For SPOT TV buys in the St. Paul-Minneapolis market, all studies leave little doubt that WCCO Television is the spot you need to buy. Look at it this way. You're interested in reaching people and WCCO Television delivers lots of 'em — 2,334,400 different people each week. Not only is this the nation's 15th ranking Metro Area but WCCO Television reaches people in 62 counties of Minnesota and western Wisconsin. Circulation is one of the differences between WCCO Television and its competitors. In just about any way you want to look at it the circulation figures spell out WCCO Television's overall dominance in the market — one of the many reasons that you can COUNT ON US TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION.

* Contact WCCO Television Research for details.
** Jan. 1966 ARB, Sign-on to Sign-off and special ARB Tab.
*** Sales Management Nov. 10, 1965.
**** 1965 ARB Coverage Study.
***** Equivalent in size to the states of R.I., Vt., N.H., Mass., Conn., and N.J. combined.

NOTE: Audience data are estimates only, based on information supplied by indicated source, and subject to the limitations thereof.
CABLE TV is a natural FOR BROADCASTERS

More and more broadcasters are discovering that CATV is a perfectly logical way to diversify... and that they can depend on Jerrold for a truly complete CATV package of services and/or equipment. CATV systems are perfect partners for broadcasters. They insure quality reception, expand station coverage, increase station revenues, and are themselves profitable operations. Let Jerrold's nationwide organization help you to diversify quickly and economically. For complete details on Jerrold's CATV services and equipment phone 215—925-9870, or write

FIRST IN CATV The nation's largest and most experienced manufacturer/supplier of CATV services and equipment
KTVI HOSTS 10,000 AT PRO FOOTBALL CLINIC

ST. LOUIS—KTVI treated more than 10,000 pro grid buffs of all ages to an impressive pro football clinic at St. Louis' new Civic Memorial Stadium Saturday morning. KTVI Sports Director, Ed Macauley, hosted as Charlie Winner, St. Louis Football Cardinal head coach, explained the finer points of the game.

Both the offensive and defensive teams featuring their individual popular players went through their paces while Ed Macauley and Coach Winner described each play. The action held the fans attention and, frequently, brought applause and cheers as each of the grid stars was featured. At one point, Big Red quarterback Charley Johnson stepped out of the backfield to join Winner and Macauley. The fans were treated to a first hand report on the problems of quarter-backing from the field.

The enthusiastic audience represented family groups, entire Junior League Football teams, father and son combinations, as well as moms and daughters.

This was the third sports clinic.
the most
color-capable
station in the
dallas-ft.worth
market...

Be it a simple one camera studio commercial, a multi-camera production requiring a 60 x 80-ft. ultra-modern studio complete with a 20-ft. revolving stage, or a location taping session, KRLD-TV can fulfill the highest production requirements.

Channel 4's recently completed studio facilities offer the most modern television complex in the nation. Add to this the new 40-ft. color teleproduction cruiser, which incorporates the most sophisticated television equipment available, and you have a color capability unmatched by any other station in the Southwest.

Give KRLD-TV an opportunity to work with you on your next video-tape production.

KRLD-TV
The Dallas Times Herald Station

represented nationally by ADVERTISING TIME SALES, INC.

CLYDE W. REMBERT, President
Nielsen draws criticism

Number of leading station reps, especially John Blair & Co., are unhappy about A. C. Nielsen Co. plan to bring out advance reports on local TV viewing this fall, based on hodgepodge of daylight and standard-time measurements for two of four weeks to be covered in full reports. Most are more concerned over Nielsen plan to include with final report an index showing viewing levels in standard-vs. daylight-time periods but based on regional rather than local data and comparing full survey period (Oct. 20-Nov. 2 and Nov. 10-23, or 10 days of daylight time and 18 of standard) with last two weeks of period (Nov. 10-23, all in standard time).

Reps claim advance report (based on Oct. 20-Nov. 2) will not give true picture of local viewing, will be based on inadequate sample but will inevitably be used by agencies in buying simply because it will be available before full report; that daylight-vs-standard-time index will be misleading if not meaningless—and that both changes violate agreements reps thought they reached with Nielsen officials last summer. One of most outspoken critics is Melvin A. Goldberg, Blair research VP, who is also chairman of Station Representatives Association's research committee.

KRKD being sold

In final negotiation is sale of KRKD Los Angeles by International Church of Foursquare Gospel to Radion Inc., newly formed syndicate, for $7,750,000 cash. Syndicate comprises Mid-Continent Investment Co., Doheny Oil Co. and an executive of Rexall Drug. KRKD, established in 1927, is on 1150 kc, with 5 kw D, 1 kw N, and was established by late evangelist, Aimee Semple McPherson, whose son, Dr. Rolf K. McPherson, now is president of operation. Transaction, expected to be completed this week, would be subject to FCC approval.

Inflation note

National Association of Broadcasters will learn this week what three-man panel of architects (Broadcasting, Oct. 31) thinks of proposed NAB headquarters-building design. Whether opinion will be favorable or not, delay in getting started is estimated to have already cost NAB $250,000 in increased costs and construction costs. When project was put before joint board last June, it was tabbed for $1.8 million. But board's insistence on review of plans by panel came just before money market tightened.

It's still uncertain what will happen when panel makes its report. If it finds serious fault in NAB plans, project will undoubtedly be set back at least eight months because board will discuss it at Jan. meeting and then want to see new proposal at June meeting. If architectural trio basically approves plans, building committee is authorized to move ahead immediately. But it could also wait for Jan. board meeting to give official green light. In meantime cost continues to mount.

War news survey

Classified report on news dissemination procedures by all media in Vietnam has been drawn by high-level group comprising Frank J. Starzel, former general manager, Associated Press, Frank H. Bartholomew, board chairman, United Press International and Howard L. Chernoff, former West Coast broadcaster and number-two man at United States Information Agency. Report, based on Oct. 11-31 tour of war area and other Asian points has been submitted to USIA Director Leonard Marks for transmittal to Secretary of Defense Robert McNamara and possibly to White House. There are 475 accredited correspondents in Vietnam for all media, of whom about 275 represent U. S. media.

Wire snippers

Latest Hollywood buzz is over shelving of "Barbed Wire," war story that was to be segment on Bob Hope Presents the Chrysler Theater series. Story has it that automobile advertiser felt plot was too anti-military for these sensitive times. Universal TV, producer of program, admits show has been put aside but denies that sponsor pressure had anything to do with decision. Indications now are that story may be developed as feature film.

Expo '67 blues

Inside advice from Canada is that U. S. broadcast media can't be sure of substantial business from EXPO '67 even though reports has by NAB is made for $9 million additional budget for "TV in the U. S." When original $12 million budget was established for Montreal exposition U. S. broadcast media were excluded in favor of print and other exploitation and promotion expenditures, with free time sought on air. Repercussions were such that request was made for increased budget, but informed sources figure that even if $9 million is authorized, not more than possibly $2 million will go to broadcast. Agency handling media is Cockfield Brown, Montreal.

Nearing the bar

Odds are high that former FCC Chairman E. William Henry will settle down with law practice in Washington. He had been reported wavering between Washington legal practice and executive job with substantial concern in New York (Closed Circuit, Oct. 17). But he is now said to be completing arrangements that will permit him to remain in Washington. Mr. Henry, Memphis native who left commission April 30 to help manage unsuccessful campaign of John J. Hooker Jr. for Tennessess gubernatorial nomination, has maintained home in Washington.

Thinker for hire

Dr. Martin H. Seiden, former economic consultant to FCC on CATV, is proving to be young man on way up. At 32, he has formed consulting firm and has acquired number of major-league clients in various fields; in broadcasting, he has been retained by three television networks in connection with FCC's inquiry into AT&T rates. For client he won't name he is studying economic implications of potential new industry in which computers and communications lines would be used to sell information as product.

Dr. Seiden recently completed stint as consultant to United Research Inc., of Cambridge, Mass., which made exhaustive study of commission's proposed top-50 multiple ownership rule for Council for Television Development. Dr. Seiden joined commission in July 1964, left in May 1965, after completing research job on CATV which emerged as an Economic Analysis of Community Antenna Television Systems and the Television Broadcasting Industry.
Fill in the FIRST NAME

GARDENIA
American physician, British loyalist in Revolution.
1730-1791

COLLINSIA
1764-1831

ZINNIA
German botanist and physician. Early writer on anatomy of eye.
1727-1759

CLINTONIA
American statesman. Presidential candidate defeated by Madison.
1769-1828

WISTERIA
Philadelphia physician, Professor of Anatomy, Univ. of Pennsylvania.
1761-1818

DAHLIA
Swedish botanist, pupil of Linnaeus.
18th Century

POINSETTIA
American minister to Mexico and secretary of war.
1779-1851

BEGONIA
French patron of science and administrator.
1638-1710

WIBBAGE NAME GAME

Practically everybody calls us by our first name—WIBBAGE

No need for flowery language. MORE PEOPLE . . . in MORE HOMES listen to WIBG* Radio 99 than any other Philadelphia radio station. More Philadelphians get the message when you advertise on WIBG•Radio 99. In the FIRST place, they like the music . . . the personalities . . . and the games we play.

代表 NATIONALLY by Major Market Radio

WIBG • Radio 99

*All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM.
PULSE—April-June, 1966; Share of Audience—Total Rated Time Periods, HOOPER—April-June, 1966

BROADCASTING, November 7, 1966
Justice Department antitrust division joins congressional voices in urging FCC to delay final action on ITT-ABC merger. Chief of division indicates possibility of anti-competitive effects from merger. See...

SAND IN THE GEARS...27

Negro-format radio in midst of cultural revolution. Stations becoming powerful force in community affairs, raising funds, volunteers for projects. Huge Negro audience market promises sound future for ethnic sound. See...

RADIO LEADING FORCE...71

Networks announce plans for second season. ABC announces shuffles affecting programing on five nights in week. Six of network's 16 entries to be dropped. NBC, CBS each drop one program. See...

SECOND SEASON...56

NAB Code Authority criticizes new FCC policy on commercial time standards. Code director objects to FCC adoption of NAB standards. Says new policy discriminates against code subscribers. See...

NAB OBJECTS...42

Networks planning $7 million worth of coverage on election night. Newspapers, wire services will use network coverage as source material, reversing traditional relationship. Computers promise instant returns. See...

$7 MILLION ELECTION SHOW...50

Broadcast industry faces tough bargaining with several unions with strikes possible. Actors Guild, AFTRA seeking strike authorization from membership as crisis atmosphere rises. IBEW also threatens. See...

STRIKE THREAT...38

Television may benefit from misfire of Comsat Pacific satellite. If firm can adjust Lani's orbit TV, telephones may be able to use it eight hours per day. Other shots now being planned. See...

