Cumberland, both Kentucky and WNRG-AM-FM Grundy, Va. Associated with Mr. Rawley are James Childress, Frank Pellegrin, Carlin French and Dick Jones. WLAF operates fulltime on 1450 kc with 1 kw day and 250 w night. Broker: Hamilton-Lands & Associates.

- KNY and KORT(FM) San Francisco: Sold by Churchill Broadcasting Corp. to Avco Broadcasting Corp. for $4.4 million (see page 46).

- KEND-TV Pembina, N.D.: Sold by Polaris Corp. to The McLendon Corp. for 68 months lease at $850,000 with option to buy for additional $500,000 (see page 46).

- WTSJ(TV) San Juan, WMGZ(TV) Mayaguez and WPSJ(TV) Ponce, all Puerto Rico: Sold by Julio Morales Ortiz and Clement L. Littauer to O. Roy Chalk for $669,825 plus 27,900 shares of Trans Caribbean Airways stock and assumption of $245,372 obligations (see page 46).

- WDTV(TV) Weston, W. Va.: Sold by Thomas P. Johnson, George W. Eby and J. P. Beacom to Medallion Pictures Corp. for $571,720 (see page 46).

- KFLS Santa Rosa, Calif.: Sold by Polaris Corp. to Joseph Stamler and his wife, Ruth, for $120,000 (see page 46).

New TV station

WSUF-TV (ch. 16) Tampa, Fla., non-commercial, received FCC approval to go on the air Aug. 24 with ERP of 603 kw visual and 120 kw visual operating from antenna 1,010 feet above average terrain and 1,024 feet above ground. University of Southern Florida is licensee.

Existing TV station

WRLP(TV) (ch. 32) Greenfield, Mass., received FCC approval on Aug. 23 to suspend operation. Station operated with ERP of 200 kw visual and 100 kw aural from antenna 920 feet above average terrain and 666 feet above ground. WRLP is satellite of WWP(L)(TV) Springfield, Mass., and is licensed to Springfield TV Broadcasting Corp.

FCC misled’ says CATV in appeal

A charge that the FCC misled a CATV operator into starting operations in Michigan, and now is attempting to penalize it for carrying outside signals in distant markets, was brought before the FCC last week.

The charge was made by Booth American Co., operator of a CATV system in Muskegon and North Muskegon, asking a U. S. appeals court to stay the FCC's cease-and-desist order issued last month. The commission in a 4-to-2 vote, said Booth to stop carrying four Milwaukee signals and one from Chicago into the two communities because Muskegon and North Muskegon are within the Grand Rapids-Kalamazoo market, the 38th largest in the country. The FCC rules prohibit a CATV system from carrying outside signals within any of the top 100 markets.

Booth American alleged that it had been misled by the language in the commission’s Feb. 15 notice of its intention to assert jurisdiction over all CATV's. Booth American claimed that

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST—Daytimer with excellent frequency serving city zone population of 12,000. This profitable operation has potential of doing much better with aggressive staff. Some real estate included. Priced at $165,000 with $25,000 down. Contact—Richard A. Shaheen in our Chicago office.

ROCKY—High power major market FM station, stereo equipped. Land and building included in the sale of this excellently equipped, one roof operation. Priced at $150,000 with 20% down. Contact—John F. Hardesty in our San Francisco office.
the notice said that the hearing requirement on importing distant signals would apply to CATV's proposing to operate within the Grade A contour of all existing television stations in that market. When the actual order was issued March 8 this provision was changed to apply to all CATV systems in the Grade A contour of any station in the top markets.

Booth American claimed that Muskegon and North Muskegon were within the Grade A contour of only one station, W22ZTV Grand Rapids. It therefore assumed, based on its reading of the Feb. 15 order, that it was not affected.

The FCC argued, however, that Booth American started its service in Muskegon April 15, after the March 8 order was issued. Booth American began operating in North Muskegon, however, on March 4, but even this is a "flagrant violation" of the rules, the FCC said.

All the FCC wants to do, it told the court, is to maintain the status quo until it can hold a hearing on the Muskegon CATV situation.

Paul Dobin argued for Booth American; Daniel Ohlbaum for the FCC. The appeals court panel: Circuit Judges Warren E. Burger, Harold Leventhal and J. Skelly Wright. Judge Wright was not present at the argument.

NAFBRAT changes name

Tired of being nicknamed "brat," the National Association for Better Radio and Television (NAFBRAT) last week changed its name to the National Association for Better Broadcasting (NABS). At the same time the Los Angeles-based organization announced the election of seven new members to its board of directors and the reelection of James V. Bennett as president for another year.

TV repair threat seen in phone-company CATV

Television repairmen were told last week that they have nothing to fear from CATV, but they have a great deal to fear if telephone companies become CATV operators.

Bill Adler, a CATV consultant and owner of several CATV systems in West Virginia, told members of the National Electronic Association meeting in Winston-Salem, N.C., that the CATV industry is not interested in installing or repairing TV sets.

But, he warned, the serviceman has much to fear from the entry of telephone companies into the CATV field because telephone companies have a tradition of owning, installing and repairing all their equipment.

Taverns, TV tilts still mix in Trendex survey

During television's early years, the coverage of boxing bouts attracted high viewership in taverns. A special Trendex coincidental survey of on-premise drinking places and country clubs in 24 major cities on the evening of the recent Cassius Clay-Brian London heavyweight championship bout indicates there is still a substantial audience for fight telecasts in such out-of-home locations.

According to Trendex information released last week by ABC-TV, which telecast the bout on ABC's Wide World of Sports on Aug. 6, more than two million adults viewed the bouts in taverns and country clubs. The survey also shows that three-fourths of the TV sets in these locations were in use during the bout and almost 90% of the receivers were tuned to the event. ABC-TV pointed out that the two-million figure does not include the TV audience outside of the home at such sites as institutions, hospitals, resorts, hotels and motels.

FCC dismisses Rust Craft UHF application

FCC uncertainty as to whether Rust Craft Broadcasting Co.'s proposed UHF on channel 54 in Toledo, Ohio, would materialize if network programming was not available to the station has prompted the commission to dismiss the company's application.

According to the FCC, Rust Craft said that only after the grant of its construction permit could the company determine the extent of its future affiliation with a network. The company had replied to a commission request for clarification of Rust Craft's programming proposals and intention to build the new TV station.

Rust Craft also had asked the FCC to dismiss the UHF application if it could not be granted immediately without a hearing. The commission said that Rust Craft could resubmit its proposal once the questions of intent to construct and network affiliation were clarified.

WRVA-AM-FM sets target

WRVA-AM-FM Richmond, Va., plans to move into its new $300,000, 14,000-square-foot office-studio building in early 1968. The station had announced purchase of property for construction a fortnight ago.

Media reports . . .

Grants available • Criteria for a research grant from the National Association of Broadcasters were announced last week. The NAB joint board earlier had approved up to $10,000 in grants to stimulate interest in research relating to broadcasting. Grants of up to $1,000 each will be awarded to students whose proposals will be judged by a committee of broadcasters, broadcast researchers and academicians. Application forms are available from Howard Mandel, NAB's vice president for research, 485 Madison Avenue, New York 10022.

New name • Bob Dore Associates Inc., New York, has changed its corporate name to Dore & Allen to reflect the addition of Jack Allen as partner, executive vice president and director of media/market research. Robert Dore is president of the rep firm.
As autos go, goes radio

Falling Detroit production means fewer car radios; tape can cut listeners, too

When Detroit's auto manufacturers introduce their new cars next month, radio broadcasters will be watching with more than usual anticipation.

For as go auto sales, so goes the installation of auto radios—three out of every four passenger cars are radio-equipped at the factory—and for the last six months this increment in the auto radio listening audience has been slipping behind the comparable months of 1965.

But beyond the mere numbers of automobiles sold, radio broadcasters have a new competitor for the drivers' ear. This is the tape cartridge player, introduced late in 1965 by the Ford Motor Co., and being heavily promoted by Ford as the next major accessory for driving enjoyment.

If car riders are listening to a tape cartridge, they're not tuning to radio stations. It's as simple as that.

For many radio stations across the country, the car-riding audience constitutes a sizable segment of their listening public.

Diminished production of autos by U. S. manufacturers is already a fact. For the first seven months of this year, automobile production is over half a million less than the 1965 January-July period when 5,898,957 cars were made.

Ever since the boom year of 1965 when 8.8 million automobiles were produced by Detroit, auto production and its concomitant auto-radio production have been dragging.

Production Softens • In the first six months of this year, passenger car production has fallen behind the equivalent period in 1965. And in line with auto production, auto radios have also softened.

In January of this year, 780,425 American-made passenger cars were sold in the U.S., compared to the 782,787 sold in the same 1965 month. And in the same 1966 month, 746,399 auto radios were made by radio manufacturers, compared with the 781,009 made in January 1965.

This same drop has continued for the other six months of this year. In June, 802,491 U.S.-produced passenger cars were sold, compared to 880,915 in the same month last year. And in June, 823,607 auto radios were sold, compared with the 848,252 auto radios sold in June 1965.

For the whole 1965 year, 10 million radio cartridge sets were produced, of which 6.5 million were installed at the factory into the total 8.8 million automobiles made that year. In 75% of all passenger cars sold a radio was installed at the factory—ranging from radios in all Lincolns and Thunderbirds sold, and in virtually all Cadillacs, to only 41.6% in Ramblers and only 44.7% in Valiants.

Some other radio percentages: Chevrolet, 65.5%; Chevelle, 64.3%; Corvair, 62.9%; Ford, 78.7%; Falcon, 54.6%, and Mustang, 78.9%.

New Item • But beyond sagging auto production, the burgeoning acceptance of the tape cartridge player for the riding public poses a potential long-term threat to radio stations. If the cartridge takes hold, it could cut into one of radio's major mass audiences (the other is the personal-transistor crowd). At the moment the cartridge is being promoted as a novelty, but early reactions by car owners who jump on new items quickly foretell disquieting news for broadcasters.

Although automobile makers' plans for tape cartridge players in 1967 models are as closely guarded as the styling of the new cars, some informal estimates from auto company executives who have responsibility for radios indicate a trend.

For example, Ford expects to have between 70,000 and 80,000 tape cartridge players in its passenger cars this year. In its 1967 models, twice and maybe three times this number are expected to be sold. In fact, tape cartridge players will be standard "optional" equipment for all 1967 Ford and Mercury models and they will be totally integrated with the car radios.

General Motors officially has made no public announcement of its plans for 1967. There are reports, however, that GM's radio-making subsidiary, Delco Radio Division, Kokomo, Ind., is building an eight-track stereo system for 1967 Chevrolets and Oldsmobiles.

Chrysler has refused to comment on its cartridge plans. During 1966, however, it furnished dealers with Lear-Siegler stereo cartridge tape players for dealer installation. How many were furnished and how many installed cannot be determined from Chrysler sources.

Even as the cartridge boomlet continues, the National Association of FM Broadcasters is undertaking a campaign to put an FM set in all passenger cars, buses and trucks (Broadcasting, Aug. 15). This could make sense. Since cartridge players are all stereo, since many FM stations are programming stereo heavily and since the future of the cartridge player seems to be as an integral part of the auto-radio system, a single stereo system for cartridges and FM reception may evolve.

NBC-TV adds unit to mobile color fleet

A new, NBC color TV mobile unit, which cost $1.5 million to construct over a nine-month period, was placed on public display in front of the network's headquarters in New York last week.

The unit, which will be used to accommodate the expansion in NBC-TV color programming, raises the network's mobile color fleet to a total of 21 vehicles carrying 33 cameras and 13 color tape units. The unit consists of three 40-foot tractor-trailers.

The unit was constructed under the supervision of William H. Trevethan, vice president, operations and engineering, NBC. James Wilson, director, operations and engineering, and Allen A. Walsh, manager, facilities design and construction, headed the construction project.
Engineer OK's satellite idea

TV industry can justify its own space equipment, WESCON speaker holds

"Has the television industry now matured to the point where it can justify a satellite designed uniquely for its own purposes?" This question was rhetorically asked last week by Paul S. Visher, assistant manager, Space Systems Division, Hughes Aircraft Co. He answered it decidedly in the affirmative, saying that future television industry and noncommercial TV communication demands "clearly can justify one or more satellites.

Mr. Visher's statement was one of the highlights of the 1966 Western Electronic Show and Convention staged for four days in Los Angeles last week (Aug. 23-26). The annual WESCON meeting, said to be the biggest in the nation, attracted nearly 700 electronics and aerospace exhibitors and more than 45,000 visitors.

Speaking on the subject of "TV distribution via satellites" during a satellite-communications technical session at the show, Mr. Visher quickly mentioned and then avoided the current controversy over ownership of a special domestic communication satellite. "The question as to who should own the satellite is not the prerogative of the engineer to answer," he made clear. "It must be determined by the regulatory bodies and the Congress."

Engineering Proposition - In areas of engineering disagreement, however, he was less demure. He weighed the engineering proposition of a single communication system composed of multiple satellites, providing lowest-cost services of all types, against a specially designed television distribution satellite system that can economically justify its own existence. Based on the past histories of other industries, which he outlined, Mr. Visher indicated there would not only be specialized communication satellites to meet commercial TV's needs, but also ones to meet the peculiar requirements of the military, airplane industry, navigation, meteorology and other "yet unimagined applications."

Concluding his talk, the space industry executive pointed out that "there are no inherent technical reasons" why satellite systems could not be owned by individual corporations. "We only disagree with the proposition that there should never be a specially designed system for use by the television industry," he stressed. "Such a proposition is in conflict with the history of other industries, with the recent experience on international communication satellites and our own best engineering judgment."

Flat Tube? - In another presentation made at the WESCON meeting, with particular interest to the TV industry, Frederick H. Townsend of the Westinghouse Electronic Tube Division, Elmira, N. Y., gave a brief review of the early history of the cathode-ray tube as a television display device and then offered some suggestions as to possible future developments in the field.

Taking his glimpse into the future, Mr. Townsend predicted that the most urgent demand "will be for picture tubes better suited for operation in television receivers." Discussing what he called "the most persistent" future suggestions for use of TV tubes: "for a flat 'hang on the wall' picture," the Westinghouse engineer was anything but sanguine. "Like so many science-fiction ideas," he said, "this one will probably come true some day, but what are the prospects for the near future? Not very bright, I am afraid."

Microelectronics - Elsewhere at the annual showcase event, swift growth for microelectronic devices was widely forecast. Steve Levy, a Motorola Inc. official, predicted that although computers are now the prime market for integrated circuits, by 1970 most TV sets will be composed of 80% of the super-small circuits, "with only 20% of the circuitry composed of discrete components."

He expects integrated circuits, which are tiny chips containing as many as 70 electronic components such as transistors, resistors and capacitors, to reach $137 million in sales this year.

New transmitter ready for WNYC-FM use

New York-owned WNYC-FM is scheduled to begin broadcasting from its new transmitter atop the Empire State building on Friday (Sept. 2) with dedication ceremonies coinciding with the weekly meeting of Mayor John V. Lindsay's cabinet.

Seymour Siegel, director of communications for the City of New York, said the new Gates transmitter and its site on the 86th floor of the building will enable WNYC-FM to reach a potential audience of more than 13 million listeners. He noted that the transmitter is capable of multiplexing and said the station is seeking FCC permission to use a sub-channel for a closed circuit service to various city agencies.

Want remote transmitter operating rules changed

WBFR Educational Foundation and Post-Newsweek Stations last week told the FCC that all radio stations with more than 10 kw should be permitted to operate by remote control without having to wait 12 months to demonstrate transmitter reliability.

In a joint statement the foundation, licensee of noncommercial WBFR-FM Boston and WFCR-FM Amherst, Mass., and Post-Newsweek, licensee of WTOP-AM-FM Washington, stressed their support of a petition filed last month by the National Association of Broadcasters which urged revision of the FCC rules in this area (Broadcasting, July 25).

WBFR and Post-Newsweek stated that developments in the art of demonstrating transmitter reliability have made the 12-month trial period for higher-power stations unnecessary. The petitioners agreed with the NAB that the present restrictions impose an unwarranted burden on licensees by requiring them to hire additional manpower to keep the performance logs. They also claimed that "in view of the fact that UHF television stations can operate at much
greater powers without such restrictions, these restrictions are clearly outdated and anachronistic."

WGHB, and Post-Newsweek also stated that the substitute provisions suggested by the NAB had "more than adequate safeguards for protecting against transmitter unreliability." The NAB had said earlier that the 12-month trial period could be eliminated and the same objective achieved by requiring submission of reliability test data from manufacturers and a simple block system diagram from licensees.

**New EIA service gives color-tube data**

Factory sales of color TV tubes for the first six months of this year reached 2,537,514, the Electronic Industries Association announced last week—the first time it has reported month-by-month factory sales of color tubes.

In June 509,914 color tubes were sold to customers, up 25,000 from the May figure. Color TV tube sales have gone up continuously, except for one month (April), during the six-month period, beginning with January's 348,766. Figures for color TV tubes sales for the same period last year are unavailable.

Monochrome tube sales slumped from January's high of 831,922 to June's 703,197, although June topped May's 624,787. For the six months of this year, 4,339,027 black-and-white TV tubes were sold, compared with 4,334,447 in the same 1965 period. In dollar volume, monochrome sales for the year's six months amounted to $72,205,911—some $300,000 less than the $72,523,093 for the 1965 period.

Sales of receiving tubes for the January-June period went up by 16.5%—from 188,049,000 units in 1965 to 219,130,000 in 1966.

**Technical topics . . .**

Status control system • Moseley Associates Inc., Santa Barbara, Calif., is producing the SCS-1, a solid-state eight-channel fault alarm or remote control system designed to operate over a telephone circuit or an STL radio circuit.

Ampex literature • The printing presses were busy at Ampex Corp. in Redwood City, Calif. last week as two new technical brochures rolled into publication. Literature containing descriptions, specifications and features of the Ampex VR-2000 high-band color video tape recorder for broadcast use is available in data sheet V-016. Also available is literature (A-063) detailing features and specifications of the AG-300 solid-state master recorder.

**Color sets help fuel corrugated-box boom**

Continued growth of color television is putting more money in pockets of paperboard box manufacturers. Box makers have raised prices about 5%, third industry increase in a year, and they expect it to stick because of the demand for their products.

Color TV manufacturers are demanding almost twice as many boxes this year with set sales expected near 5 million. Boxes for color sets require heavier, stronger shipping cartons than are used for black-and-white sets.

Examples of the set makers' increases are shown by Magnavox which this month ordered 97% more tons of corrugated containers than it did last August and increased purchases from its major suppliers by 42%, and by Admiral Corp.'s orders, which are up about 70%.

**YOU MAY NEVER BOIL A 40-MINUTE EGG*-**

Most hard-boiled buyers know that Grand Rapids-Kalamazoo (and the Greater Western Michigan area covered by WKZO-TV) is the 39th† television market, but we'd be laying an egg if we didn't tell you how the flock is growing!

For instance: Kalamazoo alone, with four new plants, has 7,200 new industrial and service jobs. They brought over 18,000 new workers to town and added another $25,000,000 to retail sales. That's just Kalamazoo—and it's going on all over the market!

Buy WKZO-TV and cover the whole Western Michigan hatchery! Your Averty-Knodel man has the facts and wants to help; let him.