LANI MAY BE USEFUL...92

Networks, group owners join industry study group in opposing FCC proposal to limit expansion of multiple owners into top-50 markets. Deadline for comment passes without backing for plan. See...

PLAN BOMBARDED...30

Sigma Delta Chi lists problems encountered by newsmen during 1966. Many broadcast incidents recounted. Double-header presidential news conference, censorship, secrecy atmosphere criticized. See...

TROUBLE SPOTS...44

FCC gives one-year renewal to three radio stations for overcommercialization infractions. Ten other stations given opportunity to file new commission questionnaire on commercial standards. See...

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Broadcasting

Published every Monday. 85th issue (Yearbook Number) published in January by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C. and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $8.00. Annual subscription including Yearbook number $15.00. Add $1.00 per year for Canada and $2.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
What is an \textit{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. \textit{Influence the Influencibles$^\circledR$}. Get the response you want with Storz radio.

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ITT is surprised by Justice position

International Telephone and Telegraph Corp. expressed surprise Friday (Nov. 4) at Justice Department's antitrust division's announcement that they would substitute for direct action on proposed ABC-ITT merger on ground it might present antitrust questions. Senator Gaylord Nelson (D-Wis.) hailed letter as "vindication" of position he has taken on merger.

Letter from Donald F. Turner, chief of Justice Department's antitrust division, said commission might consider it desirable to hold off its decision until Justice completed its study of proposed transaction (see page 27).

ITT said it is "unaware of any reason why the Justice Department should question the merger of ITT and ABC." Company said it has "cooperated fully" with department "from the beginning, providing them with voluminous information on every facet of our operations, both domestic and overseas."

ITT also said its counsel, "after extensive research," had concluded that "there are no violations of the antitrust laws of any sort inherent in this merger."

Senator Nelson, who has repeatedly urged commission to delay action until receiving Justice Department's views, said Mr. Turner's letter is "vindication" of his position that "nothing can be gained by hasty approval of this merger" without closer look at its long-term effects.

He questioned "logic of one federal agency approving a merger while another is trying to decide whether that merger is against the law."

In earlier statement, ITT said it would be happy to comply "promptly" with request of three FCC commissioners for information on company's foreign holdings.

ITT said much of detail sought by Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson is already matter of public record.

Statement noted that as of Oct. 31, ownership of ITT shares in foreign hands amounted to 6.8469% of total of 22,079,853 shares outstanding of both common and preferred. Of this total, 1,511,803 shares are registered in alien ownership. Largest foreign holding is that represented by Swiss interests—322,601 shares, representing 1.46% of total outstanding.

"We appreciate the opportunity to supply . . . the requested supplemental information, so that the commission may complete its thorough and searching scrutiny of the merger application," ITT statement said.

Leder heads RKO Pictures unit of RKO General Inc.

Formation of RKO Pictures Co. as separate division of RKO General Inc. and appointment of Robert J. Leder as president of new unit are being announced today (Nov. 4).

Mr. Leder, who advances from his post as executive vice president of RKO General Broadcasting, will direct company with activities including financing, producing and distributing of entertainment programming, such as motion pictures for theaters and TV as well as sports events, specials and other projects for TV.

In new organization, RKO General Productions will function as TV department of RKO Pictures Co. Other projects of new organization include Madison Square Garden-RKO General Sports Presentations, RKO General Attractions and RKO Music. Mr. Leder's promotion follows announcement of changes at RKO General Broadcasting's Won Division last week (see page 10).

GOP film dropped

After week of controversy over film Republicans planned to show on NBC Sunday (Nov. 6), GOP Congressional Committee announced Friday (Nov. 4) that Richard Nixon would substitute for $45,000 production assailed by members of both parties.

Address by former vice president was to focus on election issues, analyze recent Manila conference and answer criticism of Mr. Nixon by President Johnson at his Friday news conference. Film titled What's Going On Here?, was blasted as being in bad taste and with distorting statements by cabinet members (see page 52).

12-High into syndication

Shortly after it became known that ABC-TV was dropping 12 O'Clock High in January, 20th Century-Fox TV placed series into syndication and scored first sale to WPIX(TV) New York for mid-January start. Series consists of 78 hours, 16 of which are in color.

NH&S-Benson group formed for Europe

First major step into international field by Needham, Harper & Steers, New York and Chicago, is being announced today (Nov. 7). In news conference held Friday (Nov. 4) partnership disclosed of NH&S and Benson Advertising Group, London, second largest British international advertising organization. They'll offer worldwide advertising services, through newly-formed and equally-owned Benson-Needham (Europe) created for purpose of acquiring controlling interests in other advertising agencies, principally in Europe. In arrangement, NH&S and Benson each will hold 50% interest in business of other.

NH&S expects its billings to come to $92 million this year, and Benson's to $71 million, making $163 million combine in terms of billings strength "10th largest advertising agency in the world."

Companies will exchange three executives on their boards as well as "resident directors." NH&S was formed in 1964 in merger of Needham, Louis and Brorby Inc., Chicago, and Doherty, Clifford, Steers & Shenfield Inc., New York. Paul C. Harper Jr., NH&S president, said negotiations for control of agency in Spain already have been concluded and subject to approval of Spanish government, and that negotiations are underway also in France and Germany for acquisitions there.

Benson operates worldwide in English-speaking countries.

Johnson needles 'users of people's airwaves'

President Johnson's feud with newsmen and seeming irritation with broadcasters (Broadcasting, Oct. 24) took new turn Friday (Nov. 4) when he implied critical attitude about election commentary on air waves.

Responding to question by Dorese Bell, Mutual Broadcasting System, Washington, on Barry Goldwater prediction that Ronald Reagan would win governorship of California, President expressed "hope" that there has been no improvement in Senator Goldwater's judgment since 1964. He then added:

"When I see these predictions about elections, I would commend to all of..."
Robert S. Smith named VP and general manager of WOR-AM-FM New York and Jerome Bess becomes VP and general manager of WOR-TV in realignment announced by Hathaway Watson, president, RKO General Broadcasting. Mr. Smith joined WOR as radio program manager in 1956, was elected VP in charge of WOR Radio and Television Division in 1959 and last year took charge of WOR-AM-FM-TV. Mr. Bess, who joined RKO General Inc. in 1961, became VP of RKO General Broadcasting in 1962 and VP in charge of AM and TV operations in 1965.

Theodore G. (Ted) Bergmann elected VP for programming at Ted Bates & Co., New York. Mr. Bergmann had been advertising VP at Revlon Inc., president of Parkson Advertising Agency, VP and associate director of television at McCann-Erickson. Most recently he was president and owner of Charter Producers Corp., television program packager. He fills post at Bates that had been vacant for two years. Mr. Bergmann retains ownership of Charter Producers.

For other personnel changes of the week see FATES & FORTUNES

your attention, before you use the people's airwaves and the advertisers' columns, that you review their predictions two years ago and four years ago, and see just how accurate they were....

In answer to another question about "cancelled" political trips, which President termed inappropriate since he implied he'd made no definite plans, Mr. Johnson added: "The people of this country ought to know that all these cancelled plans primarily involve the imagination of people who phrase sentences and write columns, and have to report what they hope or what they imagine."

Rumble seat era

ABC was to enter London-Brighton vintage car race (all day, 55 miles) over weekend (Nov. 6) with reporter Jim McCay and racing expert Phil Hill in front seat of $7,000, 1904 Reo and ABC cameraman in rumble seat filming closeup "action."

Race was to be filmed in color for Wide World of Sports TV showing early next year. More than 200 aged automobiles will make run. Biggest worry: completion of course before car breaks down.

Lucille Ball will appear in, and Desilu Productions will produce, six one-hour TV specials to be filmed in color on location in various cities throughout world, it was announced Friday (Nov. 4). Both Chemstrand Co., sponsor of recent "Lucy in London" special, and CBS-TV, network that carried program, are said to be interested in new projects.

Locations being considered are Canada, Hawaii, Japan, Denmark, France, Monaco, Switzerland and Scotland, with production scheduled to cover three-year period beginning late next fall.

Ford for Gemini 12

Ford Motor Co., through J. Walter Thompson Co., New York, has assumed full sponsorship of ABC-TV's coverage of four-day, manned, Gemini-Titan 12 spaceflight, lifting off Wednesday, Nov. 9.

Origination sessions highlight Pa. meeting

Pennsylvania CATV operators received word on program origination and many announced they were going to look more seriously.

Sessions on program origination highlighted three-day meeting of Pennsylvania Community Antenna Television Association in Pittsburgh running Nov. 1-3.

Heralded as session on practical problems of public service origination, cable attendees heard Lyle O. Keys, Telemation Inc., Salt Lake City; Frank Dobias, Lehighton, and Leo J. Grimone, Emporium, both Pennsylvania.

PCATA members also heard Stanley Kaufman, deputy chief of FCC's CATV Task Force, express hope backlog of waiver petitions might be cleaned up in three months. This prediction was questioned by legal panel consisting of following Washington lawyers: E. Stratford Smith, John B. Cole and Lewis Cohen.

PCATA elected James R. Palmer, State College, as president.

Shaker as chief of new ABC unit is speculation

ABC Inc. disclosed Friday (Nov. 4) that it has been studying various organizational changes to simplify reporting procedures of various related divisions of corporation. Study is being conducted by Simon B. Siegel, executive vice president of ABC Inc.

Statement acknowledged that Theodore Shaker, president of ABC Owned Stations, is candidate for one of proposed reporting changes, and said changes will be made public as they are made effective.

There was speculation Friday that at least part of reorganization might set up structure not unlike CBS's TV Stations Division, headed by Mr. Shaker, who conducted organizational changes to simplify reporting procedures of various related divisions of corporation.

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Clay-Williams fight

Funds of closed-circuit telecast of Cassius Clay-Cleveland Williams heavyweight championship fight in Houston on Nov. 14 will be shown throughout Europe and in 35 other countries around world two to three days after event.

Charles Michelson Inc., New York, which is selling films worldwide (except in England where BBC is taking Early Bird transmission) reported Friday (Nov. 4) that European Broadcasting Union has bought rights on continent.

In U. S., bout will be presented on closed-circuit TV to theaters and other locations.

ABC-TV by 0.1

Three TV networks for second week in row were close, with ABC-TV one-tenth of point in lead, in Nielsen Multimarket Ratings Report.

For week ended Oct. 30, ratings were ABC-17.9, NBC-17.8, CBS-17.4. In nighttime wins by half-hour periods and nights of week: ABC 19 half-hours and Monday, Sunday; CBS 15 half-hours and Thursday; NBC 15 half-hours, Tuesday and Wednesday; ABC and CBS tying Friday.
For The **FIRST TIME**

a station representative can offer advertisers and advertising agencies

**PRODUCT PROFILES OF NEGRO CONSUMERS**

[300 Product Categories]

Showing Negro vs. White Positions for Frequency of Usage
Brand Preference
Household Penetration

These product profiles contain information on the markets with different Negro population proportions.

These product profiles are prepared from Brand Rating Index, Inc., data on an IBM 360/30 by John E. Allen, Ph.D., our Vice President and Director of Research.

If you want to know your brand position in the General and Negro Market, call or write . . .

DORE and ALLEN, Inc.
(formerly Bob Dore Associates, Inc.)

200 Park Avenue, Pan Am Building
New York, N. Y. 10017  212-687-1733

ATLANTA   CHICAGO   LOS ANGELES   SAN FRANCISCO

D. Parke Gibson, noted Negro Marketing Consultant, in the October, 1966 issue of THE GIBSON REPORT had this to say:

DORE AND ALLEN DEVELOP NEW LOOK AT RESEARCH

Research into the Negro market's buying potential for a given product or service has not always been easy. It has resulted in too many generalizations about the market and its worth. While many advertisers have committed themselves to Negro market development, based on sketchy information, others have used such information as an excuse not to direct attention to the market.

**DATA**  Dore and Allen, Inc., New York-headquartered representatives of Negro-oriented radio stations, has developed Negro Consumer Profiles, a system that will allow advertisers to better understand the Negro consumer market for a wide range of products in a number of Negro markets throughout the United States.

In a joint effort, Dore and Allen and the 36 Negro-oriented radio stations it represents have prepared detailed consumer profiles of Negro men and women for more than 300 product categories from data purchased from Brand Rating Research Inc., publishers of the Brand Rating Index. Additionally, they have some 400 brand preferences and usage profiles available.

**NEW LOOK**  Under the direction of Dr. John AT DATA  E. Allen, III, Ph.D., Vice President and Director of Research at Dore and Allen, detailed consumer profiles have been developed which will give advertisers a pinpointed look at Negro consumers in some 60 cities throughout the U. S.

**WHAT DOES IT MEAN?**  The further refinement of knowledge about Negro consumers can have a beneficial effect, not only for advertisers and their agencies, but for media and communicators as well. Many advertisers are not even aware of how the Negro market stacks up in the broad spectrum of their marketing. For some advertisers, the new found knowledge will allow them to sharpen their practices in reaching and effectively selling the market. For others it might come as a startling revelation that the Negro is an important consumer of their product as the data reveals. For these firms it will mean taking another look at a market that has often been placed in a "futures" file. Action programs will probably result.

**PROFILES**  Dore and Allen is making the AVAILABLE Negro Consumer Profiles available to any interested executive, at no cost. Currently, over 20,000 pages of computer output have been produced. A typical report for a single product category can run as high as 50 or 60 pages, depending upon the number of brands involved. The material has a high statistical reliability.

In addition to the consumer profile, the reports contain comment on broadcast media campaigns that have influenced the brand picture, demographic data on all Negro-oriented radio markets in the U. S., plus complete volume-of-consumption projections.

BROADCASTING, November 7, 1966
LOW BUDGET COLOR TAPE SYSTEM NO. 3

...includes editing, dubbing, copying and delays...with simultaneous recording and

SYSTEM NO. 3B  TWO RECORDER/PLAYERS, ONE PLAYER AND ONE REMOTE RECORDER

Adding the TR-5 provides a mobile unit for on-location recording of commercials or special events. Records for monochrome or color. It also provides another recorder for studio use. (Note the TR-5 is for low band color only.)

• All this equipment is part of a matched line for broadcasters—matched in performance, features and appearance.
• All engineered and built by RCA, assuring single source responsibility.
• All designed for color television.
SYSTEM NO. 3A  TWO RECORDER/PLAYERS AND ONE PLAYER

With this system you can perform three taping functions at the same time. You can record on two and play on one or vice versa. It has all the efficiency of a three-machine system without the cost. (High band color is optional.)

For editing, you equip one recorder with the electronic splicing module. Then, tape-to-tape editing is available, either A-roll, B-roll, or live A-roll edit.

For making tape copies, you employ the TR-3 to play while recording on both TR-4's—making two tapes at a time. For program delays, one TR-4 puts a program on air (while commercial inserts are played by the TR-3) and the other TR-4 is used for recording the program to be delayed.

playback

⭐ HIGH BAND COLOR
is optional accessory for TR-3 and TR-4 machines.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. for your copy of new Booklet.

RCA  THE MOST TRUSTED NAME IN ELECTRONICS
We get channels you can't get anywhere else.

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

We get channels you can't get anywhere else.

DATEBOOK

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

Indicates first or revised listing.

NOVEMBER

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Czechoslovak Filmexport, Brno, Czechoslovakia. For information contact Jerry Rapaport, 630 Ninth Ave., New York.

Nov. 6-9—Thirteenth annual convention of the Association Canadienne de la Radio et de la Television de Francophonie. Speakers include the Honorable Daniel Johnson, premier of the Province of Quebec; J. Alphonse Guelizet, president, of the Canadian Broadcasting Corp.; Andrew Stewart, chairman of the Board of Broadcasting Commissioners; and Gaby Lalande of Young & Rubicam Ltd. Westbury hotel, Toronto.


Nov. 9—Annual meeting of shareholders of Seven Arts Productions Ltd., to elect 10 directors and to transact other business. Royal York hotel, Toronto.

Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society, Pittsburgh Hilton, Pittsburgh.

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

Nov. 10—"Television in the space age—a new opportunity for the global advertiser," symposium sponsored by ABC International Television and the Worldvision Network. Features presentation and a panel composed of James McCormack, chairman of the board of Comsat; Asher Edel, chief of office of satellite communications, FCC; Barton Cummings, chairman of the board, Compton Advertising; Young, vice president—corporate marketing world wide, Colgate-Palmolive Inc.; and Joseph Waldschmitt, Pace Communications Engineers, Lincoln Center, New York.

Nov. 10—Second annual international television showcase, "A Salute to German Television," presented by the New York chapter of the National Academy of Television Arts and Sciences in association with the International Relations Committee and the German television networks. Trans Lux theatre, New York.

Nov. 11-13—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; and Charles A. Sweeney, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, Storz Broadcasting Co., Portland Hilton hotel, Portland, Ore.

Nov. 11-13—Fall meeting of the Ohio Associated Press Broadcasters Association, Christopher Inn, Columbus.

Nov. 11-13—Sixth annual second district convention of the Advertising Federation of America. Program speakers include John H. Candido, general sales manager of WWXW(TV) New Bedford, Mass.; Warren A. Bahr, senior vice president, media director of Young & Rubicam; Frank Blair, with NBC-TV's "Today" show; and Jo Foxworth, vice president, Calciks & Holdren Inc. Shelburne hotel, Atlantic City.

Nov. 12—Annual meeting of program managers of stations represented by The Katz Agency, New York. Speakers include Sheldon Saltman, director of advertising, promotion and public relations, MCA-TV; and Frank N. Magid, who heads Cedar Rapids, Iowa, research firm bearing his name. Chase-Park Plaza hotel, St. Louis.

Nov. 12—Second annual creative seminar for board members, National Federation of Advertising Agencies, O'Hare Inn, Chicago.


Nov. 13-16—Annual convention—seminar of the Broadcasters' Promotion Association, St. Louis.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society with the National Association of Broadcasters. Speaker will be Gerald E. Gurney, president, is the speaker. Waldorf-Astoria hotel, New York.

Nov. 14—Twelfth annual promotion seminar sponsored by Edward Pelcy & Co. The theme of the session will be "Promotion Clocks of '67." Chase-Park Plaza hotel, St. Louis.

Nov. 14—Radio and television workshop sessions sponsored by Peters, Griffin, Woodward Inc., for all stations represented by the company. Chase-Plaza hotel, St. Louis.


Nov. 15-18—15th annual membership meeting of the Television Bureau of Advertising, Continental Plaza hotel, Chicago.

Nov. 17—Third annual "Forum on Broadcast Controls" co-sponsored by the radio-telephone department of Indiana University and WLIW (TV) Indianapolis. Panel on "section 315 and elections," includes FCC Commissioner Nicholas Johnson and Henry Geller, FCC general counsel; Thomas O'Brien, vice president in charge of ABC Radio News, New York; Victor A. Sholis, vice president and director of WHAS-AM-FM-TV Louisville, Ky.; and J. R. Livesay, president of WTWO-TV Terre Haute, Ind., Indiana University, Bloomington.

Nov. 19—The fourth New Mexico Advertising Awards Craft Competition Awards Banquet, sponsored by the Albuquerque Advertising Club. Featured speaker is Norman E. Cash, president, Television Bureau of Advertising, Albuquerque Sunport, Albuquerque, N.M.


Nov. 24-27—Annual fall meeting of the National Association of Farm Broadcasters. Speakers include Vincent Wasilewski, president, and Jerald K. Dzidzanski, chairman of the National Association of Farm Broadcasters. Conrad Hilton, Chicago.

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National Association of Broadcasters, Westbury hotel, Toronto.
DEATHLESS DIALOG from MANY MOVIES ... #7 of a series

"It's not you I'm afraid of, darling - it's myself..."

Have no fear... UAA's here with 1500 Warner Brothers and RKO audience-winners. Program these fine features and you'll never hate yourself in the morning.
John Blair & represents the top and radio stations
Company television in the country.

But we don't just give you a good time.

That's only the beginning. To be number one in the station representative business, you have to offer more than high-quality broadcast time.

So we do.

We start with an outstanding sales team. Then we provide more research facilities, more service, and more tools and informational aids than any other representative company does.

And we're innovators, too.

Take the restructuring of television rate cards, for instance.

Or the new Blair Radio Plans, that bring a whole new concept of flexibility and economy to buying multi-market radio.

In these and many other ways, we're constantly working to give broadcast advertising greater impact.

So if you're out for more than just a good time, call your Blair man. That way, you don't have to make a choice between quality and service. We see that you get both.

John Blair & Company
May 22-27 — 5th International Television Symposium. Speakers include Federal Counselor R. Ghaid, head of the Swiss Federal Department of Transport, Communications and Power, Montreux, Switzerland.

JUNE


Indicates first or revised listing.

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NEWS OF THE TRADE

Association of Broadcasters, Purdue University, Lafayette, Ind.


Nov. 30 — New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

DECEMBER

Dec. 1 — Third annual New York area Emmy Awards luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Mayor John V. Lindsay will be the guest speaker. New York Hilton hotel, New York.

Dec. 1-5 — Foreign policy conference for editors and broadcasters sponsored by the Department of State. Department of State, Washington. Any bona fide representative of the domestic information media can have his name placed on the invitation list for these conferences by writing—or having his superior write—to the director, office of media services, Department of State, Washington 20520.