And if you want all the rest of up-state Michigan worth having, add WTVW/WUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

WKZO-TV MARKET
COVERAGE AREA • ARB '65

![Map of WKZO-TV Service Area](image)

*The ostrich egg—7" long, 6" in diameter—takes 40 minutes to boil.
†ARB's 1965 Television Market Analysis.
Stockholders may stop Rust Craft-Boise plans

A proposed merger of Rust Craft Greeting Cards Inc., Dedham, Mass., with Boise Cascade Corp., Boise, Idaho, received a jolt last week when Rust Craft indicated "substantial stockholders' opposition" to the union.

The opposition, Rust Craft said, could be attributed to several reasons including "present economic conditions."

Rust Craft thought it unlikely that a two-thirds vote necessary for merger approval would be passed at a special stockholders meeting set for tomorrow (Aug. 30). That day Boise Cascade shareholders are also scheduled to vote on the merger proposal (Broadcasting, July 11).

One report shows that insiders at Rust Craft control close to 47% of the firm's outstanding stock—a margin that could well stop the merger.

Rust Craft, which is in the greeting cards business, owns five TV, six AM and five FM stations. Its interests also include eight CATV outlets. Boise Cascade is a diversified forest-products company.

Rollins reports net up 28.5% in first quarter

Rollins Inc., Wilmington, Del., achieved record earnings and revenues for the first quarter. Net earnings jumped 28.5% and revenues were up 8.6% for the period, according to an announcement last week at the company's annual stockholders meeting in Wilmington.

Rollins operates 11 radio and television stations, an advertising agency, a finance company, a pest control company, a pesticide manufacturing firm, a building maintenance company, an outdoor advertising firm, and citrus groves in south Florida.

For three months ending July 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.81</td>
<td>$0.60</td>
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<tr>
<td>Revenues</td>
<td>20,028,800</td>
<td>18,446,083</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,584,949</td>
<td>1,233,061</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>3,118,683</td>
<td>3,079,583</td>
</tr>
</tbody>
</table>

Florida CATV cuts loss

Ralph M. LaPorte, president of International Cablevision Corp., Vero Beach, Fla., reported that consolidated net loss for the fiscal year ended June 30 was $133,182. This compares to the prior fiscal year's loss of $210,365. International Cablevision has just sold its Tallahassee CATV system to Westinghouse Broadcasting Co. for $350,000 (Broadcasting, Aug. 22).

Marsteller picks up two L.A. agencies

Marsteller Inc., a medium-size eastern agency, last Friday (Aug. 26) announced the acquisition of Frojen Advertising of Los Angeles through exchange of stock and the purchase of Willard G. Gregory & Co., a smaller Los Angeles agency.

The principals of the two West Coast firms become executives of Marsteller. Frojen bills about $3.5 million annually, Gregory $1 million and Marsteller about $36 million. The combination will add consumer product to Marsteller's listings, which have been heavier in industrial and agricultural fields. Marsteller has been active in farm broadcasting.

Robert C. Frojen becomes executive vice president and western manager of Marsteller Inc. and join's the agency's board. Robert H. Carpenter and Blair B. Walker, Frojen vice presidents, become vice presidents of Marsteller as does Willard Gregory who headed the agency bearing his name.

Marsteller, founded in 1951, has offices in New York, Pittsburgh, Chicago, Toronto and Geneva, plus several other foreign joint ventures.

Sales top $100 million, Meredith net up 43%

Meredith Publishing Co., Des Moines, Iowa, has reported an increase of 43.7% in net earnings for the year ended June 30. Revenue for the year reached an all-time high of over $100 million.

Meredith Broadcasting, a division of the publishing company, owns KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-FM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N.Y.

In addition to its broadcasting activities, Meredith Publishing is engaged in magazine publishing (Better Homes and Gardens, Successful Farming), book publishing, contract printing for other publishers, and the manufacture of geographical globes.

For the year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.53</td>
<td>$1.77*</td>
</tr>
<tr>
<td>Revenue</td>
<td>100,408,776</td>
<td>89,829,563</td>
</tr>
<tr>
<td>Net earnings</td>
<td>6,656,988</td>
<td>4,772,128</td>
</tr>
<tr>
<td>No. of shares</td>
<td>2,714,130</td>
<td>2,668,670</td>
</tr>
</tbody>
</table>

*Adjusted for the one-for-one stock distribution on Oct. 29, 1965.

UA net up in first half

United Artists Corp. last week reported a slight decline in gross income and a comfortable increase in net earnings for the first six months of 1966 as compared to the corresponding period of 1965.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.78</td>
<td>$1.49</td>
</tr>
<tr>
<td>Net income</td>
<td>7,541,000</td>
<td>6,189,000</td>
</tr>
<tr>
<td>Gross Income</td>
<td>93,848,000</td>
<td>95,543,000</td>
</tr>
</tbody>
</table>

$1 million half

Golden Arrow Films, television syndicator, has announced that it had sales volume in excess of $1 million for second half of fiscal year ended July 30.

The company currently is distributing more than 100 U.S.-produced feature films to television. It also has acquired another package of 100 movies, these produced in Russia and soon will distribute them to U.S. television.
He listens and rocks

He rocks and listens

He listens and spends!
The Mutual Tween-ager.

You can reach the Teen-ager and Middle-ager on any network. But it's the Tween-ager between 18 and 49 who really jingles the cash register! The Tween-ager spends heavily on his young, large or growing-larger family.

Mutual has a higher percentage of Tween-agers in its vast audience than any other network.* In over 500 markets coast to coast.

If you want reach — plus a firm grasp on those all-important Tween-age purse strings — hitch onto Mutual Radio!

*Sindlinger
Copyright exemption supported for CATV's

Justice Department foresees 'anticompetitive consequences' if liability is extended

The CATV industry, in its fight to escape liability for copyright payments, found an ally in the Justice Department last week.

Edwin M. Zimmerman, acting assistant attorney general, testified before a Senate Judiciary subcommittee studying the application of copyright liability to CATV. He opposed any blanket coverage of CATV, and said the blanket extension of copyright laws "raises possibilities of harmful anticompetitive consequences and that this extension is not justified by valid considerations of the right to copyright protection."

Finally, he said, "we believe that the problems with which it attempts to deal may be better handled through flexible regulation by the FCC uninhibited by a blanket copyright liability."

Among the anticompetitive aspects of the proposed bill, according to Mr. Zimmerman, would be the possibility that the networks, as copyright holders, might withhold permission to rebroadcast their programs and thereby seek to reserve the CATV market for themselves. The networks, for the same reason, might also be able to limit the spread or independence of CATV's in origination of their own programs, if they were eventually allowed to do so, Mr. Zimmerman said. This control by the networks would also be harmful, in the department's view, in case the CATV cable to each home might also in the future provide access to new electronic service.

The Justice Department also felt that the bill would run counter to the principle behind the copyright laws. "Copyright protection imposes a toll upon the use of the copyrighted material," Mr. Zimmerman said. "The toll is not designed to compensate the copyright owner for costs associated with the particular use of the material which may be small, or as in the case of CATV, nonexistent. Nor is it the purpose of the copyright to insure that the creator automatically participates in every profit derived from his creation. (Our economic life is filled with instances in which the creator of a good idea watches others profit from it)."

Rather, he continued, the primary consideration behind the copyright toll is to provide incentive to authors to write.

Among other observations made by Mr. Zimmerman were that the issue boils down to how far the copyright holder's monopoly should extend; that because CATV extends a station's viewing audience the station should be able to charge higher rates to advertisers in order to compensate it for CATV's possibly destroying a potential audience. He also said the viewer would have to pay twice for watching a program since he already pays for it by buying the advertisers' products and since the CATV system might also have to raise its subscription costs if it had to pay copyright fees.

This view of the situation, however, was not shared by the other witnesses testifying before the Senate Subcommittee on Trademarks, Patents and Copyrights. Richard W. Jencks, deputy general counsel of CBS, said the network would favor limiting any exemption to CATV to retransmission of TV broadcasts to subscribers within the normal coverage area of the station initiating the program. This exemption, he added, should be granted only under certain conditions. These would include a requirement that CATV systems carry the entire schedule of the station whose broadcasts it retransmits, that they should be prohibited from originating programs in competition with broadcasting stations, that the system could not charge a separate or direct fee for any particular program or transmission and that any exemption apply only to private homes and apartments for the time being.

He also disagreed with the Justice Department's view of the copyright principle. He testified that the Constitution saw copyrights as promoting "the progress of science and useful arts by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries." He added that encouragement of authorship can be achieved only through allowing the copyright owner the opportunity to license his works under free marketing conditions.

Evelyn F. Burkey of the Writers Guild of America said that to allow CATV companies to operate outside the restrictions of the present copyright laws or the proposed laws "would be to undermine the financial structure of motion picture and television production." A writer must have copyright protection for the works which he creates if he is to earn a living as a writer, she went on.

After the scheduled witnesses had been heard, Herman Finkelstein, representing the American Society of Composers, Authors and Publishers, was granted an opportunity to respond to Mr. Zimmerman's testimony. He said the Justice Department views were the same arguments used by broadcasters, who now pay copyright fees, in the early days of radio when they sought exemption by claiming they weren't involved in public performances and weren't making a profit. He said it was also similar to the jukebox industry exempted in 1909 which is now making $500 million a year with the use of copyrighted music. In challenging a statement by Mr. Zimmerman that the TV industry has no difficulty in getting program material, Mr. Finkelstein said that if Mr. Zimmerman had read the latest issue of Broadcasting, he would have read that TV is now going abroad for new, fresh material. "There is enough talent in America," he said, "if the money is there to pay the writers." He also said it would be unwise to exempt CATV since the future of the broadcasting industry is unknown because with the development of satellite broad-

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FCC sets composite week

The composite week to be used for the preparation of program log analyses submitted with renewal applications for AM, FM and TV licenses which have 1967 termination dates has been announced by the FCC. The sample week will consist of the following dates:

- Sunday Dec. 5, 1965
- Monday Jan. 3, 1966
- Tuesday March 8, 1966
- Wednesday May 4, 1966
- Thursday April 28, 1966
- Friday Feb. 11, 1966
- Saturday Aug. 13, 1966

Broadcasting, August 29, 1966
casting the future of TV might well pass into the hands of CATV, Mr. Finkelstein said.

Senator Quentin N. Burdick (D-N. D.), acting chairman of the subcommittee, commented after the hearing that the opposing parties in the controversy seemed to be closer to agreement now than they were when they testified before a House subcommittee earlier and added that he hoped they would continue to get closer. A few weeks ago the subcommittee had heard from other witnesses representing the motion picture and television industries, the FCC and various licensing and performers' groups. It had also heard the CATV industry back down from its previous insistence on unlimited exemption from copyright laws and agree to some liability.

CBS Radio drops idea of reviving early dramas

CBS Radio authorities disclosed last week that they had abandoned thoughts of syndicating dramatic programs from CBS Radio's earlier days.

Station interest in carrying the programs proved to be "far below" minimum levels for starting the service, they explained.

They have been sounding out stations for several months to see how many would be interested in buying, at weekly prices ranging from $20 to $400 for a strip, such programs from radio drama's heyday as Gunsmoke, Have Gun, Will Travel, Johnny Dollar, Philip Marlowe, Escape and Columbia Workshop. (BROADCASTING, July 18.)

The programs were offered first to CBS radio affiliates. Where they showed no interest, other stations in the market were checked.

Officials last week did not say how many had finally indicated interest in the project, but described the number as "far below" the level that informal queries in recent years had suggested it might be.

They said their decision to drop the project did not mean that it or something akin to it would never be revived, but that they were writing it off for the immediate future.

Producer charges Fox with underpricing films

It's happened to mink coats, washing machines, Beethoven record albums and last week a Hollywood producer charged that it happened to his movie: being used as a loss leader to stimulate bigger sales. And nobody but the public, it seems, loves a loss leader. So producer Frank Ross filed a suit in Los Angeles superior court against 20th Century-Fox Film Corp. and 20th Century-Fox TV for $100,000 plus further damages in asking for an accounting and alleging improper television syndication of the feature film, "Demetrius and the Gladiators." The movie, produced by Mr. Ross, was released theatrically by Fox in 1954.

Since that time, the producer contends in his suit, "Demetrius" has grossed more than $8 million. Despite this and in complete disregard of its proved value, it's argued, the movie was used by Fox as a leader in selling a package of feature films, all at the same individual price, in syndication to television stations across the country. This breached a fiduciary relationship between Mr. Ross and Fox, the complaint states. It's further charged that by improperly distributing "Demetrius" to television, Fox has substantially impaired and reduced the potential profits of the movie and in turn piled up substantial profits for itself from the other films sold along with the loss leader.

NAB Code group huddles with movie producers

Officials of the National Association of Broadcasters Code Authority went to Hollywood last week to talk with some of their associate members and to discuss the proposed new motion picture code (BROADCASTING, Aug. 22).

At a Tuesday (Aug. 23) luncheon, the code executives outlined the code's aims and actions to members of the Association of Motion Picture & Television Producers. The 14 AMPPT members are associate members of the television code and produce much of the fare on the networks and in syndication.

On Wednesday, the NAB code officials met with Geoffrey Shurlock, administrator of the Motion Picture Production Association code on the growing closeness of the two industries in terms of product and relationship of codes. The motion picture studios turn out an increasing number of films designed exclusively for TV or for TV after theatrical first-run.

Among those at the Tuesday luncheon were (1-r): John Zinn, AMPPT; Bob Vogel, code director for MGM; Jonah Gitlitz, NAB code; Howard Bell, NAB code director; Bill Dover, Walt Disney Productions (back to camera in foreground); Duke Wales, AMPPT, and Tony Frederick, Universal-TV.

From elephant jokes to elephant series

Elephants and elephant boys may be the in-thing in television programing come 1967-68. NBC-TV said last week it planned to film Maya, a one-hour adventure series, on location in India based on a Metro-Goldwyn-Mayer motion picture now in release with that title. CBS-TV is already a known entry, with a "elephant" project of its own (BROADCASTING, Aug. 22).

The NBC series, which will be produced by the King brothers, deals with two teen-age boys, one an American and the other an Indian who owns a rare and valuable white elephant. Warner Brothers, CBS-TV and ABC-TV Ltd. are also involved in a production arrangement for a one-hour action-adventure series to be filmed in India and reminiscent of "Elephant Boy." This, too, is contemplated for 1967-68.

As last week if it was aware of NBC's plans, a CBS programing official said the network was but that "we think our series will be better."
Broadway-destined play to open on TV

A fee of $112,500 will be paid by NBC-TV for a new play by William Hanley, which originally was intended for production on Broadway next winter and will be presented for the first time instead on the network in early 1967.

The agreement is said to be the first time TV has obtained a stage property just before a contract with a Broadway producer was to be signed. The fee is regarded as the highest an author has received from TV for a single work.

The play, Flesh and Blood, will be telecast as a two-hour production. It is described as a contemporary drama about a closely knit New York family.

Broadway producer Andre S. Goulston had agreed to produce the drama, but no contract was signed. Mr. Goulston said last week he may still produce the play but pointed out "nothing like this has ever happened before."

NBC-TV's payment will be for an original and a repeat showing of the drama. It also obtains an option to invest in a theatrical production of Flesh and Blood. Mr. Hanley retains theatrical and motion picture rights.

Earlier this year playwright Arthur Miller received a fee estimated at $75,000 to $100,000 for Death of a Salesman, carried on CBS-TV. That network is now offering $25,000 as the top price for original drama scripts.

NBC will also produce Flesh and Blood in association with Mr. Hanley, who retains creative control. A network spokesman said the play will be uncut and unbridled "although some profanities will have to come out."

In a related move, NBC recently bought the rights to the Peter Weiss drama, "Interview," in advance of its premiere on Broadway this fall for showing on the network next February (Broadcasting, Aug. 15). The network paid an estimated $500,000 to producers of the play for a taped color presentation to run 90 minutes or two hours.

Fair-trial speaker cites TV influence

A suggestion was offered last week that perhaps so much attention is being centered on the influence of the printed press on trial proceedings when, in reality, television would appear to have a greater influence with the public than do newspapers.

The importance of TV in influencing or prejudicing an issue before actual trial proceedings was posed by Sidney Zagri, Washington, an attorney for the Teamster's Union.

Mr. Zagri appeared with other authorities last week in a special program, Free Press and Fair Trial, shown on three non-commercial TV stations: WNDT-TV Newark, N. J.-New York; WHYY-TV Wilmington, Del.-Philadelphia, and WETA-TV Washington.

In support of his contention he cited studies, such as one by the Elmo Roper research firm, that show TV's influence to be greater than newspapers. He also referred to a network telecast in which, he noted, a Senate committee (McClellan investigation) attitude toward Teamster chief Jimmy Hoffa was given wide exposure before Mr. Hoffa was to stand trial in Tennessee.

Self Discipline - Lawrence Prattis, chairman of the committee on fair trial and free press of the Philadelphia Bar Association, declared his committee favored self-discipline of news media as opposed to restrictions imposed by others. He indicated, however, that restrictions of some kind might be deemed necessary to protect jurors from becoming influenced, during a trial, by what appears in print. He noted that his committee is receiving radio-TV cooperation in its deliberations.

Most of the program dealt with pre-trial publicity, such as that given the arrest of Richard Speck in the recent slaying of eight student nurses in Chicago. Doubts were expressed, however, about the effectiveness that actions limiting news media would have in assuring a fair jury trial.

There was also a suggestion that the generally held belief that news coverage "undercuts" the objectives of a "fair" trial may be assumption only, not backed by evidence. Doubt was also voiced as to the desirability of inhibiting news coverage, noting that this in itself may pose a greater danger.

In addition to Mr. Zagri and Mr. Prattis, participants in the telecast included Sidney Zion, a reporter of the New York Times, and Howard Felsher, author of "Press in the Jury Box." Mitchell Krauss, moderator, and Ronald Goldfarb, who directed the program for the Brookings Institution, also appeared on the show.

NBC-TV accepts Schick's special

A special that stations owned by the CBS Television Division declined to carry last month (Broadcasting, July 4), has been accepted for telecast on NBC-TV tomorrow (Aug. 30), 7:30-8:30 p.m. It will be sponsored by the Schick Safety Razor Co., Culver City, Calif., through Compton Advertising, Los Angeles.

The special, Up with People, was produced by Schick and spotlights 130 high school and college members of Moral Re-Armament. Pat Boone is host on the songfest special.

CBS executives said the program was rejected because its policy prohibits commercial entertainment shows with an editorial or ideological point of view.

An NBC spokesman last week said the company had reviewed the program and had found nothing wrong with it. He said that the special "is a plea for understanding and appreciation of freedom."
Dick Pinkham takes it home to read.

TELEVISION.
The magazine that is read, in depth, by decision-making money allocators in advertising management.

Richard A. R. Pinkham, Senior Vice President in Charge of Media and Programs, Ted Bates & Company
'Super-Heroes' on the way

New animation process uses actual comic-book art to depict characters

Literally, by virtue of Xerography, five super-heroes from the Marvel Comic Group are coming to television. They are coming, via syndication, just the way they appear in the comic books, same stories, same art work, same color. It's said to be the first time that an animation process has attempted to show comics exactly as they originally appeared, except with limited motion.

Marvel Comics, point of origin for the super-heroes, are considered best-sellers in the comic book field, reportedly read regularly by 60 million readers. That's why Granary-Lawrence, until now principally a TV commercial-maker, decided to take the realistic instead of the traditional cartoon approach to translating the comics to the television screen.

"Why change anything?" asks Robert Lawrence, partner in the company and executive producer of the new TV series. "We already have best-selling readership and established characters. We also have the terrific art work that appears in comic books."