Dec. 5 — New deadline for reply comments on FCC 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.

Dec. 5 — Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Robert E. Kintner, secretary to the cabinet and special assistant to President Johnson, Waldorf-Astoria hotel, New York.


Dec. 21 — Annual meeting of stockholders of Columbia Pictures, New York.

Dec. 30 — New deadline for further comments regarding material submitted to FCC by November 30 on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

JANUARY


Jan. 14 — New deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


FEBRUARY

Feb. 6-8 — Meeting of National Community Television Association board of directors. Clearwater, Fla.

Feb. 15 — New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


MARCH


March 6-10 — Executive committee, National Community Television Association, Madison hotel, Washington.

APRIL


April 7-13 — Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelon, 45 West 45th St., New York 36. Telephone Plaza 7-0695.


MAY

May 3-7 — 16th annual national convention of the American Women in Radio and Television. Marriott Motor hotel, Atlanta.

May 22-27 — 5th International Television Symposium. Speakers include Federal Counselor R. Can, head of the Swiss Federal Department of Transport, Communications and Power, Montreux, Switzerland.

JUNE


"Certain to be the standard reference for every student of broadcasting in the United States."
— LOUIS G. COWAN

A TOWER IN BABEL
A HISTORY OF BROADCASTING IN THE UNITED STATES TO 1933

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"It is a richly-detailed, energetically-researched account... qualifies as both entertainment and an aerial survey of American culture... grabs history and wafts it around. How often does romp and reference value unite in one book?"
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Another way to slice it

EDITOR: In regard to the article concerning radio spectrum utilization which evaluates spectrum use by revenue produced (Broadcasting, Oct. 24), the figures [of the Telecommunication Science Panel] are interesting, but somewhat misleading because the spectrum occupied by a particular service or application is customarily expressed by communications engineers in terms of percentage bandwidth, rather than simply the number of kilocycles or megacycles occupied.

This method takes note of the fact that as one proceeds higher in the radio spectrum wider bandwidths become increasingly available. The percentage bandwidth is usually computed on the basis of the mid-frequency, or alternately on the highest frequency involved. Note that this is not a true percentage in the usual sense because percentage bandwidths of over one hundred percent are quite possible in this method of calculation.

I have computed revenues in terms of percent bandwidth for AM, FM, and TV broadcasting based on the revenues reported in the article and have obtained the following figures:

AM  $12.1 million/percent bandwidth
FM  1.3 million/percent bandwidth
TV  18.5 million/percent bandwidth

[These compare with the published figures:
AM  $750.0 million/megacycle
FM  1.1 million/megacycle
TV  4.0 million/megacycle.]

Note that this method of calculating revenue produced yields a more equal result particularly since it takes note of the fact that AM broadcasting, while only occupying 1.07 megacycles, nevertheless takes up a large part of its portion of the radio spectrum.—William A. Tynan, technical editor, Forecast FM, The FM Listening Guide, Washington, D.C.

Still responding

EDITOR: It has been over a month since my "Monday Memo" appeared in Broadcasting (Sept. 19), and hardly a day goes by that somebody in the industry doesn't mention having seen and read it.

The response supports the belief I have always held that Broadcasting enjoys almost total readership in the industry.

I had occasion to attend a session of the Radio Advertising Bureau management conference at Pheasant Run

Nobody in Washington debates about which is the important station: WTOP RADIO
earlier this month, and spoke with at least 75 broadcasters whom I have known over a period of years. To a man, they mentioned seeing the article.—Stanley B. Noyes, president, Noyes Moran & Co., Downers Grove, Ill.

BOOK NOTES


An autobiography of the owner of KLAS-TV Las Vegas and the Las Vegas Sun, this book tells of Mr. Greenspun's struggles as a crusading newspaper editor and his battles against local corruption and national figures such as Senators Joseph McCarthy and Pat McCarran. The book does not touch on any of Mr. Greenspun's broadcasting activities but entertainingly provides illumination of the unusual career of one of the industry's more colorful station owners. Before he began his newspaper career, Mr. Greenspun was convicted of violating the U.S. Neutrality Act for his activities as a gunrunner for the Haganah, Israel's volunteer army. Later he received a complete pardon from President Kennedy.


The earliest years of radio broadcasting contain the story of how a toy became an industry. Erik Barnouw, professor of dramatic arts in charge of graduate studies in film, radio and television at Columbia University, has completed the first volume of a projected three-volume history of the electronic media, covering the historically difficult and uncertain ground of those earliest years. The book makes a scholarly contribution to a often neglected field, yet also provides vivid glimpses of American business and social history.

As a reference bonus, the book provides in an appendix the texts of two key pieces of early legislation that influenced both the growth of radio and subsequent acts of Congress: The Radio Act of 1912 and The Radio Act of 1927.

While no history of such a complex field could claim to be complete, some industry veterans will find that Professor Barnouw has cast too coarse a net. In the present volume, many significant contributions are passed over lightly and some prominent names in radio's pioneer years do not appear at all. Perhaps the volumes to come will repair some of the omissions.

Executive and publication headquarters: Broadcasting-Teletcasting Bldg., 1735 DeSales Street, N.W., Washington 6, D.C. Telephone: 202 Metropolitan 4-1022.

Editor and Publisher
Sol Taishoff

Editorial

Vice President and Executive Editor
Education

Vice President and Executive Editor
Radio

Managing Editor
Art King

Senior Editors: Frederick M. Fitzgerald, Earl B. Abram, Lawrence Christopher (Chicago), Leonard Zeidenberg, David Belyn (New York), Rocco Farnelli (New York), George W. Moore, Morris Gelman (Hollywood), John Gardiner (New York), Sharron Brodey; Staff Writers: John Cheeseman, Joseph A. Kaiser, Dave Fouquet, F. Martin Kuhn, Sharron Rosenberg; Assistant Editors: Phil Harteway; Secretary to the Publisher: Gladys L. Hall.

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Chicago: 560 North Michigan Avenue, 66001. Telephone 312 Central 8-4115. Senior Editor: Lawrence Christopher; Midwest Sales Manager: David J. Bailey; Assistant: Rose Adraga.


Assistant Publishers
Lawrence B. Taishoff

Broadcasting Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasting—The Weekly Magazine of the Fifth Estate. Broadcasting Advertising was acquired in 1932. Broadcast Reporter was introduced in 1933 and Teletest in 1933. Broadcasting-Teletcasting was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, November 7, 1966
SAY—
DON'T YOU COLOR SETS EVER GET TURNED TO OTHER CHANNELS?

KVOO 2 TV
TULSA

Represented by Edward Petry & Co., Inc. The Original Station Representative
A calculated risk for Charlie Brown

The popularity of Charlie Brown has helped make things go better with Coke after Coke after Coke. But I suspect that from a purely personal viewpoint we, along with millions of other Americans, are pleased to see our little friends from the comic strips make it big on big-time television. We are delighted to see that they have retained all of their original charm with the added appeal of animation and sound.

Happily, we have had an instant winner with Charlie Brown. The day after A Charlie Brown Christmas was presented on CBS, good things began to happen. The public acclaimed and the critics praised the show. Nielsen ratings listed it as No. 2 for the two-week period ending Dec. 19, 1965. Some very gratifying words were used to describe reactions to the show. Old words were used that are seldom heard in these days of rating points and sharp reality. Words like "excellence," "imagination," and "skill."

The magic of the Charlie Brown television special has demonstrated that a sponsor and the program's viewers can be the twin beneficiaries of a corporate communication venture.

But to start with, we were not this optimistic. Let me tell you of the circumstances under which Charlie Brown came to be the apex of network television programming for the Coca-Cola Company.

Objectives: The story actually goes back to the basic objective we and our advertising agency, McCann-Erickson, set for network television programming back in 1965. The process of our thinking went something like this:

With the investment the Coca-Cola Co. and our bottlers have in spot television, every market in the country can be covered on a local basis...sizeable numbers can be generated in terms of local market audiences...thus, we can efficiently deliver our basic, hard-core selling messages by market across the country.

Obviously, this is a firm foundation upon which to build an advertising structure for Coca-Cola. Only one more brick was necessary to truly complete that foundation and that's where our network special came in.

Spot television weight, in the large quantities we use, puts us on the scene, and a vital part of the scene—making Coca-Cola an active part of today's major events.

By association, by actually participating in these events, we, in a very real sense, acquire the added dimensions of "presence, impact, prestige and excitement."

It was our belief that the proper use of network television could add these dimensions to the spot television foundation we have built for the brand.

This kind of thinking quite logically led us to the television special as a vehicle for accomplishing our objective. With specials, we have an opportunity to do in-program minutes and even longer commercials that can play off the shows they're in, work right in with each program's pace and mood.

From Theory to Practice: The thinking part was over. We knew what we wanted to do and where we wanted to go, but the hardest part lay ahead...how to get it done.

And that leads me to the story of Charlie Brown, Charles Schulz and Lee Mendelson.

One bright day, McCann-Erickson showed us a film with which they were quite impressed. It was a Lee Mendelson production called "A Boy Named Charlie Brown." The treatment, in their opinion, was most interesting and they saw in it some shining elements of what could be done in a different form.

The agency made a fast contact with Messrs. Mendelson and Schulz. From this evolved a joint enthusiasm to do the first story with a Christmas theme, fully animated, and perhaps in half-hour length. That was about all they brought to us in Atlanta. The story line was thin, but the total concept showed real promise.

We were told, to the best of everybody's knowledge, a half-hour entertainment special had never appeared in prime time. And never had "Peanuts" characters been animated in longer than one-minute commercial form. We were aware of the popularity of Charlie Brown in print. The question remained, "could the entertaining and intriguing group of little characters be brought to life in an animated form on network television?"

We believe that television should be entertainment pure and simple. We know that products that enjoy a leadership image, high consumer awareness and acceptance are judged by the quality of their advertising association across the mass market. However, excellence on television is not necessarily achieved just because it is sought. This would presume the existence of a vast reservoir of talent, competence, and material, which as we all know, does not in fact exist. With these sobering thoughts in mind, we made the decision to buy the program.

In retrospect, we were proved correct. Was our decision predicated on some special clairvoyance, secret Madison Avenue information, or blind luck? The answer to each is no. Rather, our choice was predicated on the belief that big rewards are worth a professionally calculated risk. In fact, a $250,000 risk, which is big money in any league. We also clearly realize that no one can take a thousand in this business, but where there is no risk, there is little profit.

This rewards-with-risk concept, of course, depends on an agency-advertiser relationship of great confidence and shared responsibility both for success and for disappointments.

We believe that the risk-reward concept in our evaluation of Charlie Brown television potential has produced some extra advantages for Coca-Cola. Among these benefits are dollar savings, better time periods, perhaps fuller clearances, and, of course, programming pertinent to our special media objectives.
FOR SALE

Timebuyers only! WTRF-TV is selling FULL COLORCASTING availabilities. Live color, film, tape or slides will impressively sell the audience you're after in the big Wheeling-Steubenville-Ohio Valley Empire. Buy colorFULL WTRF-TV, Wheeling, West Virginia from Bob Ferguson or Cy Ackermann . . . or contact Blair 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.
Okay.
Write down every radio program you listened to yesterday, and the time you listened.
Now do the same for the day before.
And the day before that.

Now do you feel self-administered research can really measure today's radio?
San Franciscans catch 29 of the top 30 advertisers on KTVU

29 out of the top 30 advertisers bought schedules on KTVU in this past year.* Why? Because KTVU continues to deliver results in this vast, rich TV market. Sales results keep the important advertisers on KTVU year after year. One more reason why KTVU is the Nation's LEADING Independent Television Station.

KTVU
2
SAN FRANCISCO-OAKLAND
Represented by H-R Television

*Based on TVB estimates of top national spot advertisers in 1983.
Sand in the gears on ITT-ABC

Antitrust chief asks FCC to stall on merger;
Commission minority seeks more data from Geneen;
Senators keep pressing FCC to take deeper look

The FCC, which has been under increasing congressional pressure to delay action on the proposed $2.5 billion merger between ABC and the International Telephone and Telegraph Corp., last week ran into a caution light flashed by the Department of Justice.

Donald F. Turner, chief of the department's antitrust division, told the commission that his division's analysis of the proposal "indicates a sufficient possibility of significant anticompetitive effects to indicate that substantial antitrust questions are presented," and added: "I thought it appropriate to inform you of our preliminary views in order that the commission . . . might consider the possibility of deferring its own final action until the Department of Justice has arrived at a final decision on the antitrust aspects of the merger."

Mr. Turner's comments, in a letter addressed to FCC Chairman Rosel H. Hyde, appeared to be a serious obstacle to what had been expected to be reasonably prompt—and favorable—commission action on applications providing for the transfer of ABC's 17 AM, FM and TV stations to ITT.

The letter was delivered to the commission on Thursday, the same day that three commission members regarded as opponents or at least questioners of the merger had sent a letter to Harold S. Geneen president and chairman of ITT, asking for information on the company's foreign interests. The commissioners' letter appeared designed to develop information on possible conflicts of interest that might result from the ownership of ABC by a company with far-flung foreign holdings.

Word from the Hill • Mr. Turner's letter also came as requests from members of the Senate continued to press the commission to hold off final action until the proposal was explored further, either in a congressional hearing or in an evidentiary hearing before an FCC examiner.

However, the letter to Mr. Geneen was not regarded by members of the commission as likely to stall commission consideration for very long. And there appeared to be no inclination on the part of the commissioners—whatever their views of the merger—to cave in to congressional pressure.

Indeed, some are expressing privately considerable annoyance at what they regard as wholly improper congressional interference in commission processes. Commissioners favorable to the merger have even produced court cases supporting the view that the commission has no choice but to ignore their congressional mail on the subject.

However, Mr. Turner's letter is different. The commission has been maintaining close liaison with the antitrust division since applications for the merger were filed last March, and has periodically prodded Mr. Turner for the division's views on the merger. Invariably, his responses, to the commission, as well as to congressional queries, have been noncommittal. Accordingly, members of the commission and the staff had virtually concluded that Justice did not intend to go on record with its views before the commission acted.

Response to Hyde • But Mr. Turner's letter, which was in response to one two weeks ago from Chairman Hyde expressing the commission's interest in resolving the matter, appeared to be an invitation to the commission to delay action until it heard from him. He made clear, however, that the division had not reached a final conclusion as to whether the merger would violate the antitrust laws and that "we may of course conclude that it does not."

Mr. Turner has been under almost
as much pressure in the matter as the commission. Senator Gaylord Nelson (D-Wis.), who initiated Hill interest in the proposed merger last month, has repeatedly pressed Justice for its views—and just as frequently has asked the commission to wait until it received those views.

The commission last week appeared on the verge of final approval of the merger, very likely by a 4-to-3 vote. The commissioners discussed the matter at their meeting Wednesday and, reportedly, instructed the staff to make "minor" revisions in the draft order approving the merger, and to bring the matter back for further consideration this week.

Commissioner Robert T. Bartley, the fiercest opponent of the merger on the commission, has already prepared a draft of a dissenting opinion. Commissioners Kenneth A. Cox and Nicholas Johnson are also said to be preparing statements. Both are believed also to oppose the merger, but some observers feel one or both might switch over to the other side—assuming Justice doesn't hand down an unfavorable ruling.

Commissioners Bartley, Cox and Johnson signed the letter to Mr. Geneen requesting information on ITT's foreign holdings. The letter, reportedly authored in the main by Commissioner Johnson, reflects concern over one of the central questions posed by the proposed merger—whether the independence of ABC's news can be maintained in the face of ITT's financial interests in other countries. ITT earns 60% of its revenues overseas.

Further Probe • The letter noted that the two-day oral hearing on the proposed merger in September touched on a number of questions concerning ITT's foreign affiliates, but didn't explore them "in depth," and said further information is needed "for a thorough consideration" of the proposal.

The commissioners requested:
- A list of all confiscations or expropriations by any foreign government of ITT property since the company's inception.
- ITT claims to the U.S. government for losses incurred overseas to be included, as well as other litigation involving foreign governments, other foreign public entities or foreign corporations.
- A list of the 10 largest owners of ITT stock in each country where ITT does business, additional foreign owners of over 100 shares of stock, and total shares owned by foreign citizens, governments and entities.
- A list of ITT's foreign subsidiaries and affiliates, along with names, nationalities and significant business interests and government connections of all directors and principal officers, as well as the major stockholders in other than wholly owned companies.
- A list of joint ventures and significant agreements between ITT or its affiliates and any foreign company, foreign government or other public body. Any rights which such interests have in ITT operations in case of emergency are to be included.
- Long-range contracts or other long-term agreements with such foreign entities.
- Any employees of ITT or its subsidiaries whose duties include liaison with foreign governments.

The commissioners' letter appeared to echo concern expressed two weeks ago by Senator Wayne Morse (D-Ore.). The senator, writing to the commission last week by a letter from Senator Philip A. Hart, (D-Mich.), who urged the commission to hold a full evidentiary hearing on the matter.

The senator, who is chairman of the Senate Antitrust and Monopoly Subcommittee, referred to the "magnitude and vast implications" of the proposed merger, and said: "A full and complete record would be desirable before a final decision is reached."

Other Criticism • The letter was typical of a number of critical comments in the press which appear to imply the commission restricted the unusual oral argument it held on the case to proponents of the merger (see page 27).

An evidentiary hearing, Senator Hart wrote, "would seem a helpful adjunct to the limited testimony recently given the commission by the presidents of ABC and ITT. Regardless of our ultimate decision, the public is entitled to the assurance that all the facts have been thoroughly presented and examined in depth and that all the implications have been clearly understood."

Senator Nelson, who is chairman of the Senate Monopoly Subcommittee of the Small Business Committee, seized on the three commissioners' letter as "creating some question as to whether all the necessary information has been gathered." In a statement issued by his office, he said there has been "enough doubt cast in this case" for the commission to consider reopening the hearings. "Two days of 'so-called hearings' is not enough to consider the largest proposed merger in the history of the FCC."

Commission officials, who bristle at the implications they are attempting to stack the deck in favor of the merger, note that the staff presented the commission with an exhaustive analysis of the applications. They also point out that all interested parties were invited to participate in the hearing and that, although the case had received considerable publicity since merger talk was first broached almost a year ago, no opponents of the merger came forward.

Nelson Cites Support • Senator Nelson last week, in the fourth letter he sent the commission on the issue, referred to two documents he feels bear out points he has made in his earlier messages. One is a House Antitrust Subcommittee report, published 10 years ago, calling for close liaison between the Justice Department and the FCC on mergers involving broadcasting interests. The other is a July 25, 1956, letter to the commission from Senator Warren G. Magnuson, chairman of the Senate Commerce Committee. In the letter, Senator Magnuson says the commission should not permit radio frequencies "to fall into the control

**Equipment for ABC center**

Facilities for a new ABC Radio network center in New York will be supplied by Visual Electronics Corp., New York, under a $500,000 contract announced jointly by the companies last week.

The equipment will be installed at 1926 Broadway. The system includes seven radio studio control rooms, two tape rooms, two tape edit rooms and a transmission-recording facility. A monitoring system with switching gear and a maintenance facility will also be installed.

Visual will provide McCurdy Radio Industries Ltd. equipment for the project. Completion of the facility is set for the fall of next year.
The FCC, which has managed in the past to make itself look bad without any help from outsiders, received a considerable amount of help last week from the daily press in its coverage of and comment on developments in the proposed merger of ABC and the International Telephone and Telegraph Corp.

Responsible news media made a number of serious misstatements in connection with the case—and all helped put the commission, and the proposed merger, in a bad light.

Fred P. Graham, in a *New York Times* story Tuesday, was seeking to point up the uniqueness of the two-day oral hearing the commission held on the proposed merger in September. In contrast, he wrote, the commission "routinely assigns an examiner to take voluminous testimony before transferring the ownership of a single station."

Actually, it's the unusual transfer or assignment case—one in which facts are in dispute—which goes to hearing. Most are handled on the basis of paper pleadings.

But before anyone could tell him the facts, Morton Mintz picked up Mr. Graham's error for a long piece he wrote for the *Washington Post* on Wednesday.

Another error crept into the lead paragraph of a *Post* editorial on the proposed merger ("No Need to Rush") the next morning. "Thus far," editorial said, "the FCC has limited its investigation to two days of hearings in which adversaries had no opportunity to state their views."

Actually, the commission, in setting up the unusual oral argument, afforded "interested parties" who wished to submit information an opportunity to do so. None did. However, the commission staff presented its views of the pertinent issues and questions.

On Thursday, also, the UPI, in a dispatch on the letter of three commissioners to ITT concerning its foreign holdings (see page 27), said, "It was a 4-to-3 vote that resulted in only two days of hearings on the merger."

Actually, the vote was 6-to-1. Commissioner Robert T. Bartley was the lone dissent, arguing for a full evidentiary hearing. Commissioners Kenneth A. Cox and Nicholas Johnson, who with Commissioner Bartley signed last week's letter to ITT, concurred in the vote for the oral hearing.

The court vacated the commission's decision after evidence of ex parte representations was presented, and said: "Interested attempts to influence any member of the commission . . . except by the recognized and public processes go to the very core of the commission's quasi-judicial power . . . ."