"The people that work for comic books," he points out, "are great art directors, great cameramen. They have a tremendous feel for continuity, for action. Their work gives the impression of movement."

Copying Process • Granary-Lawrence President Ray Patterson, secretary-treasurer Grant Simmons (both also are partners in the company) and Vice President Robert (Tiger) West adapted Xerography—basically the same photostatting process used to duplicate documents—to make the literal translation from comic books to TV animation. What Xerography does is simply reproduce the comic on to a celluloid, thus bypassing the tedious human process and insuring more than a reasonable facsimile.

Granary-Lawrence employs several special Xerox machines, at a cost of about $8,000 each, for the work. The balloons that explain the action and carry the dialogue in the comic books are eliminated for television. Instead, voices for each character and narrator and all sound effects are dubbed. But such titles as "whoomph", "throk", "zap", in a sense exploding on the screen as the action develops, are sometimes inserted to lend emphasis to the sound effects.

The animation effect produced by the Xerographic process is somewhat limited. Producer Bob Lawrence explains: "We do not want to fully animate because then the figures on the screen become cartoony, or caricatures. Actually, the human movement cannot be animated. What we do is force people to use their minds to fill in the gaps. We've done this as if it's a feature rather than a cartoon."

The complete array of comic-book characters to be seen are "Captain America," who uses his shining shield to vanquish super-villains; "The Mighty Thor," who can cause storms and can fly by swinging his enchanted hammer; "The Incredible Hulk," a sort of jolly green giant who's been belted by gamma rays; "Sub-Mariner," half human and half descendant of the underwater kingdom of Atlantis; and "Ironman," who comes fully equipped with a suit of armor, jet flying power and transistorized gadgets.

TV rights to these five super-heroes have been tied up by Granary-Lawrence Animation, New York and Hollywood, producer of the new action-adventure program. The animation company, in turn, is distributing its production through Krantz Films, New York.

35 Outlets • Currently, some 35 stations across the nation, including the five RKO General-owned outlets, are scheduled to show the comic-book program, starting in September. In all, 195 six-and-a-half minute color episodes, with openings, closings and bridges to make up 65 half-hours, are being made available to stations on a market-by-market basis.

Stations will run three segments together (all concerning an individual super-hero) to make up a single half-hour. Indications are that Marvel Super-Heroes' will be shown most frequently during the 5:30-7 p.m. time period, with some markets stripping the program across the board, five nights a week.

In anticipation of favorable audience reaction to the first dose of super-ever before.
heroes, Mr. Lawrence and his cohorts have tied up more than a dozen other Marvel Comics Group characters for future television production. Among them is "The Spider," which the production company thinks is strong enough for a program of its own, possibly in prime time.

Indeed, Grantray-Lawrence expects Marvel Super-Heroes to appeal to as many adults as children. The animation firm also is counting heavily on a full range of licensed merchandising items to call attention to the new program.

Included in the merchandising line, all rights to which belong to the Marvel Comics Group (the publishing company has a participation in the TV syndication sales as well), are items ranging from Halloween costumes and masks to trading cards and tattoo transfers. Merchandising is projected to total some $35 million a year in sales.

Justice letter only for guidance—CBS

CBS has politely told the FCC that the Justice Department's letter concerning the commission's proposal to limit network ownership of prime-time programming is irrelevant.

Donald F. Turner, the department's antitrust chief, told the commission last month that the networks' ownership of more than 90% of prime-time programming raises serious antitrust questions (BROADCASTING, July 25). The letter was seen as encouraging the commission to take action in the matter, but it did not endorse the agency's proposed rule or an alternative suggested by Westinghouse Broadcasting Corp.

CBS last week, in a letter signed by Vice President and General Counsel Leon R. Brooks, said Mr. Turner had not accused the networks of violating the antitrust laws—that he had merely cited general statements of antitrust principles for the commission's guidance.

But, Mr. Brooks said, neither the data in the letter nor that in the record of the rulemaking proceeding provide grounds for believing that network practices involve antitrust law violations.

The commission proposal, which has been attacked by networks, broadcasters generally and advertisers, would prohibit networks from owning more than 50% of their prime-time nonnews programming, and bar them from acquiring proprietary rights in independently produced programs. WBC's proposal would prohibit stations in the top-50 markets having at least three outlets from carrying more than three hours of network programming, other than news, between 7 and 11 p.m. Both are designed to promote greater competition among program suppliers.

Mr. Brooks noted that Mr. Turner said the Sherman Antitrust Act would be applicable if the networks used "monopoly power" in program production to foreclose competition by denying access to network schedules of advertiser-supplied programs, or even if the networks merely have the "power and motive" to engage in illegal activity.

Cites the Record • But, said Mr. Brooks, "there is a striking lack of evidence" that the networks have tried to exclude advertiser-supplied programs, or to acquire subsidiary rights in independently produced programs. He said the evidence is largely to the contrary.

He also said the networks have neither the power nor the incentive to engage in restrictive practices. He said no one network has anything approaching monopoly power over the program-production market. And rather than acting collectively to control the market, the three networks, he said, compete vigorously with one another in developing and procuring programs.

The networks have no incentive to restrict their schedules to their own productions, he said, since network-supplied programs involve development costs not present in those provided by advertisers—a point the networks made in their comments in the rulemaking proceeding.

Film sales . . .

The Myth & the Menace (Triangle): WARE-tv Rockford, Ill., and WSDO-tv Duluth, Minn.

Gigantor (Trans-Lux): KGOO-tv San Diego.


Felix the Cat (Trans-Lux): WLEX-tv Lexington, Ky.

The American Civil War (Trans-Lux): WUSF-tv Tampa, Fla., noncommercial.

Radio series sales . . .

On location: Disney crews are cranking out the footage

It happens every summer. Ranging from the Arizona deserts to the Puget Sound country, as many as eight film crews are cranking through the raw stock that will become Walt Disney Productions’ 1967-68 television season.

No production company in Hollywood does more location work. And no production company in Hollywood is so assured of the future. At a time when television film-makers are pulling in their horns and only making program-development moves after network commitment, Walt Disney Productions has between 35 and 40 program projects in the works. Among these are 12 nature studies and nine animation shows.

Disney’s Wonderful World of Color—prime-time, Sunday-evening anthology has been signed for NBC-TV for the 1967-68 season, with arrangements being completed for the 1968-69 and the 1969-70 seasons. Thus, unlike other TV film-makers, Disney never need hold back production in fear of dangling options.

The current contract calls for 26 shows a season. As many as six of these do not have to be television originals but can come from other entertainment sources. The Disney operation succeeds by getting more mileage out of product; movies are parlayed into television and TV shows are parlayed, into featurettes and into foreign markets.

Six-Year-Old: The Wonderful World of Color moves into its sixth year on NBC-TV this fall. Actually, Disney Productions has been plying the television field for 12 years. During that time the company has put together the most treasured backlog of filmed TV shows in the business. It includes some 280 hours of unsyndicated television programing, and Disney owns and controls all the negatives.

A Disney hour averages $75,000 in location costs, with another $100,000 spent by the studio applying finishing touches. And whenever a film crew goes out on location to shoot a television program, the aim is always to come up with a sleeper substantial enough to be shown as a theater feature.

Among 1967-68 TV projects now being filmed that may some day appear as movie material are “One Day on Bettle Rock,” described as a drama in the world of nature; “The Wild Heart,” a story about two youngsters nursing an oil-sickened sea gull back to health and “Memories of A Big Dog,” a three-part story, co-produced by Roy Disney Jr., about a Newfoundland dog raised to be a hunting dog.

In the coming season, Disney will continue the now-established TV programing technique of extending shows over several weekly segments. Plans for 1966-67 include three three-part dramas and one two-part show. “Gallegher Goes West,” a multiple-part program introduced last season, will continue in a four-part run this fall.

As in recent seasons, each program in the color series will be sponsored by one of three rotating advertisers: Eastman Kodak, Ford and RCA.

’66-67 Schedule: Complete schedule for Walt Disney’s Wonderful World of Color on NBC-TV in 1966-67:


75% of the radio stations. Three years ago, Mr. Wells and E. L. Kelley, Jr., who is president of Sound Broadcasters Inc., licensee of the stations, bought out the Messenger’s interest. They had owned 25% between them. During the time the newspaper controlled the station, Mr. Wells said, it was a regular practice for the stations to broadcast news items taken directly from the newspaper.

The NNA article also refers to the 1963 Pennsylvania Supreme Court finding that the Pottstown (Pa.) Mercury’s suit against WPXZ in that town for news pirating could be heard in federal court. A federal judge, however, last year remanded the case to the local state court, where it is still pending. The NNA article gives the impression that the state supreme court ruled against the radio station.

Football’s minors get some of radio-TV action

The Continental Football League, a minor professional league, is sinking its cleats into TV this season with coverage already set for six of the 10 teams in the league. Its biggest TV effort is aimed at a regional network for the Dec. 4 championship game to be fed live and in color to the 10 team cities, and possibly to Detroit, Milwaukee, Chicago and a West Coast outlet.

It was announced last week that CFL has an estimated $60,000 contract for eight Brooklyn Dodgers games to be shown on Saturday nights on WPXZ-TV in New York. Seallest Foods division of National Dairy Products Corp. through N. W. Ayer & Son, both New York, has signed for one-half sponsorship. WPXZ plans to program the games at 8 p.m., each one preceding a Saturday Night Football show (11 p.m.) of collegiate games.

The Hartford (Conn.) Charter Oaks have a heavy schedule of at least 11 games on WHCT-TV, the Hartford pay-TV station. Six games of the Philadelphia Bulldogs are scheduled on WFLY-TV in Philadelphia.

Other CFL teams on TV are: Mon-
treal Beavers, five away contests on cpcf-tv Montreal; and the Orlando
(Fla.) Panthers and the Norfolk (Va.) Neptunes, each with one game on
wptv(tv) Orlando. And wtar-tv Nor-
folk, respectively.

Arrangements for the games are han-
dled through Castelman D. Chesley
Co., Philadelphia, the league's sport
consultant.

In radio the CFL has every team
committed except Brooklyn. The sched-
ule includes: Charleston (W. Va.) Rock-
ets on wkaz Charleston; Norfolk Nep-
tunes on wtar Norfolk; Orlando Pan-
thers on wabr Winter Park, Fla.;
Philadelphia Bulldogs on wphi; Rich-
mond (Va.) Rebels on wlee Rich-
mond; Toronto Rifles on ckey Toronto;
Montreal Beavers on cjad (English)
and cjms (French), both Montreal;
Wheeling (W. Va.) Ironmen on wkwk
Wheeling, and Hartford Charter Oaks
on wtic Hartford.

NAB gets permission to enter AT&T probe

The National Association of Broad-
casters' second petition to participate in
the FCC's inquiry into AT&T rates was
approved last week by the commission's
telephone committee.

The NAB had requested that its
participation and interest in the case be
limited to the issue of the proper rate
base for broadcast-program transmis-
sion service. Because this issue has not
yet been considered by the FCC, NAB's
testimony and cross-examination on the
subject, the committee said, may be of
some assistance to the commission in
its study.

The NAB's first petition to intervene in
the proceedings submitted last month
was denied by the commission on the
grounds that the association had not
shown good cause for filing after the
deadline and had not clearly indicated
how its participation in the case would
assist the FCC in resolving the issues
(broadcasting, Aug. 1).

In its second filing (broadcasting,
Aug. 8) the NAB said that the need for
an industry spokesman in the rate in-
vestigations was not readily apparent
until the bulk of AT&T's testimony was
filed with the FCC on May 31. The
need for a representative was confirmed
on july 29, NAB said, when AT&T pro-
posed increases amounting to $18.4 mil-
lion a year in station and network tar-
iffs (broadcasting, Aug. 1).

The association said that its proposed
testimony would present "industrywide
statistics so that the commission will
have before it the facts that should be
considered in the determination of a
proper rate base for all broadcast
charges."

Wpix Inc., licensee of wpix(tv) New
York, last week also sought to add its
name to the already lengthy list of some
70 participants in the FCC's inquiry into
AT&T rates.

The corporation stated that its par-
ticipation would allow the presenta-
tion of a viewpoint which cannot be
adequately expressed by any of the
parties currently represented in the
proceeding.

In a petition for intervention sub-
mitted to the FCC last week, wpix said
that as the licensee of an independent
New York vhf, it is one of the na-
tion's major users of AT&T's program
transmission services for which it spends
approximately $150,000 annually.
AT&T's proposed increases in station
and network tariffs, announced july 29
(broadcasting, Aug. 1) would have a
"profound" effect on wpix's ability
to continue much of the live program-
ing from other cities which it presently
carries, the licensee said.

Wpix also said that at the time of
the FCC's deadline for petitions to in-
tervene in the case (Dec. 2, 1965) there
was no indication that AT&T
would propose to increase the rates for
its program transmission services.
It was not until AT&T's announcement
of the proposed increases last July,
argued wpix, that the station realized
the necessity of having its interests rep-
resented in the AT&T proceedings now
before the commission.

ABC head calls for
 cultural effort

Apparentl y disappointed by the soft
market for cultural progranng, Thom-
as w. Moore, president, ABC-TV, in
an address before a men's civic group,
Town Hall, in Los Angeles, asked for
greater understanding and more cooper-
ation from advertisers.

Mr. Moore's talk, never an outright
attack or defense, not even a full-blown
admonishment, was more like the speak-
of a possible defendant copping a plea.
He first told what commercial television
is not. "It is not, and probably never
will be," he said, "an art form." In-
stead, it's "a cultural force of enormous
magnitude," which "reflects and
helps shape modern life in all parts of
the world." Still, "television is, has been,
and will continue to be primarily a me-
dium of entertainment."

Then Mr. Moore discussed "the grow-
ing social revolution" in the U.S., the
maturing of the post-war baby into to-
day's hip adult, the coming of a wave
of awareness that has made the pro-
verbial "little old lady in Dubuque"
know all about "The Games People
Play." This swing to a better-educated
populace has influenced television's pro-
graming responsibility, and made it clear
that the medium now "must respond
to both cultural and demographic
changes" to be successful.

"Potboilers' Fading 4 In answering its
new challenge, "television today is in
an era of accelerated transition," the
ABC-TV executive pointed out, with
the programming emphasis on "quality, crea-
tivity and reality." And as the tele-
vision industry strives to give viewers
not only what they want, but possibly
what they seem to need to become even
more aware, he said, "the day of the
potboiler" program is fast fading, and
the worst production gamble "is the thin
situation comedy with the loud laugh
track attached.”

Then getting to both the rub and
the rub of his talk, Mr. Moore made
what sounded much like an appeal.
"... Can the networks, alone," he
wondered, "spend millions of dollars
and long thoughtful hours working on
the creation and presentation of upgraded
programing, if advertisers do not adjust
their sights to the new realities of
American life." Illustrating the net-
worls' dilemma more dramatically, he
asked whether it was fair in TV's rat-

for your tower
requirements check

ROHN

A complete tower erection service that has these
special advantages:

☑ DEPENDABILITY
☑ RELIABILITY
☑ COMPLETE ENGINEERING
☑ COAST TO COAST SERVICE
☑ REPRESENTATIVES WORLD-WIDE

Be sure to obtain price quotations and engineering assis-
tance for your complete tower needs from America's foremost
tower erection service.

Western Office — 310 Quincy Street
Keno, Nevada Phone 702-222-9700
Eastern Office — 500 Webster Street
Hartford, Conn. Phone 203-343-1821
Southern Office — Box 877, Richardson
Texas — Phone 214-358-3461
Factory — P. 0. Box 2000, Peoria,
Illinois, U. S. A — Phone 309-677-8415
ings game to match an NBC White Paper audience against the people attracted to Batman. In Mr. Moore's opinion the answer is clear-cut. "... The concept of heaping all programs collectively into one rating bin is not only fallacious," he said, "it penalizes any network which attempts to serve the public better." What's more, "the one-rating-bin concept inhibits television in its quest for excellence."

How is such a discouraging situation be alleviated? Mr. Moore had a suggestion for a start. Oddly, it sounded like a variation of a theme that TV's most persistent critics have been using for years. "... We should reassign the measurement system so that entertainment is measured against entertain-

ment, documentary against documenta-
tory, cultural programing against cul-
tural programing," ABC-TV's top man said.

Lower attacks 'secrecy passion'

A top-echelon newsman, Elmer M. Lower, attacked the government's information policy in a speech at the annual San Francisco Radio and Television Awards dinner.

The president of ABC News rapped the government's "passion for secrecy" and called for the formation of a sort all-media free-America organization. He specifically chided the administration for its failure "to establish a direct line of communication with the American public—on radio and television."

Seeing freedom of the press endangered, Mr. Lower called for "all news media to join together to fight for freedom of access the world over." This is necessary, he added, because "we are in the midst of what I can only call a secrecy wave." He pictured all news-
men waging battle against widespread governmental attempts to keep secret all information that's not totally flattering.

He was especially critical of Assis-
tant Secretary of Defense Arthur Syl-
vester and the National Aeronautics and Space Administration. He would like NASA "to allow American citizens and the world to have a ringside seat in outer space" by placement of a live TV camera aboard a spacecraft. He indicated that Mr. Sylvester and his Pen-
tagion colleagues managed the news and he also expressed fear that once television, spurred by miniaturization of equipment and satellite transmissions, attempts to cover the war in Vietnam in greater depth, the government "may meet this electronic challenge to news management by either direct censor-
ship," or elect to use the indirect tac-
tics of harassment and more guarded briefings. "Freedom Office" • To block such a development, Mr. Lower asked that a "freedom of information office" be es-

Established, a nonpolitical organization that would have enough prestige and power to do more than "simply view with alarm."

"Would this office have power in the courts?" he asked further. "Should it have a legal staff? Could such an office, by its very existence, cause public serv-
ants to think twice before suppressing or withholding information... circum-
venting issues the public has a right to know about?"

"These are some questions our pro-

fession might well ask itself right now," he concluded.

ASCAP adds lure for new members

In a move that seemed sure to in-
tensify its rivalry with Broadcast Music Inc., the American Society of Composers, Authors and Publishers last week announced plans to expedite its payments to new writer members. "These changes will result in putting more performance money in the pockets
of new writer members [of ASCAP] and in giving new writers their money much sooner," ASCAP's announcement said. In addition, the plan provide for ASCAP to make advances to its writer members under ground rules more liberal than in the past.

The changes, part of a series of adjustments in ASCAP's complex crediting and compensation system, were detailed in a 44-page booklet distributed to ASCAP members. Some of the changes require amendment of the anti-trust consent decree governing ASCAP's operation and hence must get court approval before they can go into effect. The Justice Department has given its consent to the amendments.

Observers saw in the move an effort by ASCAP to become more competitive with BMI in the perennial competition to sign up new writers. Some labeled it an attempt to "raid" the BMI membership.

ASCAP authorities, asked whether it would improve ASCAP's bargaining position in competition with BMI, said that "we hope every chance we make improves our position."

BMI declined to comment pending an opportunity to study the ASCAP plans.

ASCAP President Stanley Adams described the objectives of the changes as being "first, to give all possible aid, encouragement and financial assistance to new talents who wish to enter the song-writing profession; second, to keep song-writing as a profession alive and independent, and third, to build an American musical repertory equal to the stature of our nation."

**Program notes...**

**Taking the plunge** • In her first television dramatic role, Olivia De Havilland will co-star with Jason Robards Jr. in the **ABC Stage 67** presentation of Katherine Anne Porter's "Noon Wine," to be adapted and directed by Sam Peckinphah, and produced by David Susskind and Daniel Melnick.

**TV on radio's firing line** • Southern California radio listeners will have a chance this week to find out about new network TV programming practically from the horse's mouth. Three top network programing executives, Leonard (Buzz) Blair, head of program development, West Coast for CBS-TV; Herbert Schlosser, vice president of NBC-TV programing, West Coast; and Harve Bennett, vice president of ABC-TV programing, western division, are scheduled to answer telephone questions from listeners when they appear on **PM Firing Line**, a telephone-conversation program, on KRLA Los Angeles, Aug. 30. The radio station is owned by CBS.

**Station complains** • ABC-owned KGO-TV San Francisco is embroiled in a controversy over violation of freedom of the press with the U.S. Navy, the federal government, the California judiciary and municipal authorities. The station claims that one of its newsman and his cameraman were manhandled and harassed by marines and sheriff's deputies at the Concord Naval Weapons Station outside of San Francisco last week as they attempted to complete an assignment to film a protest demonstration that was in progress. David M. Sacks, ABC vice president and station general manager, has lodged a formal protest and demand for investigation with naval, federal, state and local officials.

**Go sign** • Normal Felton's Arena Productions has received a go-ahead from NBC-TV for **Two for the Money and No Place to Go**, half-hour comedy series projected for the 1967-68 season. The series is the third Arena is developing for the network.

**Educational affairs** • National Educational Television will launch **NET Journal**, its first weekly series of one-hour documentaries on Monday, Oct. 3. Each program will deal with a vital issue confronting the American people today and, when necessary, will examine various aspects of a complex subject in separate installments. **The Vanishing Newspaper**, a two-part examination of the American press, will also be presented by NET in late October and early November. The first of the two one-hour documentaries will deal with the big-city newspaper, examining its failure to deal effectively with a number of community and national problems. The second program will assess the small town newspaper.

**Documentary program** • KRLA Pasadena, Calif. will broadcast a documentary program that the station says took more than 800 man-hours over a six-week period to put together. The hour special, The Pill, is a study of the use of birth control drugs throughout the country. KRLA newsmen are said to have conducted more than 500 interviews in researching the program.

"UN concept" • WHHI-FM New York has added eight hours of Greek programming to its weekly schedule and is now transmitting programs in 17 languages including Arabic, Albanian, Bulgarian, Turkish and Italian.

First-run on pay TV • The RKO General subscription TV station in Hartford, Conn., scheduled the first showing of a feature film, "The Little Nuns," starring Catherine Spaak, in that area on Aug. 24 prior to its release to theaters there.

**Special election report** • CBS-TV will colorcast two CBS News special reports on South Vietnam's elections next month, on Sept. 11 and Sept. 18 (6-6:30 p.m., EDT) with Far East correspondent Peter Kalischer. The Sept. 11 broadcast, **Election Day in Vietnam**, will give background of the balloting and early returns. The second broadcast, **The Vietnam Assembly**, will report extensively on results of the election and on the kind of constitution the new assembly is expected to write.

**TV tennis** • ABC-TV will have live color coverage of 85th annual U.S. national tennis championships from Forest Hills (N.Y.) stadium on Sept. 11 (3-5 p.m., EDT).

**Music to play by** • "All That Brass," an assortment of 10 march-music LP's featuring the Oklahoma, Pennsylvania and Purdue University bands and the All-American band directed by Karl King, is the latest package from SESAC for stations.

**It's a deal** • Under a new agreement with CBS Films, Association Films Inc. will distribute to schools, libraries, churches and governmental organizations more than 160 titles from the *The Twentieth Century* half-hour se-
ETV's hook up to do Senate play-by-play

While a Senate hearing was developing views on how to assist educational television in meeting its potential as a forum for matters of community importance, quick improvisation by four eastern ETV stations demonstrated to what degree this could be done.

When the Senate Communications Subcommittee announced a hearing into the Ford Foundation plan to establish a nonprofit satellite system to aid ETV, the four stations, united recently in a temporary regional ETV network, decided this would be a good opportunity to display just the kind of service ETV was capable of performing.

The four stations, WNDT(TV) Newark, N. J.-New York, WETA-TV Washington, WGBH-TV Boston, and WHYY-TV Wilmington, Del., had formed their network to broadcast an experimental nighttime news and interview program and had already decided to telescast live and in its entirety the Senate hearing on urban problems. They had decided to broadcast this hearing live since they had already leased the interconnecting lines for their regional loop for all day operation anyway. WETA-TV had been providing the crews to handle the urban affairs hearing while the nighttime news program, Focus '66, combined teams from all stations.

Extra Crew from Boston. - When the Ford Foundation hearing on the fate of ETV broke, the four added this coverage to their already busy schedule. Since the WETA-TV personnel were already occupied with the earlier Senate hearing, a crew from WOAH-TV drove down to the nation's capital in a remote unit to work on the ETV hearing. The ETV hearing was taped and transmitted each night from the WETA-TV studios to the network partners who preempted their regular schedule.

Viewers of these stations thus got a visual example by the ETV stations themselves of the public affairs activities the witnesses at the hearing were hoping would somehow arise out of their discussions.

WETA-TV General Manager William J. McCarter said the coverage taxed the resources of the stations involved since 10 to 15 people were active on each of the two Senate hearings and the stations divided up the costs. But he added this was a necessary function that should be accepted by the noncommercial community stations since their viewers had such a large stake in the hearings' outcome. He observed that the viewer reaction had been heavy and favorable.

The coverage of the urban affairs hearing, headed by Senator Abraham A. Ribicoff (D-Conn.), also resulted in some exclusive interviews and sound material for the network news program as well as providing live coverage. Mr. McCarter also said that the stations hope to revive the network concept after this experiment ends in September.

Kodak backing live politics on 5 ETV's

A $30,000 grant was announced last week by Eastman Kodak, Rochester, N. Y., for two-day coverage by five noncommercial stations of the Republican and Democratic state conventions in New York.

The Kodak grant will usher in the first use of a live interconnection of the five stations, a network planned for some time but now a reality. The telecasts are set for Sept. 7 and 8 originating in two cities, Buffalo (Democratic) and Rochester (Republican).

The ETV coverage will switch between cities, where the state political conventions are being held concurrently. In addition, the network-owned commercial TV stations in New York—WABC-TV, WCBS-TV and WNBC-TV—will have pooled coverage that will be available to the noncommercial group.

Eastman Kodak officials said they viewed the grant as a major step in the plans for statewide ETV interconnection.

There have been several advertiser underwritings or grants to ETV in New York in the past. Bristol-Myers Co., has completed a $250,000 underwriting of a Sunday Showcase series of 12 programs on performing and fine arts on WNDT(TV) Newark, N. J.-New York with the tapes available to other noncommercial stations (Broadcasting, Jan. 17). A renewal of Showcase is being negotiated for next season. In the past such advertisers as Shell Oil and Philip Morris supported the cost of news programming on WNDT.

Customary Credit * In all of these "limited sponsorships," the supporting companies have received customary on-air credits of five seconds before and after each program, noting by slide and voice-over that they have made the programming possible. Eastman Kodak will receive a minimum of four on-air credits on each day of the two-day coverage. The credits will be placed before and after the coverage day (10 a.m. to about 11 p.m.) and before and after a luncheon "break" in convention proceedings.

In addition to WNDT, the other stations taking part in the coverage are WMHT(TV) Schenectady, WCNY-TV Syracuse, WXXI(TV) Rochester and WNE&T-TV Buffalo.

WNDT will produce the cooperative project with Lee Polk as executive producer.

A few weeks ago, WNDT announced findings of a poll taken in metropolitan New York by Louis Harris and Associates. That survey, commissioned by the station, found a substantial number of people in favor of financing educational TV through "limited commercials" (Broadcasting, Aug. 15).
Weather laboratory set up by WCBS-TV

WCBS-TV New York has established its own weather laboratory with Harry Geise, an authority in weather predictions and a weather-report broadcaster, named as its chief meteorologist. He'll be on the air starting today (Aug. 29) in the early evening and late-evening news periods on the station and will present forecasts with his own specially-developed interpretations, according to Clark B. George, vice president and general manager of wcbs-tv.

The new laboratory is extensively equipped. In addition to the global and national communication circuits and weather-map facsimilies, the station's new weather department has machines that feed specially coded information which feed specially coded information which is read only to professional meteorologists. Costs are substantial, it was said, particularly for the leasing of lines to convey the special material.

A report that the station might consider a step beyond regular on-air weather forecasting and offer the service to private users was said by station authorities to be "premature."

Two more for ABC-TV

ABC-TV has signed for a half-hour western adventure series, Two Rode West, to be produced by Thomas Spellman Productions and presented in the 1967-68 television season. The lead is to be played by Walter Brennan. The network has announced another western entry for the '67-'68 season, a half-hour western comedy called Range and starring Tim Conway. ABC says neither series commitment calls for production of a pilot.

Brown-Reagan debate set

California Governor Edmund (Pat) Brown, Democratic candidate for re-election in November, and Republican gubernatorial nominee Ronald Reagan are going to confront each other on television, it was decided at a closed-door meeting in Los Angeles last week. Tentative agreement for a mid-October television debate between the two candidates was reached by their representatives.

Plans call for a one-hour confrontation on one of the three network-owned stations in Los Angeles. The originating station would have to agree to telecast the debate live and in prime time. The program would be supplied to any other TV and radio stations requesting it. It also was agreed that neither candidate would be permitted to bring prepared material with him, but would be allowed to make notes during the debate.

Station sets free-time schedule for candidates

WOKR-TV Rochester, N. Y., is instituting a policy of providing free broadcast time for political candidates and is making available $50,000 worth of time for seekers of certain offices in the coming November elections.

WOKR will give each candidate for governor, lieutenant governor, comptroller, attorney general and U. S. Congress $500 worth of station time or service (production) credits. In addition, the station has allotted a specific dollar amount of credit for other offices, including the state senate, city court judges, surrogates, family court judges, city clerks, county district attorney and county supervisors.

Richard C. Landsman, president and general manager of WOKR, said the station's experience with the current offer will determine its willingness to repeat it in future elections. He noted that WOKR's position is that its equal opportunity mandate is reduced to the common denominator of equal dollar credits, either for production or time.

Dual rocket launchings to be covered Sept. 9

The TV-radio networks' pool coverage of the Gemini-Titan 11 manned space mission, scheduled to begin Sept. 9, will cover two rocket launchings on the same day and transmit live pictures from the downrange Atlantic recovery area, it was announced last week.

The flight is scheduled to end on the morning of Sept. 12, approximately 70 hours after the launching. Other highlights of the GT-11 mission include two "extra-vehicular" (EVA) experiments by Lieutenant Commander Richard F. Gordon Jr., and a special maneuver in which he and Commander Charles Conrad Jr., the other astronaut, will tie the Gemini spacecraft and the Agena target vehicle together and rotate the pair to create artificial gravity.
Second eastern satellite unit?

Comsat, carriers form two committees to study technical and policy considerations for FCC

The Communications Satellite Corp. and seven other carriers were pressed into service by the FCC last week in an effort to short-circuit problems blocking establishment of a second East Coast earth station needed for developing a global communications satellite system.

One problem is the conflicting applications that have been filed for the station by Comsat (for one in Moorefield, W. Va.) and by the three carriers (jointly for one in Woodland, Ga.). In addition, both proposed stations would pose interference problems with existing microwave stations.

Accordingly, the commission in a meeting on Monday (Aug. 22) organized representatives of the carriers into two committees to deal with these problems. A technical committee will concentrate on station site selection, technical specifications and construction plans. A policy committee will consider whether an interim consortium of the carriers can be set up to plan, finance, construct and operate a station pending a resolution of the conflicting claims. The commission said the aim would be an arrangement that would not "prejudice the interests of any entity in the final decision as to ownership and operation."

In addition to Comsat, the carriers represented at the meeting were AT&T, ITT World Telecommunications, RCA Communications, Western Union Telegraph Co., Western Union International and General Telephone and Electronics Corp. (Western Union International, ITT World Communications and RCA are the joint applicants for the Georgia station.) The committees set up last week are scheduled to give the commission a progress report Tuesday.

Slow to Move? = FCC Chairman Rosel H. Hyde called the carriers into the meeting after the commission had been criticized by James D. O'Connell, director of telecommunications management and telecommunications adviser to the President, for what he considered its slowness in moving ahead on the earth-station matter. Commission officials feel the criticism is unfair, contending that the principal barrier to movement is the engineering problems in the proposals that the applicants have failed to solve.

One earth station, at Andover, Me., is now in operation. Others are under construction at Brewster Flat, Wash., and on the Hawaiian island of Oahu.

The commission, which has not yet reached a final policy decision on ownership of the stations, has licensed Comsat to operate all three on an interim basis.

The fight over the ground stations involves the fact that construction costs can be figured into the rate base of the carrier that owns them and, in addition, the carriers' desire to control access to the stations that communicate with the satellites. Comsat, in addition, argues that its ownership of the U.S. portion of the satellite system will count for little if it doesn't own the ground stations.

GSA Petition = In another aspect of the international satellite question last week, the General Services Administration, the housekeeping arm of the government, and Comsat urged the commission to reconsider its order restricting Comsat almost entirely to the role of a "carrier's carrier" (BROADCASTING, June 27). The commission said it would authorize Comsat to deal directly with noncarriers, including the government, only in "unique and exceptional" cases.

The commission, which has been under pressure from Mr. O'Connell to permit direct Defense Department dealing with Comsat (BROADCASTING, July 25), had met Aug. 19 to discuss revising its order. However, a decision on that question has been postponed pending consideration of the GSA petition.

GSA said the commission should modify its order to make clear that the government is not required to make a special showing in order to deal directly with Comsat. GSA said that the commission had acknowledged in its order the government's legal right as an authorized user but that the policy decision to limit government use of the satellite system "places the existence of the right itself in doubt."

Clearly Indicated = "The desirability of a separation of the commission's legal and policy views in this area, and a recognition of the authority and responsibility vested in the director of telecommunications management is clearly indicated," GSA said.

Comsat also stressed that the Communications Satellite Act vests in the executive branch, not the commission, the authority to determine when the government should deal with Comsat. "There is not a shred of support" for the view that the government is to be limited in direct access to Comsat only to unique situations, Comsat said.

The company also disputed a major assumption on which the commission decision was based—that the carriers would suffer economic harm unless tight restrictions were placed on direct dealings by the government with Comsat. In any event, Comsat said, satellite technology should not be prevented for customers on the basis of its own cost advantages and that rates charged for satellite services should not be kept artificially high to protect carriers.

RCA Communications Inc. filed a petition supporting the order but urging that procedures be adopted to prohibit Comsat from concluding agreements with noncarriers pending a commission decision to permit the service.

Radio Free Asia starts in Korea

Radio Free Asia, a new operation established recently to pierce the Bamboo Curtain of Communist Asia, has begun broadcasting to the Chinese mainland.

The system, which operates from a 500 kw transmitter in Seoul, South Korea, inaugurated its broadcast operations on Aug. 15 with programs in Korean to North Korea. Plans are to expand broadcast services to include Vietnamese to North Vietnam as soon as possible.

Radio Free Asia is a new project of the Korean Cultural and Freedom Foundation, a private nonprofit American group. The foundation has its headquarters in Washington. It hopes eventually to reach a potential audience of over 763 million in China, North Korea, North Vietnam, Cambodia, Laos and Mongolia with 24-hour-a-day operations.

SSC&B gets block of Lever accounts in P.R.

Advertising for almost half of Lever Brothers Co.'s 24 consumer products in Puerto Rico last week was assigned to Sullivan, Stauffer, Colwell & Bayless Inc., Santurce, P. R.

SSC&B in New York said the Lever account—its biggest in that area—brings billings with over 85% in radio-TV much nearer to a $1 million goal" for that office.

Lever has reassigned 11 products from National Export Advertising Service of Puerto Rico Inc., leaving NEAS as the agency for 13 Lever brands. The products picked up by SSC&B include
liquid dishwashing detergents, Lux and Dove beauty bars, Pepsodent tooth paste and toothbrushes, Life Line toothbrushes, Dove-for-Dishes liquid detergent, Final Touch fabric softener and Golden Glow margarine. NEAS retains: Brisa, “All,” Wisk and Cold Water “All” laundry detergents, Todo household cleaner, Lifebuoy toilet soap, Lux and Swan liquid dishwashing detergents, dishwasher “All” detergent, Imperial margarine, Mrs. Butterworth’s pancake syrup, Spry shortening and Lucky Whip
dessert topping mix.

SSC&B was also named to bill on all Lever consumer products advertised to the U. S. armed forces worldwide. Billing of Lever products in Alaska, Hawaii, Guam and the Virgin Islands will continue with NEAS.

International film sales...

The Mighty Hercules, Felix the Cat (Trans-Lux): Cyprus Broadcasting Corp., Nicosia, Cyprus.


Fearless drama • Staffers of WBT-AM-FM Charlotte, N. C. took over a local telethon to help the Pasadena (Calif.) Playhouse, which owes the Internal Revenue Service some $30,000 in back taxes. The benefit program on KCOP, scheduled for Aug. 27, will feature guest appeals from such personalities as Lloyd Nolan, Ralph Bellamy, Charles Heston and Dana Andrews.

Registration drive • California television executives have been asked to take the lead in combating citizen apathy toward voting. Philip G. Lasky, West Coast vice president of Westinghouse Broadcasting Co., and KPIX in San Francisco, acted officially for a non-partisan voter registration committee appointed by the governor. Mr. Lasky addressed personal letters to 19 northern California TV station general managers, urging support.

Water show • Three diverse business interests in Southern California will join hands next month to present a free water show for the citizens of San Diego. KOGO-tv San Diego, the McCulloch Corp., Los Angeles, power tool manufacturer; and Mission Bay Associates will be joint sponsors of a 20-act water-skiing spectacular at Mission Bay Aquatic Park. Several KOGO radio and TV personalities will be on hand to meet the public at the event. A week prior to presentation of the live, outdoor public show, the television station will preview it for TV viewers by way of a half-hour color film.

New schedules • With the new TV season to begin officially after Labor Day, Avery-Knodel has begun distributing its new “TV Network Guide” for the 1966-67 schedule. The guide indicates network programs that are carried over from the past season, those which are in a new time period and new shows. This season, the station representation firm has added daytime and early evening lineups to the nighttime schedule. Some 5,000 people in the broadcast advertising business now receive the sales and reference guide twice a year. Noted are the number of color shows: all shows in the nighttime; 13 on NBC, two on CBS and one on ABC in the daytime periods (8 a.m.-7:30 p.m. weekdays); 16 on ABC, 11 on CBS and 17 on NBC on weekends and all in color on Saturday morning (8 a.m.-1:30 p.m.).

TV to benefit theater • KCOP(TV) Los Angeles has scheduled a live, color,

FANFARE

telethon-in-the-round facility and produced on original musical review for benefit of 200 local and regional clients. All told, 40 station hands—from secretaries on up to Charles H. Crutchfield, president of group-owner Jefferson Standard Broadcasting Co.—trod the boards before an audience already plied with cocktails and dinner. Mr. Crutchfield portrayed an announcer looking for a job. He didn’t get it.
BROADCAST ADVERTISING

Jack Hardingham, director of television sales development for The Meeker Co., New York, named VP. Ronald Cochran, media buyer at Young & Rubicam, New York, joins The Meeker Co. there as television account executive.

Richard T. O'Reilly, VP and manager of N. W. Ayer & Son, Detroit, joins Sullivan, Stauffer, Colwell & Bayles, New York, as senior VP. John MacDonald, art supervisor at SSC&B, New York, elected VP.