Commissioners also have cases to cite in defense of their determination not to discuss the proposed merger—with members of Congress or anyone else not authorized to participate in the discussions. It involves a court decision to vacate an FTC order because of a speech commission Chairman Paul Rand Dixon had made on the matter under consideration. The court held that the chairman's speech, while the matter was pending, indicated he had already made up his mind on the subject. "We conclude," the court said, "that Chairman Dixon's participation in the hearing amounted in the circumstances to a denial of due process which invalidated the order under review."

**Theater owner blasts ABC and Wometco**

The FCC was asked last week to strip ABC and Wometco Enterprises Inc. of the licenses of their owned or controlled television stations—nine in all. But it wasn't the companies' broadcasting activities that sparked the request so much as the conduct of their motion-picture theater operations.

The request was made by Antwin Theatres Inc., operator of a drive-in movie theater in the Greater Miami area. Antwin claims the "illegal, fraudulent and monopolistic activities" of ABC and Wometco have caused the theater to lose more than $700,000 since it was opened in 1956.

At issue is the asserted inability of Antwin to obtain first-run movies for its Golden Glades theater. Antwin claims that ABC and Wometco, through their ownership of theaters in Dade county (Miami) and throughout the state of Florida, as well as their ownership of television stations, were able to "induce" movie distributors to join in their "agreement" to maintain and perpetuate their monopoly over the exhibition of first-run pictures in Dade county.

Antwin claimed the "inducement" was effected by ABC and Wometco "threats" not to acquire films for their theaters or their TV stations from distributors providing Golden Glades theater with first-run pictures. Antwin noted that the television market is a particularly important one for distributors seeking to rent "old pictures which otherwise have little or no value."

Albert Theatres * ABC, through subsidiaries, operates 472 motion-picture theaters in the South and Midwest; its Florida States subsidiary operates 50 theaters in Florida, nine of them in Greater Miami. Wometco, directly and through subsidiaries, operates 33 theaters in the state, 22 in Greater Miami.

Moreover, Antwin said, the motion-picture films that ABC rents for its theaters, owned stations and network, and those that Wometco rents for its
theaters and stations, are obtained from the same distributors “from whom Antwin must rent first-run film if Antwin is to survive.”

Antwin asked the commission to deny the pending applications for the renewal of licenses for Wometco’s owned or controlled WTVJ-TV Miami and WFGA-TV Jacksonville, both Florida; and WLDS-TV Asheville, N.C.; and to call for and deny license-renewal applications for KVOS-TV Bellingham, Wash., owned by Wometco, and ABC's WXYZ-TV Detroit, WBKB-TV Chicago, KGO-TV San Francisco, KCBC-TV Los Angeles, WABC-TV New York.

Antwin's petition to the FCC was foreshadowed last summer by a triple-damage antitrust suit that the theater company filed against ABC, Wometco and a number of motion-picture distributors. The suit was filed in the federal court for the southern district of New York.

Antwin said that renewal of any of the ABC or Wometco licenses would “enable those companies to continue using the leverage of the buying power” that station ownership gives them to deprive it of a free market in which to obtain first-run pictures. “Such renewal,” Antwin added, “would directly contribute to forcing [it] to close down its theater or to run it at a loss” to a point where it would be taken over by creditors or forced to sell to Wometco or Florida States.

Antwin also said that, regardless of “the particular uses and threatened uses” of ABC's and Wometco's buying power, the renewal of any of those companies' licenses adds to the motion-picture buying power with which [Antwin] has to compete, and thus increases its competitive disadvantage.

Ownership proposal bombarded
No favorable comments received by commission on its plan to limit groups in top-50 market; liberalize present rule, say some in industry

The three television networks and eight other multiple owners added their voices last week to that of the Council for Television Development in opposing the FCC's proposal to limit the expansion of multiple owners into the top-50 markets. The deadline for comments passed Tuesday (Nov. 1) without a favorable word being said for the proposal.

In the main, the networks and others commenting last week stressed the points made by the United Research Inc., in the $275,000 study it made in behalf of the CTD, the organization of 42 licensees that was formed last year to fight the proposed rule (Broadcasting, Sept. 19).

They disputed the commission's contention that there is a trend to concentration of control of television stations in the top markets—a major premise on which the proposal was based—and argued that the proposed rule would be anticompetitive and would work against a major commission goal of promoting diversity of program sources.

If any changes are made, several of those filing comments said, they should be to liberalize the existing rule.

More Not Less • Newhouse Broadcasting Corp., which owns four VHF and two UHF stations, said it would be interested in acquiring additional UHF's if the commission adopted a "less restrictive" rule than the one now on the books. It suggested that government-industry studies be undertaken on alternatives to the present limitations.

NBC and Metromedia Inc. also said that if the present "rule of seven" is changed, the revision should be upward. NBC said the commission should permit ownership of more than seven stations in designated markets or groupings of markets or of types of stations. ABC, while not urging a change in the rule, said that if its proposed merger with ITT is approved, it would acquire two UHF stations.

One roughed-out alternative to the commission's proposal came from Plains Television Corp., owner of four UHF stations. Plains said a rule intended to achieve the commission's objective of limiting the power and influence of any single operator must take into account the influences between VHF and UHF stations, as well as among various-sized markets.

Plains suggested that the commission permit ownership of an increased number of stations if the outlets are concentrated in smaller markets. And to overcome the "disparity" between VHF and UHF stations, Plains said, the commission "might set a limit of 10 UHF stations, as against a limit of five VHF stations." Plains also proposed that the commission not count satellite stations against an owner's quota where the satellites are only a means to make up for the coverage deficiencies of a basic UHF station.

Commission Proposal • The commission's proposed rule would prohibit broadcasters from acquiring more than three television stations in the top 50 markets—no more than two of them VHF's. However, it would not require divestiture of facilities by broadcasters now owning more than the proposed limit of stations. And the present overall limit of seven stations (no more than five VHF's), in effect since 1954, would not be changed.

A policy requiring hearings on applications that would result in a broadcaster owning more than the proposed limit has been in effect since June 1965, when the proposed rule was issued for comment (Broadcasting, June 28, 1965). But the commission waived the policy each of the four times it was asked to do so.

The commission, in proposing the tighter rule, expressed concern over what it said was a trend to concentration of control of television stations in the top markets. But several of those commenting last week challenged the statistical analysis on which the commission's concern was based.

CBS noted that UHF stations, "which add increasingly to competition in the major markets" were not included in the commission figures, while the commission counted as multiple ownerships those situations in which a VHF in a top-50 market was commonly owned with another station, VHF or UHF, in any market. If UHF stations were counted and multiple owners were defined as those with more than one station in the top-50 markets, a pattern of increased diversification of ownership, not less, would emerge, CBS said.

NBC said the commission's basic error was in discussing the top-50 markets as the "market" in which concentration could be examined. The commission, NBC said, "to be realistic, must consider the issue of concentration of control with relation only to each particular market in which competing stations operate, not with respect to some artificial agglomerate of mis-
Following his release from active duty as a U. S. Marine, 19-year-old Gordon McLendon, Jr., became broadcasting's first and only teenage war correspondent. Reporting from the very teeth of the savage fighting at Operation Hastings, only 200 meters from the 17th Parallel, from four different air strikes in Air Force OIF's and F100's, reporting as part of the squad in the night patrol ambush at Kim Ding, from the co-pilot's seat of the tiny Piper Cub which is always FAC (Forward Air Controller) accompanying all U. S. air strikes, Bart McLendon is among the war's most adventure-some correspondents. Undoubtedly, history will assign the name "The Teenagers' War" to the conflict in Vietnam. It is being fought in large measure by tens of thousands of teenagers who have yet to cast their first votes.

McLendon's battle reports, commentaries, and interviews — dramatic, forceful, bitter, arresting, heroic, sometimes unnerving — are one of the brilliant new chapters in the history of war correspondence. These radio stations and newspapers across the country are currently broadcasting reports from Bart McLendon direct from Vietnam — WMCA, New York □ X-TRA News over Los Angeles □ WGBS, Miami □ KABL, San Francisco □ KISN, Portland □ KLIF, Dallas □ WIFE, Indianapolis □ KOIL, Omaha □ WDDY, Minneapolis □ KNOE, Monroe □ WNOE, New Orleans □ KXOK, St. Louis □ WHB, Kansas City □ KTSF, San Antonio □ WYSL, Buffalo □ KILT, Houston □ KOMA, Oklahoma City □ WNNUS, Chicago □ KGTA, Los Angeles □ WDTM, Detroit □ Plus the Chicago Sun-Times and 53 other newspapers.
callaneous markets related only by the fact that they are the largest.

Competition on Rise - And the law firm of Covington and Burling, filing on behalf of 10 TV stations owned by three group owners (Corinthian Stations, George W. Norton and Post-Newsweek), said the groups face more competition today than they did 10 years ago—not only from stations within their markets but from other media, such as motion pictures, newspapers and magazines.

In their comments, the owners commenting also pointed to what they said was an increase in competition in the major markets in arguing that the proposed rule would actually be anticompetitive, in that it would block the emergence of tough new competitors. Metromedia said the proposal would erect for present networks a "shield" of protection from potential competition, since it would freeze out the most likely entrant in the networking field at their present level of station ownership.

Most of them commenting also said the rule would have a particularly harmful effect on the development of UHF by precluding those they considered best able to operate UHF's—the multiple owners, with the experience and financial resources to make a success of a risky venture—from owning such stations in major markets.

CBS noted that Kaiser Broadcasting Corp. and D. H. Overmyer Communication Corp., two powerful new forces in the development of UHF, consider that the successful UHF operations require more than three stations in the top markets.

And ABC, referring to the losses its network operation has sustained in recent years (Broadcasting, Sept. 12), said that "ownership by the networks of TV stations in key markets [which provide profits] is a sine qua non to successful TV networking operations."

A rule barring newcomers from owning more than two VHF facilities in the top markets, ABC added, "would most certainly militate against the establishment of a competitive fourth network"—and the additional programming it would provide.

Question mark still over KFWB sale

The proposed $10,750,000 sale of KFWB Los Angeles to Westinghouse Broadcasting Co. was still alive last week—at least technically. But of apparent greater concern to licensee Crowell-Collier & MacMillan Inc. is whether the FCC will proceed with tentative plans to order a revocation hearing on the station's license.

The sale contract, signed in January, permits cancellation of the agreement if a final commission order were not issued by Oct. 31. A final order cannot be issued until 30 days after commission approval of the sale, and the commission has not yet acted.

Accordingly, the contract could be cancelled, and WBC, claiming the owner permitted the station's financial position to deteriorate, has said it would do just that if Crowell-Collier & MacMillan refused to negotiate a lower price (Broadcasting, Oct. 24). The licensee has indicated it would not agree to a lower price. But so far neither side has moved to terminate the agreement.

Both sides are awaiting commission action on its proposal to designate the station's license for a revocation hearing as a result of the alleged involvement of station personnel in the agency's payola investigation. The commission instructed the staff three weeks ago to draft a revocation-hearing order. Adoption of the hearing order would reduce the chances of the sale.

NAB regions reopen in St. Louis

The National Association of Broadcasters touring company returns to the road this week for the second round of regional fall conferences. The sessions open in St. Louis Thursday and Friday (Nov. 10-11), move to New York on Nov. 14-15, then to Charlotte, N. C., on Nov. 17-18 and close out in Jacksonville, Fla., on Nov. 21-22.

Although there are no formal luncheons at the conferences this year, the New York registrants will hear a luncheon address by NAB President Vincent Wastiewski. He will be speaking at a joint luncheon to be given by NAB and the International Radio and Television Society on Nov. 14.

Participants for the TV sessions at the four conferences are:

Land mobile and the spectrum—James J. Bailey, General Motors Corp. in St. Louis; Edward Bond Jr., Union Carbide in New York and Jacksonville, and Frank M. Smith, National Association of Manufacturers in Charlotte.


Participants in the radio sessions are:

Public relations—George J. Volger, kwpc Muscatine, Iowa, and Don C. Dalley, kobi Springfield, Mo. (St. Louis). Herbert L. Krueger, wtao...
Europe was fantastic, but not like FARGO!

We ain't just a-kidding — us Hayseeds makes big dough, and we ain't saving it for that little $100,000 house out in Darien that's not really as big at it looks!

That's another thing that makes us one heck of a market for such non-conspicuous stuff as groceries, toiletries, beverages and Bentleys (we save $300 each on those radiators!). And that's why so many advertisers who wouldn't usually be caught dead in a market our size, are steadies on WDAY Radio and TV!

That's the picture, and there really isn't any other worth mentioning. Ask Peters, Griffin, Woodward for all the facts!

WDAY
WDAY-TV

The Know-How Stations in
FARGO, N. D.

Executive secretaries or directors. This is almost double the 23 associations that had salaried personnel in 1962. Thirty-four groups had executive secretaries in 1964.

Five associations reported paying their salaried personnel more than $10,000 yearly, six paid between $5,000 and $10,000, 11 between $2,500 and $5,000 and 18 paid $2,500 or less.

Mr. King

The survey also noted that scholarships ranging from $100 to $1,000 are donated by 35 state groups to students interested in radio and television. Other state association activities at the academic level include: career guidance clinics, summer seminars, station field trips, internship programs, educational programs, establishing high school broadcasting clubs, encouraging broadcasting courses at junior colleges, job placement for graduates, guest lectures by educators and participation in state meetings by educators and students.

In the area of legislative liaison all states report having contact with state and/or federal legislators during the year. Regular meetings with federal legislators are held by 13 associations and regular meetings with state officials are held by 10 associations.

Station association survey by NAB documents rise in membership, activity

Radio and television station membership in state broadcasting associations went up 33% from 1964 to 1966, according to the National Association of Broadcasters. An NAB survey, based on information from 48 state groups, showed the average total revenue for the state associations rose during the two-year period from $7,987 to $10,458. Average revenue in 1966 doubled compared to the 1962 figure of $5,125.

The study, conducted by Alvin M. King, NAB director of state association liaison, also showed the 76% of all radio stations are now members of state associations compared with 72% in 1964 and only 57% in 1959. Comparable TV figures show 81% of all stations are now members against 76% two years ago and 48% in 1959.

Four state groups reported membership of more than 200 radio and TV stations and associates in 1966. Only two associations were above the 200 figure in 1964.

Total revenue for all state groups in 1966 was $439,232. This ranged from a minimum of $225 to a maximum of $52,000. There were 17 state associations that reported revenues in excess of $10,000.

Membership dues brought in $291,492 to the state associations and associate membership dues produced $29,136. Other sources of income, reported by 21 state groups, totaled $114,294 and ranged from $30 to $35,000. It came from convention fees, state fairs, group insurance and other projects.

More Paid Directors. The survey also showed that 40 associations had executive secretaries or directors. This is almost double the 23 associations that had salaried personnel in 1962. Thirty-four groups had executive secretaries in 1964.

Five associations reported paying their salaried personnel more than $10,000 yearly, six paid between $5,000 and $10,000, 11 between $2,500 and $5,000 and 18 paid $2,500 or less.

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Comings and goings in NAB codes

The National Association of Broadcasters radio code had a net loss of six members and the TV code lost one member in the Aug. 15 to Sept. 15 period. The radio code gained 23 and lost 29 members.

KVKM-TV Monahans-Odessa, Tex., withdrew from the TV code.

Radio additions: KIRV Fresno, Calif.; WDCF Dade City and WNET Winter Haven, both Florida; KFLI Mountain Home and KMCJ McCall, both Idaho; WFMS-FM (FM) Indianapolis; WPDE Paris, Ky.; WGMZ-FM (FM) Flint, Mich.; KDWA Hastings, Minn.; WHEH-AM-FM Elmira Heights, N. Y.; WNGC-AM-FM Gastonia and WNCX Siler City, both North Carolina; WELW Willoughby, Ohio; KLOO Corvallis, KVAS Astoria and KWJD Portland, all Oregon; KBUR Brigham City, Utah; KREN Renton, KREW Sunnyside and KXBO Yakima, all Washington; KATI Casper, Wyo.

Radio withdrawals: WBBM Centre ville, Ala.; KEZYAnaheim, Calif.; WVCW Orlando and WBAR Bartow, both Florida; WBBK Blakely, WBRE Griffin, WSK Americus, WKEV-AM-FM Griffin, WLB

Two waivers granted for CATV imports

The FCC continued last week to scratch the surface of the backlog problem produced by the so-called top-100-market CATV rule adopted in March (BROADCASTING, March 7).

The commission granted the requests of Mission Cable TV Inc., Powell, Wyo., and Athenes TV Cable Co., Athens, Tenn., to carry, respectively, the signals of a Los Angeles educational station and a Knoxville, Tenn., UHF. The CATV's are two of some 120 petitioners that have requested waiver of the rule that requires CATV's to obtain commission permission in a hearing before transmitting TV signals beyond their grade B contour into the grade A coverage area of top-100 market TV stations.

Mission Cable's waiver will permit the Poway system to supply its subscribers with the signals of noncommercial educational KCBT (TV) Los Angeles. The waiver will terminate, the commission said, when an ETV station begins operating in San Diego.

The FCC ordered Mission last June to stop importing KCBT (TV)'s signals to its system in Poway. In the cease and desist order the commission stated that it would determine in a separate hearing upon proper request for waiver whether the public interest would be served by carriage of KCBT (TV)'s signals.

The waiver granted to Athens TV Cable authorizes that system to carry the signals of WTVK (TV) (ch. 26) Knoxville to subscribers in Athens. The CATV will also carry the signals of WDEF-TV, WRCB-TV, WTCB-TV, all Chattanooga, and WATB-TV and WBIR-TV, both Knoxville, the commission said.

ETV studies shouldn't hobble Comsat-Magnuson

Ford Foundation's plan to use domestic communications-satellite funds to underwrite educational broadcasting may not find a great deal of sympathy on Capitol Hill, particularly if it inter-
**University of Notre Dame Stadium in South Bend, Indiana.**

**Why WNDU-TV, South Bend bought Volumes 2, 3, 4, 5, 7, 8, 9, 10 and 11 of Seven Arts’ "Films of the 50's & 60's"**

**Says Wm. Thomas Hamilton:**
Vice President and General Manager, WNDU-TV, South Bend, Indiana

"The Seven Arts' 'Films of the 50's and 60's' we have bought for WNDU-TV have been among our best program buys, especially because about 50% of the features in each Volume are in color which is obviously extremely important to us at this time.

We use Seven Arts' features for 'The 3:30 Movie,' Monday through Friday; 'Saturday Night at the Movies, Part II' at 10 p.m.; Sunday evening 'Ten O'Clock Theatre' and for our Saturday and Sunday matinees at 11:00 a.m. and 2:00 p.m.

Audience reaction to these films has been especially enthusiastic, so much so that we telecast

**Seven Arts' features in prime time**

on a regular basis on WNDU-TV's 'Friday Night at the Movies' 6:30-8:30 p.m.

From a sales standpoint, Seven Arts' features are practically pre-sold.

Top titles and name stars are proven natural vehicles for our local, regional and national advertisers including: Proctor & Gamble's Bold, Carling's Black Label Beer, Spic & Span, Bristol-Meyers' Citrusun, Charmin Paper Products, Alka-Seltzer, H&R Block Tax Service and Kellogg's Cereals."
ferred with action of the Communications Satellite Corp.

That was one interpretation of remarks made by Senator Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, at a tour to Comsat ground station in Brewster Flat, Wash.

The senator said that the government has a commitment to the Comsat stockholders since the corporation was created by congressional action, and "we can't abolish it overnight just because there are other ideas for ETV."

He said his committee would look into various proposals to support ETV adding he hoped they would not "interfere with Comsat."

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**A clean bill for Jim Aubrey**

Settlement stipulations in the CBS stockholder suit against James T. Aubrey Jr. will be considered today (Nov. 7) in New York State Supreme Court. Terms of the agreement have already been recommended by a court-appointed referee and they apparently clear the former CBS-TV president of all charges brought against him.

The settlement document says the plaintiffs "are unable to prove any impropriety in the conduct of CBS affairs" by Mr. Aubrey.

In the suit, filed a year-and-a-half ago, minority stockholders Edward Morrison and Betty Tummons had charged Mr. Aubrey with partiality toward two production companies, Filmways and Richelieu Productions, to the disadvantage of CBS. They alleged that Mr. Aubrey had a financial interest in Richelieu and that Filmways paid "a substantial part" of his rent, thereby drawing him into transactions with the production company to the interest of CBS.

The referee's report said there was no evidence that Mr. Aubrey had an interest in Richelieu and that "the rent which Aubrey paid was equitable for
nonexclusive occupancy and that he continued to pay the same rent after he no longer could prefer Filmiways by reason of his severance with CBS. "Mr. Aubrey was dismissed by CBS in February 1965.

Landed Top Programs • Testimony refuted the claim that CBS's relation with Filmiways was irregular, according to the report. In fact it noted that CBS dealings with the production company resulted in acquisition of a number of hit shows, among them, Beverly Hillbillies, Petticoat Junction, and Green Acres.

It also refuted the charge that CBS had been dissatisfied with Mr. Aubrey's administration of the television network, noting that the company had privately investigated the relation of Mr. Aubrey and Richelieu as a result of an FCC inquiry and that no preferential treatment has been disclosed.