Richard Siebrasse, Edward Boyer and Samuel Earp, account executives at Lennen & Newell, New York, named VPs.

Jerry Della Femina, VP and creative director, Delehanty, Kurnit & Geller, New York, appointed VP and creative supervisor, Ted Bates & Co., same city.

Frank E. Reilly, president of Electrographic Corp., Wilmington, Del., elected chairman of board; and Lawrence W. Kanaga Jr., executive VP, named president. Other Electrographic appointments: Thomas Swan, president of Emerson Swan Co., Boston, and Nathan S. Sax, executive VP of finance, both named directors; George Thompkins, head of Video Pictures Inc. film and TV production division, named executive VP and director. Electrographic acquired VPI in recent stock exchange (BROADCASTING, Aug. 22).


Douglas G. Elliott, assistant to division marketing director of Carling Brewing Co., Baltimore, named eastern division advertising manager.

Dana Parker named account manager at Compton Advertising, Chicago.

James Aucone, senior media buyer, Cunningham & Walsh, New York, appointed media supervisor. James Hutelmyer, assistant account manager for Compton Advertising, New York, joins Cunningham & Walsh, that city, as account executive.

Lawrence D. Rabitt, manager of publicity and public relations for Hewitt-Robins division of Litton Industries, Stamford, Conn., joins Geyer, Morey, Ballard, New York, as account executive and supervisor in charge of advertising and public relations for group of industrial accounts.

Jack Olsen, account executive at KFBB-TV Great Falls, Mont., named local sales manager.

Lee Dolnick, with WTTV Milwaukee, named general sales manager.

Samuel C. Hansen, advertising manager for California Packing Corp., San Francisco, producer of Del Monte Foods, Lyman E. Schlosser, sales promotion manager, and Rober G. Useedom, advertising and sales promotion manager, all named to newly created positions of advertising-promotion manager, to be responsible for assigned product groups under Del Monte label. In addition, Peter B. Bennett, assistant ad manager, and Donald D. Hurd, assistant sales promotion manager, both

LBJ picks John Hayes as ambassador to Switzerland

President Lyndon B. Johnson last week nominated John S. Hayes, Post-Newsweek Stations president, as U.S. ambassador to Switzerland.

Mr. Haye's nomination has been sent to the Senate for confirmation.

In addition to running the Post-Newsweek stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.), Mr. Hayes is an executive vice president of the parent Washington Post Co., publisher of the Washington Post and owner of Newsweek Magazine. He served as radio-TV advisor to Mr. Johnson in the campaign for Vice President in 1960 and for President in 1964.

Active in broadcast industry affairs, Mr. Hayes since 1964 has been chairman of the committee on international broadcasting of the National Association of Broadcasters. He is also currently a member of the committee on educational television, established last year, with President Johnson's blessings, by the Carnegie Corp. to engage in an in-depth study of the problems of ETV and to recommend future courses of action to invigorate ETV. Currently a member of the board of the Association of Maximum Service Telecasters, he has also been a board member of the National Association of Broadcasters.

Born in 1910 in Philadelphia, Mr. Hayes received his A.B. degree in 1931 from the University of Pennsylvania. His broadcasting career began with WIP Philadelphia, where he became program manager; later he served in the Mutual Broadcasting System's executive echelon; the New York Times WQXR and then WQXR (FM) New York. In 1948, he joined the Washington Post, in charge of its broadcast activities.

During World War II, Mr. Hayes was a key organizer of the American Forces Network, and as the war ended, its commanding officer. For his wartime service Lt. Col. Hayes was decorated with the Bronze Star, the Order of the British Empire and the French Croix de Guerre

He was a founder of the United Givers Fund of the Greater National Capital Area; and served as president of the United Community Funds and Councils of America Inc. He is the author of a book, Behind Both Sides of the Microphone. He is married to the former Donna Gough, and they have four children.

Mr. Hayes
Robert P. Hauck, president and general manager of Lufkin Rule Co., Barrie, Ont., appointed advertising manager for Gold Bond Stamp Co., Minneapolis.

Ben F. Howe, advertising manager, Dole Co., San Jose, Calif., appointed advertising and sales promotion manager, The Mennens Co., Morristown, N.J.


Glenn W. Malme, advertising manager with Western Gear Corp., Lynwood, Calif., joins Altec Lansing Corp., Anaheim, Calif., as advertising manager.


Frank W. Julesen, advertising and merchandising manager of grocery products division of A.E. Staley Manufacturing Co., Decatur, Ill., named marketing planning manager.

Fred G. Kohl, art director with Ted Gravenson, New York, joins Doremus & Co. there as art director.

Ron Berman, with Honig-Cooper & Harrington, San Francisco, named assistant creative director. Sue Loewinson, with Cappel, Pera & Reid, San Francisco, joins H&H there as copywriter. Andy Mitchell, with H&H, Chicago, joins agency's San Francisco office as assistant account executive.

Charles Gerber, with WABC-TV New York, named senior research analyst and assistant to director of research and advertising services. He succeeds Ron Laufer, who becomes a director of research at WXYZ-TV Detroit.

John J. Murphy Jr., TV account executive, Peters, Griffin, Woodward Inc., New York, joins WNEW-TV, same city, as account executive.

Paul William Faser appointed account executive with KPLR-TV St. Louis.

Paul E. Mills, VP of Merle Hanson Candy Co., appointed account executive of WKJG-FM Fort Wayne, Ind.

Larry Walsh, with Ogilvy & Mather, New York, joins sales staff of Robert E. Eastman & Co., that city.

Robert V. Whitney, member of Westinghouse Broadcasting Co. national radio program staff, New York, named general manager of KYW Philadelphia. He replaces Richard H. Harris, named recently as general manager of WIND Chicago (Broadcasting, Aug. 8).


Paul H. Henson, president and chief executive officer of United Utilities Inc., also elected board chairman, succeeding C.A. Scupin, who retires. Mr. Scupin will continue on board of directors. United Utilities is holding company which operates United Telephone System and United Transmission Inc. (group CATV owner). Gene E. Olson, central office equipment engineer for United Telephone Co., Newton, Iowa, named manager of new regional office for Missouri and Kansas of United Transmission in Clinton, Mo.


Jerry Laufer, with Jerrold Electronics, Philadelphia, joins Telecable Inc., Seattle, as engineering VP. James A. Hirshfield joins Telecable as financial and marketing analyst.

Chuck Mizner appointed general manager of KYUM Yuma, Ariz.

Bruce Underwood, with WKUL Culman, Ala., named general manager.

Philip B. Callahan, with Entron Inc., Silver Spring, Md., named general manager of Entron's CATV system in Wilmington, N.C.

Phil Stout, operations and program manager for WQVR(FM) Philadelphia, named station manager.


PROGRMMING

Hal Marc Arden, associate producer and director of public relations at Sturgis-Grant Productions, New York, named VP of MPO Productions, subsidiary of MPO Videotronics Inc., that city.

Joel Ramirez, art director for NBC, New York, joins WPIX-TV, that city, as creative art director.

George Faber, director of client relations for CBS Films Inc., Hollywood, named to newly created post of international manager-Hollywood.


Johnny Canton, with WXYZ Cleveland, appointed program director.

George Dietrich, formerly western division sales manager for Cardinal TV Programs and National Telefilm Associates, appointed western division sales manager for Allied Artists Television Corp., Hollywood.

Abijai R. Ford, film experimenter and producer of "Discussion at West End Bar" film short, appointed observer.
Universal City Studios, New York, on all phases of production during shooting of “The Borgia Stick,” two-hour feature being produced for NBC-TV.


Tom Lynch, manager at WONE Panama City Beach, Fla., appointed program manager of KFIF Tucson, Ariz.

Harry Sydney Franklin, free lance television writer, and production executive, joins TV division of King Brothers Productions at MGM as associate producer on projected series, Myra, to be filmed on location in India.

Smith J. Brown, senior director at KHOU-TV Houston-Galveston, appointed producer-director at WWL-TV New Orleans.

Stephen A. Fitz, with WSNY Schenectady, N. Y., joins noncommercial WMHT (TV), that city, as special events director.

Robert Hazlett, with KTVT (TV) Fort Worth-Dallas, appointed operations manager.

J. R. Underwood, Scott county (Iowa) extension director, joins WOC-FM-TV Davenport, Iowa, as farm director.

Anne Campbell, administrator in community programs department of WCAU-TV Philadelphia, named manager of community relations.

Thomas Shovan, program director, WOIT Burlington, Vt., named production manager of WPOP Hartford, Conn.

NEWS


Frederick W. Moen, chief of bureau, Associated Press, Phoenix, appointed chief of bureau, Nashville. He succeeds Tom Aden, who has been appointed to Phoenix post.

Dave Shayer, with WJMR (FM) Wilmington, Del., joins WDVR (FM) Philadelphia, as assistant programing and news director.


Frank Tomlinson, news director of WJR Detroit, joins WXYZ, that city, as news director.

William R. Rice, news writer at WLS Chicago, appointed editorial director.

Jess Marlow, news director for KNTV (TV) San Jose, Calif., joins KNBC (TV) Los Angeles, as news reporter.

Jim Harper, with staff of Michigan legislature, rejoins news department of WJR Detroit.

Bob Scott, former newscaster at WAAT Trenton and WJLK-AM-FM Asbury Park, both New Jersey, joins news staff of WNNC Boston.

Phil Oakley, with KNOW Austin, Tex., joins news staff of WPAA Dallas.

Ralph Ray Gordon, news director of WEBS Southern Pines, N. C., joins news staff of WSOQ Charlotte, N. C.

FANFARE

Bill Silag, director of public relations, WABC New York, appointed to newly created position of director of special projects, public relations and planning, broadcast division, ABC, New York.

Sandra Marshall, with KTVU (TV) Oakland-San Francisco, appointed publicity director.

Parker H. Jackson, advertising and promotion director for KHJ-TV Los Angeles, joins KDBO San Diego as advertising and promotion manager.

Michael J. Foster, VP in charge of press information for 10 years at ABC, New York, named VP in charge of New York office of Richards Associates, Washington-based public relations firm (CLOSED CIRCUIT, Aug. 8).


Robert D. Willis, assistant promotion director and publicity director at WNC-
Fulton Lewis Jr., radio commentator, dead at 63

Fulton Lewis Jr., 63, conservative radio commentator and syndicated columnist, died Aug. 22 at Doctor's hospital in Washington after suffering his second heart attack in four days.

At the time of his death, Mr. Lewis had two daily broadcasts, 5 and 15 minutes each, carried by the Mutual Broadcasting System on over 500 stations across the country. For the past two months (after Mr. Lewis underwent surgery), his son, Fulton Lewis III, has been substituting for his father on the radio programs. The Mutual network said his son will continue the shows.

Fulton Lewis Jr. was also known through his syndicated newspaper column, "Washington Reports," which appeared in more than 200 newspapers.

Mr. Lewis felt he was a spokesman for the small-town businessman and the average listener.

In 1937, Mr. Lewis, after nine years as head of the Washington bureau of Hearst's Universal News Service, joined Mutual's Washington-affiliated station (wot). Two months later he was carried by Mutual's coast-to-coast network.

Mr. Lewis served as a war correspondent in 1945. He gained fame also by working to secure radio press gallery privileges in the House and Senate at a time when such privileges were enjoyed only by newspapers.

Statements on one of his broadcasts caused a large libel award to be returned against Mr. Lewis. In 1959 a $145,000 judgment was won in the District of Columbia by Pearl A. Wanamaker, superintendent of public instruction for the state of Washington. District Court Judge George L. Hart Jr. set aside the judgment, holding that the verdict was influenced "by passion or prejudice." The case was later settled out of court.

In April 1962, the Senate subcommittee on freedom of communications reprimanded Mr. Lewis for openly backing Richard M. Nixon on the eve of the 1960 election. The subcommittee ruled that Mr. Lewis had violated the "fairness doctrine" of the Communications Act by saying, in a broadcast: "I shall cast my vote for Nixon." The subcommittee report said that newscasters "who abuse the public franchise" in such a way "should probably be barred from use of the medium."

After President Kennedy was assassinated on Nov. 22, 1963, WOR New York cancelled Mr. Lewis's broadcast for several days in keeping with a temporary political moratorium. The station, however, received hundreds of protest calls, and Mr. Lewis returned to the air.

Mr. Lewis is survived by his wife, Alice, his son and daughter.

Fairfield University, Fairfield, Conn.

Gerald Lukeman, director of client relations, Audience Studies Inc., New York, appointed VP and director of client services.

Robert Bennett, 23, cum laude graduate of Harvard Law School, where he was member of Law Review, appointed to staff of FCC Commissioner Nicholas Johnson. Mr. Bennett, native of Chicago, was Phi Beta Kappa at Harvard College and graduated summa cum laude. He recently completed year's study at London School of Economics, which he attended on Knox fellowship.

Richard J. Scholm, general manager of wtmo Massillon, Ohio, resigns to become radio-televison coordinator at Kent State University, Kent, Ohio.

Gennaro D. Caliendo, with FCC's Broadcast Bureau, Washington, joins law firm of Lauren A. Colby, that city.

John V. Tranchitella, president of musicians union local 47 in Los Angeles, appointed to international executive board of American Federation

Now...

BILL VEECK SHOW

Author syndicated columnist. 15,000,000 readers follow Bill Veeck's column each week in the nation's leading newspapers. The country's most articulate, most colorful, most amusing, least awed—and soundest—sports authority—Now Available to You for Radio—5 Minute Show, 5 Days a Week!
of Musicians, AFL-CIO.


INTERNATIONAL

James Benson, assistant managing director of Ogilvy & Mather Ltd., London, named managing director, succeeding Guy Mountfort, who retires. Mr. Mountfort continues as consultant and director of parent company, Ogilvy & Mather International.

Fred L. Kost, with WRC-TV Washington, joins NBC International as chief engineer of Vietnamese TV network being established for government of Vietnam.

Simon Kershaw, general manager at Granada's Manchester TV Center in England, appointed operating director of Film Producers Guild.

Charles Greenwell, film scriptwriter at Tyne Tees Television, London, leaves company Sept. 2 to freelance.

Robert B. Morin, president of Scandia Films, named resident representative for RKO General Productions, Rome.

DEATHS

Paul Archinard, 67, former correspondent for NBC and retired manager of that network's Paris bureau, died Aug. 18 in Paris of heart ailment. Mr. Archinard became newsman for Radio-Diffusion Francaise in France in 1933, and joined NBC News six years later as correspondent. He covered German entry into Paris and reported on Petain government in Vichy, France, from 1940 to 1942. Mr. Archinard was also assigned to Berne, Switzerland, for NBC News during World War II. He became bureau manager in Paris in 1952. Surviving are his wife and two daughters.

Francis X. Bushman, 83, matinee idol of silent film days and sometime character actor in television series, died Aug. 23 in his Pacific Palisades (Calif.) home as result of fall. He is survived by his fourth wife, Iva.

A. Leo Bowman, 63, radio timebuyer for many years at Reinhardt Advertising, Oakland, Calif., died Aug. 16 at Merritt hospital in Oakland after long illness. Surviving are his wife, Evelyn, daughter and son.

Komma Gudelsky, 79, father of Hilliard Gates, VP and general manager of WJKG-AM-FM-TV Fort Wayne, Ind., died Aug. 16 in Muskegon, Mich. He is survived by his wife and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 18 through Aug. 24, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sun-set, mc—megacycles, mod.—modification, N.—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *educational.

New TV stations

ACtion

Jackson, Mich.—Jackson Television Corp.


APPLICATION

Aurora, Ill.—Alli Broadcasting Co. UHF channel 60 (746-752 mc); ERP 200 kw vis., 20 kw aur. Ant. height above average terrain 555 ft. above ground 300 ft. P.O. address: c/o Ronald L. Boorstein, 69 West Washington St., Chicago 60660. Estimated construction cost $340,000; first-year operating cost $275,740; revenue $150,000. Studio to be determined; trans. to be located in Aurora. Geographic coordinates 41° 45' 29" north lat., 88° 18' 15" west long. Type trans. GE TT-55-A; type ant. GE TV-23-F. Legal counsel Messrs. Welch & Boorstein, engineers David L. Steel, both Washington. Principals: Al Lapin Jr. (55%), Viola Lapin (25%), Ronald L. Boorstein, Herbert R. Morse, Irving A. Bernstein and Jud Holstein (each 1%), Mr. Lapin is in investments. Mr. & Mrs. Lapin are also in restaurant business. Mr. Boorstein is attorney. Mr. Morse is in restaurant business. Mr. Bernstein is attorney. Mr. Holstein is in life insurance business. Messrs. Lapin and Bernstein have interests in KHIP-TV Santa Barbara, Calif.; WDUV-TV Jacksonville, Fla., and in new TV's in San Bernardino Calif., San Francisco and Minneapolis. Mr. Lapin also has interest in WOCN Miami. Ann. Aug. 23.

Existing TV stations

ACtions by FCC

By letter, commission dismissed without prejudice application by Rust Craft Broadcasting Co., for new TV to operate on channel 54 in Toledo, Ohio. In response to request for further information concerning proposal to construct, applicant informed commission that, without construction permit, no detailed exploration was conductable as to future network possibilities, that only after grant would it be able to determine whether it will receive network programming and requested that, in event application could not be immediately granted without hearing, it be dismissed without prejudice. Commission did not believe applicant's response evinced unconditioned intention to construct if network programs are not available for proposed station. Commissioner Johnson abstained...

**KMAQ**-TV, East Dubuque, Ill. Waived secs. 73.614(a) and (b) (4) and 73.685 of rules and granted mod. of CP to increase vis. ERP to 800 W to 1000 W, and for non-commercial educational purposes. Action Aug. 24.

By letter, commission denied request by Tri County Broadcasting Co. for expedited consideration for new AM to operate on 1380 kc. 500 W-N. W. D. Dayton, Ohio. Action Aug. 24.

Transportation of its N. W. D. to move to 1450 kc. DA- D, 1 kw-D. 1 kw-W. Action Aug. 24.


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cost $47,016; first-year operating cost $18,692. Station will be governed by St. John's University, St. Paul, Minn.


Philadelphia: Contemporary Broadcasting Assn Inc. Granted CP for new FM on 89.5 mc. channel 651. Ant. height above average terrain 687 ft. P.O. address: c/o Noyes W. Willett, P.O. Box 7158, Atlantic City, N. J. Estimated construction cost $27,063; first-year operating cost $17,366; to be provided for by fund drive. Administered by board of trustees. Action Aug. 22.

APPLICATIONS

Leesburg-Eustis, Fla. — Heard Broadcasting Inc. 106.7 mc, channel 284, 48 kw. Ant. height above average terrain 211 ft. P.O. address: c/o H. James Sharp, 615 Lake Shore Dr., Eustis, Fla. Estimated construction cost $35,386; first-year operating cost $9,000. Principals: H. James Sharp (100%). Mr. Sharp has no other business interests. Action Aug. 16.


Sioux Center, Iowa — Dordt College Inc. 91.3 mc, channel 217, 47.09 kw. Ant. height above average terrain 290 ft. P.O. address: Dordt Campus, Sioux Center, Iowa 51250. Estimated construction cost $35,000; first-year operating cost $16,000. To be administered by board of trustees. Aug. 19.

Cleveland—Western Reserve University. 98.1 mc, channel 176, 1 kw. Ant. height above average terrain 61 ft. P.O. address: Whittie St., Cleveland, Ohio. Estimated construction cost $2,994; first-year operating cost $2,416. To be contributed by student activities fees. To be administered by board of directors. Aug. 14.

Memphis, Tenn. — Jerry L. Hooser, Dick Flew and Frank I. Guess db/a WMC Broadcasting Co. 103.7 mc, channel 216, 50 kw. Ant. height above average terrain 136 ft. P.O. address: c/o J. M. Rehberg, Antebellum, 113 Northland Ave. Estimated construction cost $23,100; first-year operating cost, $7,200. Principals: Jerry L. Hooser, Fuei and Guess are each 15% partners. They are licensees of KBGH Memphis, Tnch. Aug. 21.

Existing FM stations

NEW CALL LETTERS ASSIGNED


Ownership changes

ACTIONS BY FCC


WJKL-FM Atlanta, Ga. — Granted assignment of license from Producers Inc. to KJRL owned by Joseph E. Stigler (67%) and Ruth E. Stigler (33%) and Ruth E. Stigler, licensee, until April of this year, was executive vice president of Atlanta Polaris Broadcasting. Neither he nor Mrs. Stigler have (except previously) consideration. Action Aug. 22.


WJSO-FM Orlando, Fla. — Granted assignment of license from Mr. and Mrs. Andrew Cohn to Elie Mezouar, licensee. Action Aug. 22.

Washington, D.C. — Granted assignment of license from Producers Inc. to WJLX owned by Joseph E. Stigler (33%) and Ruth E. Stigler (67%). Action Aug. 22.


KXFM(FM) Los Angeles — Granted transfer of control of licensee corporation, KXFM Corporation, to Associated Broadcasters Inc., licensee. Associated Broadcasters Inc. is an affiliate of Broadcasters Inc., and is owned by Frank J. Silets (25%), Earl Decker, Harley L. Littauer and Roy Cohn (each 10%). Aug. 22.

KNDX(FM) Yakima, Wash. — Granted extension of license from WJCL to WJCL, licensee. Consideration $5,000. Action Aug. 22.


WMBZ(FV) Mayaguez, P. R. — Granted transfer of control of licensee corporation, WVBU Inc. from Julio Morales Ortiz and Clemente L. Ortiz to Carlos R. Ruiz, licensee. Radio San Juan is wholly owned by Transportation Communications of America Inc., which is principally owned by Roy Cohn, transportation magnate. Radio San Juan is a 50% owner of Telesan Broadcasting. Neither Cohn nor Ruiz are lawyers. Action Aug. 24.


APPLICATIONS

KAVY-FM Fresno, Calif. — Seeks assignment of license from B. L. Golden and L. F. White. Mr. Golden is owner of KAVY-FM, El Monte; Mr. White is owner of KAVY-FM, El Monte. Action Aug. 23.


KWFX(FM) Santa Maria, Calif. — Seeks assignment of license from KFHR Inc. to KWFX Stereo Inc., owned by Clark B. Colby, 111 N. Broadway, Bakersfield, Calif.; Norman R. Adair and Betty Adair (each 20.6%). Mr. Smith is president and chief engineer of KWFX and is also an attorney with Boing Co. Consideration assumption of $267,000 plus $9,000 in other scheduled liabilities. Action Aug. 18.

KFKA Greeley, Colo. — Seeks assignment of license from Mutual Western Radio Corp. to RG Inc., owned by Publishing En- terprises Inc. (100%). Joseph J. Tennessen (11.26%), Peter M. Macdonald, Robert Wells and William W. Hansen (each 9.73%). Consideration $1,600,000. Action Aug. 22.


WOLC-AM-Mendoita, Ill. — Seeks assignment of license from Jeanne V. Morgan to WOLC-AM-Mendoita Broadcasting Corp., owned by Hugh Miller, Frank J. Reynolds (each 33.35%), Richard G. Hanks and William F. Siles (16.6%). Mr. Hill is reporter with The Chicago Daily Times. Mr. Goldberg is law firm with ABC Washington. Mr. Goldberg is news director with WBBK-FM Chicago. Mr. Goldberg is law firm with ABC Washington. Mr. Goldberg is law firm with ABC Washington. Mr. Goldberg is law firm with ABC Washington. Action Aug. 19.

KGLR Redwood Falls, Minn. — Seeks assignment of license from Eugene George Ran- dolph to Redwood Broadcasting Co., owned by Eugene Randolph (51%) and Alver Leigh-
### COMMERCIAL STATION BOXSCORE

**Compiled by FCC, June 30, 1966**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
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<tr>
<td>4,057</td>
<td>1,494</td>
<td>558</td>
</tr>
</tbody>
</table>

#### LICENSED (all on air)
- AM: 20
- FM: 29
- TV: 21

#### CP's (on new stations)
- AM: 18
- FM: 27
- TV: 21

#### CP's (not on air (new stations))
- AM: 7
- FM: 21
- TV: 31

#### Total authorized stations
- AM: 780
- FM: 1,744
- TV: 735

#### Applications for new stations (not in hearing)
- AM: 309
- FM: 130
- TV: 65

#### Applications for new stations (in hearing)
- AM: 475
- FM: 230
- TV: 210

#### Applications for major changes (not in hearing)
- AM: 193
- FM: 42
- TV: 25

#### Applications for major changes (in hearing)
- AM: 37
- FM: 10
- TV: 32

#### Total applications for major changes
- AM: 230
- FM: 52
- TV: 57

#### Licenses deleted
- AM: 1
- FM: 0
- TV: 0

#### CP's deleted
- AM: 1
- FM: 0
- TV: 2

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## AUTHORIZED TELEVISION STATIONS

**Compiled by BROADCASTING, Aug. 24**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Commercial</th>
<th>Noncommercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>621</td>
<td>70</td>
</tr>
<tr>
<td>UHF</td>
<td>221</td>
<td>70</td>
</tr>
<tr>
<td>Total</td>
<td>842</td>
<td>140</td>
</tr>
</tbody>
</table>

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### OTHER ACTIONS

- By separate actions in Homewood-Birmingham, Ala. and Houston, Tex., in Docket 15351, review board granted petitions by Birmingham Broadcasting Co. to extend time to Aug. 26 to file opposition to petitions by Alabama Television Inc., and Birmingham Television Corp. to enlarge issues. Action Aug. 22.
- Review board granted motion by Midwest Television Inc., San Diego, to extend time to Sept. 2 to file responsive pleadings to petition by Mission Pacific Video Cable Co. and Transmitco Corp. for enlargement and clarification of issues. Action Aug. 19.

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### COMMERCIAL BROADCASTING

**Compiled by BROADCASTING, Aug. 24**

- AM: 4,064
- FM: 1,493
- TV-VHF: 251
- TV-UHF: 91

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### ROUTINE ROUNDUP

#### ACTIONS ON MOTIONS

- By Office of Opinions and Review.
  - In proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Ysakoan, both Texas, granted hearing by examiner for extension of time to Aug. 29 to file opposition to petition by Cosmopolitan Inc. for review of two actions of July 29 by review board. Action Aug. 19.

- By Chief Hearing Examiner, James D. Cunningham.

- By Hearing Examiner, Thomas H. Donahue.

- By Hearing Examiner, H. Gifford Irion.

- By Hearing Examiner, Jay A. Kyle.

- By Hearing Examiner, Herbert Shaffman.
  - Granted petition by Tri-State Broadcasters Inc. to extend time to Aug. 25 to opposition by Emerson Aviation, Inc. for leave to amend in proceeding on their application for new AM's in Sioux Center and Estherville, Iowa. Action Aug. 22.

#### BROADCAST ACTIONS

- By Broadcast Enterprises of America.
  - Actions of August 23

- Granted renewal of licenses for following stations and affiliations: WATL Waterbury, Conn., and WQWT Latrobe, Pa.

- KHYH Honolulu—Granted CP to change translocation.

- WAGM Gallatin, Tenn.—Granted mod.

(Continued on page 93)
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

• SITUATIONS WANTED 25c per word. Minimum for first insertion $2.50; $10 per month minimum. SITUATIONS WANTED—SITUATIONS WANTED FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.

• All other classifications, 35c per word—$4.00 minimum.

• No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, 15c charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc. sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Require immediate general manager with sales and programming experience, preferably with West Coast outlet. Must have strong personal sales background including competitive market experience, have the desire and ability to move up to top market and be ready for more responsibility. Immediate. Salary $15,000-20,000. Apply to BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Sales manager material. If you have strong personal sales background including competitive market experience, have the desire and ability to move up to top market and be ready for more responsibility. Immediate. Salary $15,000-20,000. Apply to Box H-271, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record of increasing sales and sales management capability—multiple group—good starting salary, plus—Box F-28, BROADCASTING.

$7,500.00 salary plus commision. If you have successfully sold on a low radio, here is your profitable spot for you in middle Atlantic metro market. Send resume. Box H-341, BROADCASTING.

Local sales manager for mid-west, fulltime, adult station in attractive, booming market. Stable and successful operation. Excellent opportunity for proven salesman to move up. Good salary plus. Send resume and experience record. Box H-389, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-272, BROADCASTING.

Five figure income for sales pro. Massachusetts. You could be our number one salesman, a great way to get started. Box H-272, BROADCASTING.

Experienced, and ambitious salesman for a successful outlet in the Midwest. Experience, count plus commissions. Box H-347, BROADCASTING.


Sales manager—WGNU Granite City, Illinois, C. Norman.

Madison Wisconsin—Number 1 music/news station has career opportunity for young college graduate. Salary plus commission on way up. Station Midwest group seeks man with management ability. Opening result of promotion. We offer best pay, living conditions, opportunity for future management and stock ownership. Excellent location for Madison and Michigan area. Please apply. WISW Madison, Wisconsin.

RARE opportunity for a sales account executive in the sound recording field. We are looking for a man in the 25-40 age bracket who has working familiarity with advertising agencies and thoroughly enjoys selling. Knowledge of the film business helpful but not essential. Sales salary and generous commission for the right person. Send details to Manhasset Record Company, 46 West 54th Street, New York 10019 or telephone Jack House at (212) 7-9600.

ANNOUNCERS

Good music station wants experienced 1st class combo announcer. Must have superior voice, delivery, must be able to follow strict format. Station located 60 miles from New York City. Salary starts at $175 a week. Box H-341, BROADCASTING.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box G-27, BROADCASTING.

Daytime radio station located on the beautiful eastern shore of Maryland about 15 miles to the north. We present an exciting opportunity for a third class beginner or with some experience, with good pay and room to move up to the third class. Apply to Box H-377, BROADCASTING.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

Experienced first phone . . . beautiful Utah – $21 an hour, tape, resume. Box H-143, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-381, BROADCASTING.

Within 150 miles NYC. Some station experience. Fly in opening. Box H-311, BROADCASTING.

Experienced morning man who can also handle play-by-play and sports. Salary on experience and ability; Box H-288, BROADCASTING.


Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box H-335, BROADCASTING.

Announcer-dj, 3 yrs experience, family, responsible, salesmen, not floater, or prima donna. Position: Buffalo, New York. Box H-347, BROADCASTING.

Announcers for new FM operators in New England. Must have rich, mellow voice, and broad range of music knowledge. Send resume, photo, and audition tape. Box H-301, BROADCASTING.

Personality for middle-of-road medium market Ohio station. Good pay with extra benefits. Send tape, photo, resume. Box H-308, BROADCASTING.

Announcer—First phone required for metro market. Must be able to hold on all night shift. Good salary and working conditions. Apply to Box H-319, BROADCASTING.

Wanted: Announcer and combo man, In college and resident community. Send tape, picture & resume. Position available immediately. Salary above average. Combo man must have 1st ticket. Box H-318, BROADCASTING.

Announcer for future opening. Must be experienced in copy writing and production and have stable employment record. Submit air check, resume and references. Want draft exempt man to settle in nice Cal. Farm town. Apply to Box H-318, BROADCASTING.

Announcer—sales, aggressive, metro. FM top money. Ohio-Kentucky area. Box H-330, BROADCASTING.

Announcers—(cont'd)

Midwest Swinger! Market of quart of million desiring to restaff. Three-studio cov—you like production in production can be yourself and smile on the air. We’re looking for you in young growing chain of stations. Send tape, containing production and air work along with resume/photo to Box H-331, BROADCASTING.

Expanding midwest fulltimer needs pro midwestern announcer with interest in news, and endorsed third. Will provide thorough newscasting training to acetate interest. Salary open—$150. Replies to Box H-336, BROADCASTING.

Happy sound for morning shift. Good salary with opportunity for advancement. Must have experience in current time station. Bush tape and references. Box H-348, BROADCASTING.

Announcer/newsman for middle of road station with bright sound. Major southern market. Air check, pic and resume to Box H-351, BROADCASTING.

Wanted: Two announcers for progressive station. Replacements needed for expanded operation. Send tape, resume, salary, all first letter. Box H-389, BROADCASTING.

New Mexico-Arizona. . . need announcer—first phone, Santa Fe. $500 per month. 2 announcers, Flagstaff, Arizona, KAFF, Southwesterners preferred. If you have personal and money problems don’t apply. No collect calls.

Wanted: Young announcer willing to learn all phases of proven successful radio in beautiful resort community in Colorado. Salary between $400.00 and $600.00 per month, depending upon length and broadness of experience. First ticket desirable but not necessary. Send photo and resume to Mrs. Marcie Fitch, KGLN, Box 70, Glenwood Springs, Colorado.

Announcer—sales—city—class—or first. $425 mo., plus incentive. KXHL, Wilcox, Arizona.

Professional top 40 morning man with 1st phone. Salary plus hops will gross you between $500 and $600. Contact Tom Elkins, KJKO, St. Joseph, Mo.

Announcer for middle of road station with big market. Ideal opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for a talented individual. Write KMEBS, P. O. Box 177, Sioux City, Iowa $1102 or Call Ted Lauris, at 725-306-328.

AM and soon FM radio station in a beautiful Minnesota valley needs additional announcer. Must have first-phone, but no maintenance required. Good music-man type announcer. A shift that would be flexible, late morning, early afternoon preferred, or night shift. Send tape, photo and resume to: Dan Sehafar, KEBI St. Peter, Minnesota.


Announcer—copywriter who can service accounts. Good opportunity to break into sales. Established station in a good small market.

WBYS Canton, Boston. Good, mature sales man wanted. Immediate opening. 1st phone announcer/dj. Evening shift with respected A-1 operation. Middle-road, adult oriented. Several young, able, all-around announcers. Send tape and resume WCBM, Box 402, Harrison, Pa. 17118.
Announcers—(cont’d)

Immediate opening for morning man capable of announcing and permanent position. Send tape and resume. WBBB, Bradenton, Calif.

For regional network operation 50 kw FM, 5 kw AM. Experienced craftsmen, age 35-50. Must be free for travel. Permanent position. Send full resume references, recent photo and tape. WDEA, 68 State Street, Ellsworth, Maine.

Opening for bright, ambitious, top 40 dj at top-rated station broadcasting from new shoreside studio in Pace, Florida. Excellent opportunity for person interested in production and/or news. Send application, resume, photo to WELK, Charlottesville, Virginia.

Immediate opening for play-by-play announcer looking for the right man to work afternoons. Sport and play-by-play sports. Good pay and good hours. Send application, resume, photo to William M. Winn, Program Director, WESB, Bradford, Ill.

Staff announcer with first class ticket. Light maintenance, growing organization. Good pay, liberal benefits. Excellent opportunity in single station market. WFRU, Freeport, Ill.

If you have a first class license and if you have a first class ticket you may have the opportunity of a lifetime by answering this advertisement. WESB, Ellsworth, Maine, has openings in its legislative bureau in Washington, D.C. and in Maine legislative sessions. Send resume, references, and salary expected to WESB, Ellsworth, Maine.

Announcers—(cont’d)

Immediate opening for experienced announcer. Extra good pay and fringe benefits. Send resume and references to Box 94, WBOJ, Toledo, Ohio.

WANTED: Experienced announcer. Must welcome good pay and good fringe benefits. Must be willing to travel. Send resume and references to Box 94, WBOJ, Toledo, Ohio.

Technical—(Cont’d)

Have immediate opening for engineer with first class ticket and practical experience. Must be interested in operating a combination station. Good pay and fringe benefits. Send resume and references to Box 94, WBOJ, Toledo, Ohio.

WANTED: Chief Engineer with first class ticket for a 5 kw AM and 15 kw FM station in the Toledo, Ohio area. Good pay and fringe benefits. Send resume and references to Box 94, WBOJ, Toledo, Ohio.

Northern New Jersey station with active and established news department seeks using broadcast journalists. Excellent opportunity to work in a professional environment with top-notch equipment and personnel. Good pay and fringe benefits. Send resume and references to Box 94, WBOJ, Toledo, Ohio.

NEWS

Western New York station with experienced and established news department seeks a fulltime writer for the 4-6 pm newscast. Excellent opportunity to work in a professional environment with top-notch equipment and personnel. Good pay and fringe benefits. Send resume and references to Box 94, WBOJ, Toledo, Ohio.

CALL FOR TALENT

WBOJ, Toledo, Ohio, is seeking experienced writers. Contact Box 94, WBOJ, Toledo, Ohio.
Announcers—(cont’d)

1st phone, 4 years experience, desires evening shift. Live in southern California. Box H-352, BROADCASTING.

Moving, exciting, basketball-baseball play-by-play. First phone, 5 years experience. Want stable organization. Box H-594, BROADCASTING.

Reasonably well informed. Please send sincere sound, 3½ years radio announcer TV experience. Service, interviewing, single. Wants to associate with good music or affiliate radio/TV station in large or medium city. Box H-329, BROADCASTING.

Large market station willing to give experienced small market man first chance in competitive market. Will do top 40 and play-by-play. Prefer personal interview but have tapes. Box H-332, BROADCASTING.


Major market Negro dj... College degree. Good production, ratings builder, any slot, young, highly qualified, R&B, pop, jazz... Box H-349, BROADCASTING.


Will go anywhere for play-by-play job with future prospects. See ad. Box H-394, BROADCASTING.

DJ—Talented top 40 or middle road. Want California—from east. Some experience 500 watt AM regional. Broadcast Grad—3rd. Box H-350, BROADCASTING.

Surely somewhere there is a permanent location with decent working conditions and wages for one who cannot play Jungle stuff but who offers experience with first phone, play-by-play, news editing and presenting. Box H-346, BROADCASTING.

Wants to associate with top city, rising. Box H-359, BROADCASTING.

Combo man... Announcer interested in western Texas. Box H-355, BROADCASTING.

Available immediately. Limited experience. Ron Sobczak, 419 E. Pearl St., Toledo, Ohio 436-725-9940.

Available immediately—Immediately—immediately—five years experience in play-by-play. Play-by-play radio or market preferred with security. Personal interview preferred. Many years old, willing to relocate anywhere in USA. Station interested in experienced announcer. Will consider all offers. Sober, sincere adult. References. Box H-358, BROADCASTING.

Top-notch chief with full management potential. Directionals; construction, maintenance, engineering. Can sell. Box H-339, BROADCASTING.

Engineer experienced first class station AM and FM. Richard Roeder, 504 Bennen Street, Highland Park, New Jersey.

1st phone recent vacation relief experience December. 2 years experience. Desires part-time work leading to steady. Near requirement civil service. L. I., N. Y. area. 213-539-0555.

NEWS

Experienced newscaster/reporter wishes to join station in large market. Aggressive. College grad. Box H-252, BROADCASTING.

Intelligent, imaginative, articulate, stable. Newcomer, now in prime time slot with top AM-TV station. Married. Master’s degree. Seeking challenging on-air news work with aggressive metropolitan station. Resume and tapes upon request. Box H-324, BROADCASTING.

Production—Programming, Others

Larger market serious music and talk FM. Need the best in announcers. PD, public relations, management assistance. All this and first ticket too! And one man yet! Write Box H-374, BROADCASTING.

Success depends on leadership. Professional broadcaster ready for program director. Must have living salary with dynamic and interested station. Florida or southeast. Box H-385, BROADCASTING.

Graduate with BA in radio and television. Emphasis in advertising. Young, talented and frank. Would like chance. Draft exempt. Too tall—6’9”. Box H-396, BROADCASTING.


Production manager 14 years experience all phases production including color. Desires non-environment, Marital status. Box H-334, BROADCASTING.

TELEVISION

HELP WANTED

Announcer/copywriter. Deep voice best suited to commercials, news, better music. Quick reply. Box H-345, BROADCASTING.

Television sales position to be available sales department of Washington, D. C. Television Station. Nationally known in the Washington-Baltimore market and can turn up business, as well as fine service. All replies to BROADCASTING will be given strictest confidence.

Announcers

KWTX-TV seeks mature, experienced, on-camera announcer for staff duties. Prefer man with southwest background and college education of area. Mail letter of application and recent photo along with audition tape and/or sound on film to Ralph Webb, P. O. Box 7128, Waco, Texas.

Need good steady young man to take over our sports department and work TV booth shift. Excellent opportunity for radio man wanting television experience. Must have great appearance and be able to work our commercial copy. Send tape, photo & resume. WBB—BROADCASTING.

Strong southeastern VHF needs sportscaster and booth man. Salary plus talent. Will consider radio man with solid sports background. Call Operations Director, Fair- fax 2-8828, Columbus, Georgia.

Florida VHF has opening for transmission engineer. Maintenance experience and car necessary. Interviews. Interested applicants please submit resumes to Box H-185, BROADCASTING.

Florida TV needs film lab technician to take charge of new color and b/w film lab. Same experience needed in either MBA or B/W. Contact Chief Engineer. Box H-390, BROADCASTING.

SALES

Outstandingly successful sales manager presently employed by leading top 40 station in major city looking for change. Desires position up to general manager. Box H-311, BROADCASTING.

Situations Wanted—Announcers

Negro dj/announcer. Real twinger. Broadcast school grad, will relocate. Box H-149, BROADCASTING.

First phone announcer looking for position with MOR station upon completion of military service. Four years commercial experience. Prefer Seattle, Portland or San Francisco. Box H-320, BROADCASTING.

If you’re looking for a nice, mellow style talk man then I don’t qualify! If you’re looking for a talk man with enthusiasm, life, zest, a dynamic style and controversial appeal, then I do qualify! People like and dialogue with the man who will listen to me. Box H-246, BROADCASTING.

Rare bird—Modern morning personality. First phone. Major experience. Box H-284, BROADCASTING.

Talk is hot! Nationally known speaker. Intelligently articulate in hundreds of subjects. 500 appearances coast-to-coast. Pulls un-believable ticket-takers on daily talk program. Tops straight talk—interviews—live. Can write, read music, dj, you name it. Box H-329, BROADCASTING.

Broadcasting school grad. DJ/news, would like position in management/sales or top 40. Box H-292, BROADCASTING.

Bright personality: DJ-announcer, authoritative newscaster, cooperative, dependable, non-smoker, professional attitude. Box H-294, BROADCASTING.

Jake 7 yrs: experience—production, dj, PD, metro market. Worker. $185 min. want to settle. Box H-359, BROADCASTING.


Attractive personality pro broadcaster, female, can write, read, music, news, dj, you right hand if need be. Available immediately. Box H-313, BROADCASTING.

DJ—Broadcast school graduate—with happy sound—fast, tight board. Authoritative news. Will relocate. Box H-314, BROADCASTING.

Announcer, 25, married, draft exempt, seeks top-40 in Midwest. College, radio one year experience in rock and M.O.R. good network contact, steady. Box H-317, BROADCASTING.

DJ-announcer, authoritative newscaster—experienced—willing to travel. Box H-321, BROADCASTING.

Negro announcer... All round experienced one year. Strong on news, commercials. Operates tight show. Pleasant positive attitude. No questions. Box 44, who wants an announcer who will give his last. Third phone. Draft exempted. Box H-322, BROADCASTING.
Help Wanted

Technical—(Cont'd)

Wanted: Experienced television technician with 1st phone. Send detailed resume to Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Wanted Immediately: Studio/transmitter technician with 1st class license. Good wages, vacation, benefits. Large market VHF AM-FM. Send resume to Arthur Bone, WJRT-TV, 110 North Third Street, Norfolk, Virginia.

Wanted immediately—Studio technicians with 1st class license. Top wages. Large market VHF AM-FM. Send resume to Arthur Bone, WJRT-TV, 110 North Third Street, Norfolk, Virginia.

Production—Programing, Others

Sports director for radio-TV in big 10 city. Experience in sports writing and covering local sports for daily TV and radio shows a plus. Send resume, photo, football skills, etc. by call-back tape to Box H-243, BROADCASTING.

Publicity and promotional director for midwest CBS affiliate television and radio station. Creative writing, sales promotion, merchandising experience essential. Attractive salary and working conditions with many fringe benefits. Administrative responsibility as required. Send complete experience resume and samples of work to Box H-244, BROADCASTING.

Television director needed to fill position of creative, imaginative, production minded, professional telecaster. Excellent opportunity for advancement. Please send resume, references and salary requirements to Box H-340, BROADCASTING.

Production manager to supervise on-the-air operations, studio crewmen, video taping, patching and demands of position for expanding station. Creative, varied, professional background and experience and college degree in television direction required. Send photo, resume, references and minimum salary to Jeff Sambrell, Program Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

TELEVISION—Situated Wanted

Management

General manager of station or group. Thoroughly experienced in administration, sales, programming, production and promotion. Television—15 years. Radio—13 years. Have developed five losers into profitable, prestige properties in southwest and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing valuable, prestige station or group. Box H-30, BROADCASTING.

Technical

EE engineer looking for chief or assistant. 14 years experience. Excellent on maintenance, installation. Also microwave. Sober nondrinker. Not a floater. Box H-265, BROADCASTING.

NEWS—(Cont'd)

Authoritative, literate newsmen; 41 Top copy, editing, thorough background every phase radio and TV, tape available. Box H-264, BROADCASTING.

13 years experience can be at your disposal. Now directing AM, FM, and TV news department. Contact for review at R.T.M.D. Convention write Box H-250, BROADCASTING.

Responsible, dedicated young newswoman; Masters; gathers, writes, reports, shoots; seeking assurance of future. Box H-304, BROADCASTING.

Production—Programing, Others

Producer-director ten years color experience in live, remote and closed circuit work. Excellent color, special events and documentaries. Immediately available—salary open. Box H-281, BROADCASTING.

TV graphic artist desires to relocate in northwest. 14 years experience all phases TV production including live color, slide and set design. Excellent references. Box H-309, BROADCASTING.

Presently employed, married, college graduate, 7 years experience. Directing program operation & production—administration. Film buying. Seeks challenge in programing with opportunity for advancement. Box H-325, BROADCASTING.

Creative position for imaginative art assistant/photosetting background. Box H-352, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted to buy—Immediately. Air-cooled 90 kw, High output TV transmitter. Must be complete and preferably not over 10-12 years old. Box E-181, BROADCASTING.

We buy worn-out oscillating tubes, 10 kw and up. W. Sharon Machinery Company, 49 Gilbert, Quincy, Mass. 02169.

FOR SALE

Equipment

Radio television transmitters, monitors, tubes, microwave, cameras, audio, Electro, 440 Columbus Ave., N.Y.C.

Co-axial cable—Relax, Stroflex, Stripline, etc. Also cables in stock. Also material. Write for list. Sierra-Western Electric Co., 250 Streets. Oakland, Calif. Phone 415-532-3527.

Let us serve your equipment needs. Broadcast Equipment & Supply Co., 2141 W. Grand Avenue, Chicago, Ill. 60625.


Gates remote control—model M-4889 for any non-directional AM or FM transmitter. All essential functions. Good operating condition. First floor, F. O. Box 201, Petersburg, Va. 23805.

Audio equipment—Whatever your needs, check it out first. New and used. Ampex, AKG, RCA, Studio, Anchor, Neumann, Langevin, Rek-O-Kut, Uher, Viking. Send for equipment list. Box E-151, BROADCASTING.


FOR SALE—Equipment

Continued

Duplicators-recorders, (2) concordone model 90 mono and stereo rack mount, 15-30 IPS. Like new. $1,500.00 for pair. POB, Contact 12 Tape Corporation, Birmingham, Alabama.

Portable battery tape recorder (4 lbs.) with broadcast quality, solid state, for saleman selling小心 time or other special events at the scene. Tested and used at our station. Terrific money maker. After hearing this machine, you'll purchase a lot more. $350.00. $1,150.00 will be the best buy you ever made in radio equipment. Send check to: W.L.V.P. Electronics, Franklin, New Jersey.

Collins 550 A. 508-250 watt xmr—$32.00, Gates Levil Devil—$225, RCA mod 76 Mod mon (just rebuilt) $165. Gates kw amp. 1 kw unit $1,150. Two new Budd 5 racks $90, both, 220 ft. gued tower $700. Remote amplifier (2 channel) $100. F.O.B. Gene Wells, Box 5297, Fayetteville, N. C. 291-4934.

AC-2 and AC-2 tape cartridge units, RCA BN-6B portable microphones, LCIA speakers and housings with BA-348 amplifiers. Box 136, Rowayton, Conn.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4510 S.W. 75th Ave., Miami, Florida.

For sale: Model BF2A General Electric FM transmitters; includes audio complete. One complete 1 kw; one 1 kw amplifier; one four-bay Andrews antenna. Call Webster at 518-384-4377. Webster Enterprises, Box 142, Columbus, Tennessee.


MISCELLANEOUS


Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. $5.00—Write for free "Broadcast Comedy" catalog, Show-Blz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

Coverage, Maps, Station Brochures, Broadcast aids of all sizes designed. By Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, $5.95! Comedy catalog free. Order Oct. 8, 6034 Gentry, North Hollywood, Calif. 91065.

If you are interested in a television remote bus for rent after January first, with four camera chain, monochrome, video tape. Contact Box H-268, BROADCASTING.

Attention top farty stations! Weekly idea service sparks programming, one subscriber per market. All ideas fresh, money making, audience building. Write or call now Lee Abrams, 2038 Vardon Lane, Flossmoor, Illinois. 799-3270 (312).


INSTRUCTIONS

FCC license preparation through quality training in communications electronics. G. T. Williams, 1515 S.W. 5th Ave., Oklahoma city, Oklahoma. For current information. 405-529-0142.

Learn Radio-TV announcing, programming, production, newscasting, broadcast engineering and related operations and all phases of broadcasting on the nation’s only comprehensive, one year program for training purposes by a private school— KEROS-AM-FM, Seattle, Washington. One of the nation’s finest professional schools.

Ekins Institute, 2003 Inwood Road, Dallas, Texas 75225.
INSTRUCTIONS
continued

The masters. Elklns Radio License School of
Minneapolis offers the unmatched suc-
cess of ELKINS Labora-
tory and Theory Classes in preparation for the First
Class FCC license. Elklns Radio License
School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in
six weeks Top quality theory and labora-
tory training. Elklns Radio License School of
Atlanta, 1260 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elklns train-
ing for an FCC First Class License. Out-
standing theory and laboratory instruction.
Elklns Radio License School of New Orleans,
333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the na-
ton's most respected—the nation's highest
success rate of all six-week First Class Li-
cense courses. (Well over ninety percent of all enrollees receive their license). Fully
Gr approved.

Since 1946. Original course for FCC first
phone operator license in six weeks. Over
400 hours instruction and over 200 hours
guided discussion at school. Returns
requested three years starting October 19. For information, references and
reservation, write William B. Ogden Radio
Operating Engineering School, 2075 W. Ave.,
Huntington Beach, Calif. 92647. For-
merly of Burbank, Calif.

America's pioneer. 1st in announcing since
Broadcasting, 115 Broadway, 11th Floor, 1464 New York Ave.,
N.W., Washington, D.C.

"It's RRI and Here's Why" 1st phone
operator certificate license. Proven
methods, proven results. Day and
evening classes. Placement assis-
tance. Announcer Training Studios, 23 W.
43rd, N. Y. 9-9474.

Be sure to write, BROADCASTING INSTI-
TUTE, Box 707, New Orleans, for radio
announcing careers.

New England's only FCC 1st phone
license. Proven methods, proven results,
day and evening classes. Placement assist-
ance. Announcer Training Studios, 23 W.
43rd, N. Y. 9-9474.

Your 1st Class License in six weeks or less at America's foremost school of broadcast
training. John Martin School of Ra-
dio and Television (serving the entire
Broadcasting Industry since 1927). Make
your reservations now for our Accelerated
Theory Class starting Oct. 3. Most experi-
cence personalized instruction and method.
Lowest costs—finest accommodations available
close to major studios. John Martin School,

RADIO
Help Wanted—Sales

FM and TV PRODUCT MANAGER
Excellent opportunity for a sales-minded
and customer-oriented individual who will
be responsible for administration and co-
ordination of activities for the sale of
FM and TV transmitter and accessories
equipment. Large broadcast equipment
manufacturer who operates on a planned
growth program.

Age 28 to 40. 85 degree or comparable
experience required. Excellent opportunity
for advancement. Complete company bene-
fits. An equal opportunity employer.

Box H-269, Broadcasting.

Sales Engineer

BROADCAST EQUIPMENT
Profitable, growth-minded company,
leader in broadcast equipment field,
located in the Midwest. Immediate
opening for sales engineer to travel and
sell technical equipment primarily to AM, FM
and TV stations in exclusive territory.
Requires good knowledge of broadcast
equipment. Must be sales minded.
Self-starter. BSEE or equivalent and
minimum three years in field of
radio broadcasting. Excellent salary plus
commission. Travel expenses paid. Com-
plete company benefits. An equal oppor-
tunity employer.

Send resume to:
Box H-268, Broadcasting.

SALES OPPORTUNITY

Pepper Sound Studios
National Headquarters: 51 S. Florence
Memphis 4, Tennessee

is expanding their national field force
and is interested in attracting execu-
tive caliber candidates. All applicants
must have a record of 5 figure income (or
over) need apply.

If interested, send resume and picture.
Our employees are aware of this ad.

Announcer

RADIO ANNOUNCER
Wanted ambitious young DJ for drive time
show on Finger Lakes leading Station. Must
have 3rd class ticket, be strong on
commercials. Send tape & resume immedi-
ately to:
PAUL DUNLOP
WGVA, GENEVA, NEW YORK
An Equal Opportunity Employer

NEWSMAN

for major SE market. Good voice essential.
Excellent salary, facilities and company
benefits. Will consider training excellent
or experienced. No phone replies to this ad. All
queries confidential and will be answered.
Box H-107, Broadcasting.

PRODUCTION MANAGER
WITH FIRST TICKET
Must be skilled commercial announcer,
with ability to create and produce top
broadcast spots. $4,500 annual plus
CASH BONUSES. COMPLETE FRINGE BENEFITS.

Box H-208, Broadcasting.

Situations Wanted

Production—Programming, Others

Profitable Adult Variety or Kid Show

1—A "winner" in vastly different markets
Mkt. "A"—Leading Kid Show
Mkt. "B"—Top variety show—4 sta.
Mkt. top 15
2—Several yrs. delivering profit and sta-
tion prestige
3—Personal friendships with many leading
screen, TV, Club headliners. Over
100 name stars performed on my shows
4—Play dozens orig. comedy characters,
M.C., and sing.
5—My advertisers my best references—
I'll list them, you check them.
6—Personal character and habits a credit
to any station.
7—Interval for good station or group.
Syndication potential.
Don McMeekin
4226 Kessler Blvd., North Dr.
Indianapolis, Indiana
Phone 317-AH-3356

TELEVISION—Help Wanted

SPORTS PERSONALITY, REPORTER
Top ten VHF station needs a young
personality with a sports background
to dig out the stories and side bars,
develop and present them on the air.
Must be able to work with a film crew.
100 percent of the time devoted to
sports with emphasis on reporting.
Send photo, detailed resume of report-
ing and air work experience, salary
requirements and if available a sample
film or videotape.

Box H-353, Broadcasting

BOXES

Box Column

Top Three Market
TV station (UHF) looking for
dynamic, experienced manager,
and also a sales manager, well
versed in all phases of TV
selling.

Write Box H-326, Broadcasting
Full resume.

Announcers

Station Announcer/Weather Man

Top ten VHF market station needs a
staff announcer capable of doing week-
end weather programs on camera. Must
be knowledgeable and experienced in
weathercasting as person selected will
back up staff meteorologist as necessary.
Send detailed resume, photo, salary re-
quirements and if available a sample
film or videotape to:
Box H-354, Broadcasting.

Announcers

Announcers
TELEVISION—Help Wanted
Announcers

Continued

Large-market TV Station
Looking for intelligent personalities to handle controversial interviews.
Write Box H-327, Broadcasting.
All Details.

Sales

TIGERS
NO PUSSYCATS HERE
We are hunting for tigers who want to explore a
G- R- R- O- W- I- N- G
phase of the television industry
M- A- T- V
C- A- T- V
or
SOUND AUDIO
Position open for aggressive individuals with strong following in a related field of communications.
Must have immediate sales following.
Do not apply if background not as required. Electronic Distributor Salesman.
The limits of the demand for our products are beyond the horizon and a firm solid future lies ahead.

Based in:
Protected territory
Heavy travel
Company car
Full expenses paid

TOP SALARY
Generous company paid benefits
Investigate the potential of this exciting field.
We have a place for you!!!!
Send detailed letter to:
Box H-358, Broadcasting

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA
Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment.
Positions are in the East, South, and Midwest.
RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.
Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer

HELP WANTED
TELEVISION—Help Wanted

Technical—(Cont’d)

EXPERIENCED TECHNICIANS
Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas:

Color Video Control
Maintenance
VTR Operation

If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact Don Collins, Chief Engineer, Videotape Center, 101 West 67th St., New York, N.Y. 10023 (212) TR 3-5800

An Equal Opportunity Employer

SITUATIONS WANTED

NEWS

With S.E. Minnesota’s most viewed and listened to broadcast facility, 4-years experience. 27, single.

As newsman has won accolades from all associates. Desires permanent move to larger market. Excellent references.

Video tape available. University graduate.

Contact: David Lee Olson
2116 36th St. NW., Rochester, Minnesota (area code 507) 288-1668

SITUATIONS WANTED

HELP WANTED

TV Station in
large mid-west market is looking for creative talent—writers, and producers with exciting new ideas and award-winning ambitions.
Write: Box H-328, Broadcasting

WE CAN PROVIDE
THE RIGHT PEOPLE
FOR ANY OPENING!

DIAL: 312-337-7075

"THE DIRECT LINE TO
QUALIFIED PERSONNEL"

We have placed key personnel with such leading companies as:

NBC, ABC, CBS, WESTINGHOUSE, STORER, METROMEDIA, & RKO GENERAL!

Nationwide Broadcast Personnel Consultants
645 North Michigan Avenue
Chicago, Illinois
Area code 312 337-7075

"the professional employment service for broadcasters"
EMPLEO SERVICE

PLACEMENTS
A courtesan confidential service for Broadcasters
1815 California St., (305) 380-2373
Denver, Colorado 80202

BUSINESS OPPORTUNITIES

OPPORTUNITY FOR A CO-INVESTOR
who will also manage and operate a day-
timer in top southern market. Must be
experienced in all phases of management.
Rare chance to capitalize your experience to
equity ownership.
Box H-361, Broadcasting.

FOR SALE—Equipment

CUSTOM AUTOMATION SYSTEM
MacPherson
VERSATILE—EXCELLENT CONDITION
3—Ampeg 450 Transport—3/4 or 7/8 up to 4/0, Silent, Collected Colored or tone selecting
1—Ampeg 351 reel to reel
Console master sequence selector system
handles up to 8 tape decks.
Clock controlled memory system. All rack
mountable units.
ALSO
Harkins XC-1 sub-carrier generator
Ampeg 450 playback rackmounted with
C.E. Unilevel amplifier
14—SCA receivers (676c)
1—CBS Audomak R II 2 (like new)
1—Cates S-39 B Limiting Amplifier
Lyle M. Richardson
EVDIN Radio
P.O. Box K-1320
Ocean, Idaho 714-722-0924

WANTED TO BUY—Stations

TO BUY

ANYWHERE EAST OF THE MISSIS-
sippi. Price can go from 100-
000 to 300,000. Must be in a
growing market and making
money. All information in
strict confidence.
Write to:
Box H-335, Broadcasting

Experienced announcer/writer
management & sales background,
wishes to purchase interest
in AM or FM outlet U.S. or
Canada. Brokers’ inquiries invited.
Box H-285, Broadcasting.

FOR SALE

BROADCAST SCHOOL
FOR SALE
1965 Gross over $76,000
Cash flow over $30,000
Price $50,000, 25% down terms
Box H-315, Broadcasting

(Continued from page 86)

(CP to change ant.-trans. location, conditions.

Actions of August 19
WKAL Rome, N. Y.—Granted increased
daylight power from 250 w to 1 kw, con-
tinued operation on 1450 kc with 250 w-
N, and install new trans.: conditions.

WWMF-FM Collierville, Tenn.—Granted
CP to change ant.-trans. location, install
new trans., and new antenna and change
frequency to channel 214 (90.3 mc): ERP
10 kw, ant. height 570 ft.; remote control permitted.

KMET(FM) Los Angeles—Granted CPs to
change ant.-trans location, install new
trans. and ant.; and install auxiliary trans.
and auxiliary ant. at main-trans. location;
remote control permitted.

WFLN-FM Philadelphia—Granted CP to
install new trans., make changes in ant.
at main-trans. location.

KRCF(CM) Los Angeles—Granted CP to
install new trans., make changes in ant.
system, decrease ERP to 17.5 kw, increase
ant. height to 2920 ft.; remote control permitted.

KFCI(FM) Phoenix—Granted CP to
change ant.-trans. and studio locations and
change frequency to channel 218 (91.5 mc).

WKJR(FM) Carmel, Ind.—Granted CP to
install new trans., ERP 390 watts, ant.
height 88 ft.

KLAC Los Angeles—Granted mod. of li-
cense to operate main trans. by remote
control; conditions.

WMPC Lapeer, Mich.—Granted mod. of
license to change specified operating hours
on 1220 kc, 250 w.

KRES(FM) Moberly, Mo.—Granted mod. of
CP to change type trans. and ant. and
change in modulation frequency; remote
control permitted.

KLAC Los Angeles—Granted mod. of CP
to operate alternate main trans. by remote
control (DA-N); conditions.

Granted renewal of licenses for following
main stations and call letters: WBBF-AM-FM Rochester, N. Y.; WJR(FM)
Eastern, Pa., WKRQ Blenheimington, N.
Y., WACQ-FM Denver, N. Y., and WSAJ
Grove City, Pa.

Actions of August 8

WUS(FM) Tampico, Ill.—Granted CPs to
change ant.-trans. location, install ant.,
increase ERP to 21 kw and ant. height to
820 ft.

WCAO-FM Baltimore—Granted CP to in-
stall new trans.-ant. system in ant.
system, increase ERP to 50 kw, and ant.
height from 410 ft.; remote control permitted;
conditions.

WUS(FM) Bowling Green, Ohio—Grant-
ed CP to install new ant.

KBOV-TV Wescalo, Tex.—Granted CP to
change type ant.; ant. height 680 ft.

WBTM Danville, Va.—Granted CP to in-
stall new type trans. and condition day
and alternate main night; remote control day.

WFBN(FM) Newburgh, N. Y.—Granted
mod. of CP to change type trans., install
ant., and decrease ant. height to 200 ft.;
remote control permitted.

WPDR-FM Portage, Wis.—Granted mod. of
CP to change type trans., install new ant.
and decrease ant. height to 35 ft.

Following stations were granted extensions of completion dates as shown:

WABW-TV Petoria, Ga., to Feb. 14, 1967;

WCLP-TV Chatsworth, Ga., to Feb. 18, 1967.

Actions of August 7

Remote control operation permitted KWU
(FM) Seattle.

WOWN Lake Wales, Fla.—Granted license
covering change in ant.-trans. and studio
location and changes in ant. system.

KLUN Blauvelt, Ark.—Granted license for
auxiliary trans.

WJ2M St. Joseph, Mich.—Granted license
covering use of former main trans. at main
trans. location as auxiliary. main nighttime
and auxiliary daytime.

KRVX Austin, Tex.—Granted license
covering use of main daytime trans. at main
trans. location as auxiliary nighttime trans.
and use of main nighttime trans. as auxili-
ary daytime trans. and license covering increase in daytime power; change DA sys-
tem, installation of new daytime trans. and
modify type trans.

WRTH Wood River, Ill.—Granted license
covering installation of new alternate main
trans. at main trans. location.

WGNC Gastonia, N. C.—Granted license
covering change in ant.-trans. location and
studio locations with remote control operation.

KSLC-C Lincoln City, Oreg.—Granted
license covering change in ant.-trans. location and change in ant. system; remote
control permitted.

KVOE Emporia, Kan.—Granted license
covering change in ant. system.

KSTP St. Paul—Granted licenses covering
installation of new trans. employing non-
directional ant. system; and installation of new auxiliary trans. employing daytime auxiliary ant. system and nighttime directional ant. system.

WAUK Kendallville, Ind.—Granted CP to
change frequency from 1570 kw to 1420 kw
continued operation with 250 w, D; condi-
tions.

WCJB Baltimore—Granted CP to make
changes in day and night DA patterns.

Granted licenses for AM’s: WVMG Cochran, Ga., and specify type trans.; KCCU Caribou, N. M., and specify type trans.; and KSPP Springdale, Ark., and specify type trans., studio and remote control point.

Granted licenses covering increase in day-
time power and installation of new trans-
mitter for following KBA-Lufkin, Tex., and specify type trans.; WHIC Jacko-
sonville, Fla.; KFOX, and specify type trans.; and WJQS Jackson, Miss.

Actions of August 16

Remote control operation permitted KPFA
Berkeley, Calif.; and WPFB-FM Providence.

Remote control operation permitted WPIX
Ranokota Va.

Actions of August 12

Remote control operation permitted WINS
New York.

(For The Record) 93
Recoveries

- By memorandum opinion and order, commission denied motion by Carol Music Inc., licensee of WCLM(FM) Chicago, for stay of effective date of revocation order of July 27, 1964 (now effective Aug. 17) to permit continued operation through Nov. 4 to wind up its affairs, but permitted Carol Music, at its discretion, to operate through July 31, 1964 to allow for orderly termination of operations; further ordered that effective Aug. 28 call letters WCLM and all its license records will be deleted. Action Aug. 17.

Fines

ORDER OF FORFEITURE

- By memorandum opinion and order, commission ordered High Fibers Inc., licensee of WXXD Cincinnati, Ohio, to forfeit $1,000 for rule violations including improperly maintaining, operating with improperly operating remote control equipment, and failure to have available complete equipment performance measurements. This action was taken after considering licensees response to a Sept. 29, 1965 notice of apparent liability for $2,000. Commissioner Johnson abstained from voting. Action Aug. 24.

NOTICE OF FORFEITURE

- Commission notified Richmond County Broadcasting Co., licensee of WMVS(VH) Charleston, S.C., that it has incurred apparent liability for noncompliance with commission's rules including not having properly licensed operator on duty and actual change of ownership and failure to provide proper supervision of transmitter. Licensee may request a hearing or a waiver of forfeiture. Commissioner Johnson abstained from voting. Action Aug. 24.

RELIEF OF FORFEITURE

- By memorandum opinion and order, commission relieved Arcadia-Punta Gorda Broadcasting Co. of liability for $100 forfeiture of which it was notified June 28 for failure by its WAPG Arcadia, Fla., to keep required maintenance log. In response to notice of apparent liability, licensees chief engineer reported that the station had been logged in combined transmitter and maintenance log, but separate maintenance log is now being maintained. Action Aug. 24.

Rulemakings

AMENDED

- By reports and orders, commission amended its FM table of assignments to (1) assign channel 16 to Somerset, Ky., and channel 21 to Belding, Mich.; (2) add channel 16 to Somerset, Ky., and add channel 21 to Belding, Ore. Action Aug. 24.

- By report and order in Case 16714, commission amended its FM table of assignments to add second channel—294.A to Glen Forest, N. Y. Ocean Broadcasting Corp., one of two applicants for sole channel—294A, has petitioned for additional channel to permit early institution of FM service to area without burden to parties and to allow community voting and without adversely affecting any other station or assignment. Action Aug. 24.

ETV fund grants

- Following grants for educational television services announced by Department of Health, Education and Welfare:
  - Milwaukee—Milwaukee Board of Vocational and Adult Education, $226,806 for expansion and improvement of studio facilities of WVMVS(TV), channel 10, and WMVY(TV), channel 36, both Milwaukee, and for purchase of color equipment. Total project cost $306,608.
  - Morgantown, W. Va.—West Virginia University, $935,599 total of two grants to activate new station on channel 84 in Morgantown. Television facilities grant of $522,874 and $313,725 grant under Federal Communications Act. Total project cost $1,846,546.

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COMMUNITY ANTENNA ACTIVITIES

The following activities are in community antenna television reported to Broadcasting through Aug. 24. Reports include applications for permission to operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

- North Port, Fla.—William S. Hemminger, Inc., has been granted a 15-year franchise to install 22 channels and would return 3% of gross revenues to the city.
- Putnam county, Ga.—General Cablevision Co. has been granted a franchise. The firm has agreed to pay the city 3% the first five years, 4% the fifth and sixth years, and 5% thereafter in the third year.
- Putnam, Fla.—General Cablevision Co. has been granted a franchise. The franchise proposes a $9.50 monthly charge for 12 channels and would return 3% of gross revenues to the city.
- Granville, Ill.—Television Cable Co., Peru, Ill., has applied for a franchise. Elwood, Ind.—All Channel Cablevision Inc. (Robert Tam, representative), has applied for a franchise to install 12 channels at a $8 monthly charge. Powell Cablevision Inc. (Robert Tam, representative), has applied for a franchise to install 12 channels in the city.
- Adrian, Mich.—Mackinac Cablevision of Escanaba and General Telephone and
For a man who jumped just a year ago from a role as a newsman for NBC to the top post at what ranks as the fourth largest radio network in the world, John Chancellor appears to have taken to his new job as head of the Voice of America as though it had been created for him.

"I used to complain about editors," he mused recently, "Now I complain about reporters." The transformation from hired hand to top man has also given the 39-year-old former newscaster a chance to philosophize about his role in communications in general and his job as head of the United States' international broadcasting arm.

"I've had to think a good deal about communications, where I had not before," he remarked, "and how you communicate and how to translate theory into practice."

This contemplation and the brass-tack discussions that followed are about to result in a new orientation for the Voice's programming. The Voice will soon embark on extensive alterations in the content of its broadcasts to include more entertainment and feature material to supplement its traditional diet of news, music and discussion programs.

A Different Pattern: The need for such a change, he feels, results from changes in the past few years in the traditional listening relationship between the short wave broadcaster and the audience. "We have been questioning the assumptions and concepts on which such broadcasting is based," he said. In the early days of short wave international broadcasting, he went on, there existed a sense of participation and involvement on the listeners' part because there usually was only one broadcast a day at a specified time and the listener had to interrupt his routine and then often risk his life to listen to foreign messages.

"We don't want to be just American radio or foreign radio, but a different type of sound that just happens to come out of radio. We're trying to achieve a degree of intimacy on a one-to-one basis that allows us to talk to people instead of at people, with little of the 'broadcastal in it, but mostly through conversation," he says, describing the new approach.

Being a former newscaster himself, he also places great stress on accuracy and news. "We try to take our place alongside the regular news services. Otherwise we'd be throwing tax money out the window. We must maintain accuracy and the respect of our audience or we'd lose that audience. In our news broadcasts we must grapple with race riots and the problems of our society. We broadcast them automatically as news and we must also broadcast criticism of the administration that.

Newsman's new sound for America's voice

becomes news in the U.S. and abroad. As well as having the responsibility of explaining the U.S., we must also pay attention to the occurrences that give comfort to our enemies."

Mr. Chancellor is the first working newsmen to head the Voice of America. His emphasis on news content and accuracy naturally stems from his more than 17 years as a reporter.

Before he went on to far-ranging international posts for NBC News, he spent two years with the Chicago Sun-Times. He joined NBC in Chicago in 1950 as Midwestern correspondent. In 1956 he covered presidential candidate Adlai E. Stevenson and the political conventions.

Week's Profile: The transformation stems from the U.S., and how you communicate and how to translate theory into practice."

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Following other domestic assignments, he was appointed NBC's chief Central European correspondent in 1958.

Recalled for Elections: He was later assigned to the London bureau and in 1960 was named chief of the Moscow bureau where he covered the trial of U-2 pilot Francis Powers and other top news stories. His stay in Moscow was interrupted by an assignment to aid in NBC's coverage of the 1960 elections. He traveled with the candidates, appearing with them on the television Great Debates and handling the Midwest desk on election night. After a brief return to Moscow, he was again recalled to this country for a one-year stint as host of the Today program. He spent the balance of 1962 reporting political developments on the West Coast during the election campaign.

He returned to Europe in 1963 to study the Common Market and later was named head of the team covering the European organization in Brussels. His last post overseas was as Berlin correspondent after which he returned to the U.S. in 1964 to prepare for the presidential nominating conventions.

When appointed to the Voice of America by President Johnson a year later, he was the chief White House correspondent for NBC.

Looking back on the year since then, he feels that perhaps his greatest accomplishment in office is not anything glamorous but merely overcoming one of the routine difficulties that face many administrators — getting more working space for his growing staff. He also dislikes to look upon any event as a setback or failure, because what might be today's setback could turn around and become tomorrow's achievement.

He also reflects upon his tenure as VOA director as an extremely rewarding experience. "A management job is rewarding and government service is also most rewarding," he concludes. "A government post gives a chance to take part in a decision-making role. It also always bothered me that in the past I never had to meet a payroll. All reporters should be involved with a budget for a while in their career."

He feels that in the future he will be better off for having had a good dose of high-level and decision-making experience. He does not foresee when he will return to the ranks of working journalists but predicts it will be when the "exciting, creative period" of his government service is over. But he says the end to the challenge of his new job is not even in sight because of the list of projects to be accomplished.

However, when he resumes his former career, he says he will insist on a newsmen's job, not a vice president's or administrator's desk job.
EDITORIALS

Just a minute . . .

A s extensive stories in the past two issues of this magazine have reported, advertisers are getting more and more ingenious in their use of multiproduct commercials. They are teaming up in many ways to share minutes at the minute rate which, divided by two, comes to less than the rate for 30-second commercials.

As the multiproduct spot proliferates, it can only cause problems. Surely the mention of more products within conventional commercial intervals will add to what has been called the clutter of nonprogram elements on television. Also there is a danger to broadcasters’ revenues in the swing toward multiproduct purchases at prices lower than would be paid for single-product exposure in equivalent lengths of time.

It may become as difficult for broadcasters to reject the new generation of multiproduct spots as it was for them to resist the piggybacks that caused so much fuss a few years ago. The piggyback is to be seen all across the schedules nowadays.

Maybe the answer resides in a reworking of rates.

Both sides of ETV’s coin

T wo subjects that are inherently unrelated have been artificially joined in the current discussions of (1) the methods of distributing television network programing and (2) the financing of noncommercial and educational TV. If either subject is to be given the sensible consideration it deserves, it must be treated in its own context.

It was the Ford Foundation that originally got these things mixed up when it suggested a satellite system to serve both the commercial and proposed noncommercial networks (BROADCASTING, Aug. 1 et seq.). Ford’s aim was to develop the financing of the noncommercial networking from the savings the commercial networks would realize by shifting from the facilities now provided by AT&T to the less expensive satellite system.

There is a good deal of superficial appeal in the Ford Foundation plan, but on closer inspection its unnatural mating of satellite TV and ETV becomes evident. The closer inspection has been provided by the Senate Communications Subcommittee in its hearing of the past two weeks.

So far only the broadcasting interests to appear before the Senate subcommittee have been the television networks and the ETV organizations. Yet the issues at stake are at least as important to the owners of commercial broadcast stations as to the networks. Implicit—but still not emphasized—in the dialogue of recent weeks is the growing belief in some quarters that commercial television—all of it, not just the networks—must eventually foot the bill for a national noncommercial television service. That belief is bound to be asserted with more clarity in the coming months.

There can be no question that the U. S. educational television system has gone about as far as it can go under present arrangements of financing. If it is to develop into anything like a force in the nation’s family of communications media, it must be given vastly larger sums. But what kind of a force is it to be, and where is the money to come from? Those are pressing questions that are occupying the attention of many interests in and out of government—including a special commission, sponsored by the Carnegie Foundation, that has promised a report by the end of the year. They are not questions that have much if anything to do with the wholly separate problem of network distribution.

With advances in satellite technology, it may be that the AT&T system now in use is obsolete and that satellite relay would be a more efficient and less costly means to connect networks and their affiliates. If that determination is ultimately made, it will be as applicable to the transmission of educational or noncommercial programing as to commercial networking. But the determination ought to be made on the comparative merits of the different distribution systems and without reference to the fiscal problems that are peculiar to ETV.

Wise appointment

A po intment by President Johnson of John S. Hayes as ambassador to Switzerland is a tribute not only to the man but to the broadcasting profession.

Mr. Hayes, president of the Post-Newsweek Stations and chairman of the executive committee of the Washington Post Co., has spent his adult life in broadcasting—even during his World War II tenure as commanding officer of the American Forces Radio Network in ETO.

The Swiss assignment is a key diplomatic post at the crossroads of Europe. Moreover, the International Telecommunications Union is headquartered in Geneva.

Mr. Hayes’s expertise will benefit the United States in the negotiations dealing with the allocation and regulation of global communications, notably in the highly sensitive space and satellite confrontations directly ahead.

Fulton Lewis’s legacy

F ulton LEWIS Jr., who died last week at 63, ended a radio era. He was the last of the angry men among commentators. For three decades he had pleaded conservative causes using Mutual lines to feed networks of up to 600 stations, with his programs available for local, as distinguished from national, sponsorship.

All but forgotten, except to old-timers, was Mr. Lewis’s fight for recognition of radio reporters, who had been excluded from the press galleries of Congress and from the White House and other government agencies. In 1939, largely as a result of his crusade, Congress established radio galleries, and full accreditation soon came for radio reporters in the executive branch.

Recognition of radio journalism—even 30 years ago—was inevitable. It came about faster because Mr. Lewis made it his cause.

Drawn for BROADCASTING by Sid Hix

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