Settlement stipulations provide that Mr. Aubrey will lose option rights on 3,000 shares of CBS common stock. He also waives the right to have CBS pay his legal expenses for the suit. However, the terms require the company to return Mr. Aubrey's options on 7,821 CBS shares at $16.63 per share and to deliver him 10,821 shares and $107,486 according to his termination agreement. This stock and cash have been held in escrow pending the outcome of the stockholder suit.

Last week CBS common stock had a market price in the range of $15 to $16 per share, meaning Mr. Aubrey would be giving up approximately $115,000 as the cost of a pretrial settlement.

NBC color reports • now on monthly basis

NBC is announcing today (Nov. 7) that because of an anticipated surge in color-TV set buying this fall it plans to release monthly estimates of color-TV households during the fourth quarter. Ordinarily, NBC's estimates are issued on a quarterly basis.

As of Oct. 1, NBC estimated a total 8.1 million color homes (14.6% of all TV households). This was 86% more than the 4,360,000 (8.1% of all TV households) on that date last year.

NBC's newest estimates, the eighth in its series covering 21 months, are based on both industry sources and on special surveys of color-set production, inventory at the factory, distributor and retail levels, and set scrapage.

All-ad station concludes massive listener survey

Gordon McLendon's unique all-classified advertising radio station, KADS (FM) Los Angeles, was scheduled to conclude last week what's claimed to be "the most comprehensive" survey of on-the-air listener needs and desires ever attempted. The McLendon Corp., which last July was granted the application for the assignment of the license of KLMA(FM) Los Angeles (call letters changed to KADS), has been conducting a round-the-clock, 24-hour, live, call-in interview program as a means to finding out how best to present classified ads in a broadcast form. By the time the live telephone examination of the Los Angeles community was to conclude on Nov. 4, a total of 268 hours of continuous on-the-air interviewing was to have been compiled by the station.

A key finding of the survey, which offered listeners the opportunity to broadcast free classified ads, was that advertisements delivered by listeners had more "listenability," than the same ad presented by an announcer. As a result, KADS has determined to carry many of its classified ads in the actual voice of the listener-advertiser in the form of call-ins to the Los Angeles area station.

This and many other findings of the on-air survey are being prepared by KADS in the form of a progress report to be submitted to the FCC. The classified-advertising station was to begin formal broadcast operations at 5 p.m., Nov. 4.

A daily schedule of all-classified advertising from 6 a.m. to 10 p.m. is planned, in the beginning.

However, when the new format catches on, it is hoped that a 24-hour all-classified operation can be achieved at the Los Angeles station.

Changing hands...

APPROVED • The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 106).

- KLOK San Jose, Calif.: Sold by E. L. and Florence S. Baker to W. Thomas and M. Phillip Davis for $1,026,277. Buyers own KWIZ-AM-FM Santa Ana, ke with 10 kw days, and with 5 kw nights.

EXCLUSIVE BROADCAST PROPERTIES!

WEST

TEXAS—1 kw daytimer in single station, county seat town, earning $27,000 to owner. Excellent opportunity for owner-operator. Can be purchased with a $25,000 down payment.

NEW

MEXICO—AM-FM combination in excellent growth area. County retail sales of $100,000,000 annually, 1965 billings $149,000—12% increase this year. Excellent equipment, beautiful plant. Priced at $325,000 with $150,000 down.

Contact—George W. Moore in our Dallas office

Hamilton-Sands
& ASSOCIATES, INC.
John F. Feildens, President

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America's Most Experienced Media Brokers
Strike threats hang heavy over TV-radio

SAG, AFTRA and IBEW all threaten to walk out after negotiations that have gone on for months

The virus of labor-management antagonism, which infected and immobilized key U.S. industries during periods of 1966, is spreading to the broadcast field with threats of strikes that could hobble networks, advertisers, agencies and producers of TV-radio commercials.

The symptoms of disaffection have been latent for months but the crisis rose to the surface last week when both the Screen Actors Guild and the American Federation of Television and Radio Artists disclosed they are seeking strike authorizations from their memberships in the key sector of filmed, tape and live commercials.

To compound the problem, the International Brotherhood of Electrical Workers, which has jurisdiction over technical employees in CBS, voiced threats to strike last week following protracted negotiations of almost a year to hammer out a contract to replace one that expired on Jan. 31, 1966. Scrutinizing carefully the progress of CBS-IBEW talks is the National Association of Broadcast Employees and Technicians (NABET), which begins discussions with ABC and NBC in early January on a new contract to succeed one expiring on March 31, 1967.

The overriding issue in both the performers’ and the engineers’ negotiations is money, though there are also fringe provisions to be ironed out.

Impasse - In the case of SAG and AFTRA, which are negotiating jointly in the vital TV commercials area, both unions have charged that management negotiators not only have rejected their demands for “reasonable” increases but are attempting to “roll back” the fee structure established in the current three-year contract, which expires on Nov. 15. IBEW is maintaining, in essence, that the wage increases offered by CBS are not enough.

The three unions have based their demands for contract improvements in wages, fees and fringe benefits on one common denominator: Industry revenues have risen considerably over the past few years, they assert, and labor is entitled to some of the fruits of this prosperity.

Broadcast management officials were less vocal than the unions in their comments on developments. Efforts to obtain information on the latest progress in talks, including counter-proposals made, were met with uniform “no comment.” One industry source was optimistic that settlements could be reached with all unions before drastic action was taken.

IBEW represents some 1,200 technicians employed at CBS throughout the country. The present minimum scale for experienced technicians is $212 per week. The union reportedly has demanded an increase to $245 a week for the first year of a two-and-a-half-year contract; $255 for the second year and $265 for the last six months.

A recent CBS offer was said to include a 6% raise for the first year of a three-year contract; 10% for the second year, and 6% for the third. A report circulated last week that CBS has raised the offer slightly, but no confirmation was available. CBS said there was hope that the latest proposal would be submitted to the membership in a referendum.

After the expiration of the contract on Jan. 31, talks were continued on an informal extension basis until June, when CBS served notice of termination. IBEW members are working without a contract, but negotiations have been held from time to time in Washington, San Francisco, St. Louis and New Orleans.

Union View - One union official characterized CBS’s various offers as “niggardly” in view of the network’s earnings picture and charged that CBS is “deliberately attempting to provoke a walkout.” He claimed that during negotiations, network representatives have said that “this is the year of minimum gains.”

There is precedent for an IBEW strike against CBS. In April 1958, approximately 1,300 engineers and technicians struck the network for 12 days (BROADCASTING, April 28, 1958) and returned with a new contract including a wage increase of about 6%.

The TV and radio networks maintained operations throughout that tie-up, using supervisory and other non-union personnel who had undergone technical training. It is standard operating procedure for all three networks to train nonunion employees in various phases of technical operations to meet the contingencies of labor disputes.

The commercial talks involving SAG and AFTRA and various elements of the broadcast advertising business are more complex than those between CBS and IBEW. They apply to more than 25,000 members of both SAG, which has jurisdiction over filmed commercials, and AFTRA, which negotiates in the area of live-taped commercials. (Separately, AFTRA is negotiating various TV-radio program codes with networks and with transcription producers.)

The filmed and tape-commercial sector is deemed the crucial one, though the others also are significant. In this area SAG and AFTRA are again negotiating jointly with an industry team consisting of spokesmen for agencies, advertisers, networks and commercial producers.

Several weeks ago AFTRA-SAG presented to management a set of detailed and involved proposals covering their

SAG-AFTRA demands

The Screen Actors Guild and the American Federation of Television & Radio Artists have handed management negotiators 12 pages of suggested changes to the present 60-page commercial contract which became effective Nov. 16, 1963. Among some of the changes proposed by SAG-AFTRA are the following:

Group singers of five or more who appear on camera would be raised from current $71 each for one use of commercial in a 13-week cycle on a class A program to $80; players (except group singers) appearing in dealer commercials on camera would be paid $544 for use of commercials for six months, as compared with $473 now; performers appearing in more than one commercial with a dealer identification or tag would be paid an additional $35 for on-camera and $25 for off-camera, as compared with current $25 and $15 respectively, for each identification commercial beyond one. New demands seek coverage for stuntmen and ask for payment for commercials to be used for tests or in test markets or for copy testing.

BROADCASTING, November 7, 1966
THE KATZ AGENCY, Inc.

is pleased to announce that

November 1, 1966

our Radio Division

began representing the radio station

Serving Greater New York's Greater New Yorkers

RADIO STATION
WPAT
93AM & 93FM

A Division of Capital Cities Broadcasting Corporation
demands for payments to performers appearing in commercials (Broadcasting, Oct. 10). An examination of the proposals indicated that the talent unions were seeking increases ranging up to 25% in some key phases of a suggested pact.

Higher Rates • For example, SAG-AFTRA sought an increase in the session fee (the pay for appearing in a production of a commercial) from the present $105 to $125. Performers also are paid on the basis of the use and reuse of commercials and among the increases proposed by the unions are these: class A program (more than 20-unit cities), from $105 to $125 for a single use, on-camera; wild-spot (non-network), on camera for 13-week use in New York, Chicago, and Los Angeles, from $360 to $425.

Taking cognizance of the proliferation of piggyback commercials, the unions are seeking full and separate additional fees for each additional name, product or service depicted or mentioned in a spot announcement. The unions also claimed there has been an expanding use of U. S.-produced commercials abroad and have requested additional payment for such use of spots.

The strike threats by SAG and AFTRA last week followed several months of negotiations in New York. All of the unions released announcements that they were seeking authorizations from their memberships to call strikes because of management's rejections of their proposals.

Charlton Heston, president of SAG, sent letters to the membership accompanying strike ballots. He claimed that TV network income has risen 40% during the three-year period of the present guild contract and that network revenue over the last 10 years "has increased an unbelievable 131.5%.

He said that despite the "enormous growth" in profits of the television advertising business, the industry's negotiators not only are refusing proposals for "reasonable increases" and "adjustments of inequities," but are declaring that the union's present rates are "just too high" and are asking that they be "substantially rolled back."

The deadline for the return of strike ballots to SAG was set at noon, Nov. 15.

Authority to Strike • In a similar pronouncement, AFTRA asked for a strike authorization to be voted at a series of membership meetings. The first was to be held in Hollywood yesterday (Nov. 6), with others set in New York, Nov. 10; in Chicago Nov. 13 and in Washington on a date to be announced.

SAG called the first strike in its history in late 1952, a union official said, and after two and a half months, it was settled. As a result, SAG won a system of fees for actors providing for use and reuse payments for commercials in which they appeared. AFTRA and SAG have been negotiating jointly in the commercials area since 1960.

The TV commercials negotiations, which are being held in New York, involve ABC, CBS, NBC, the American Association of Advertising Agencies, the Association of National Advertisers and the Film Producers Association of New York.

Spearheading the talks are the nation's largest advertisers, represented through the joint policy committee on broadcast talent union relations. This committee is composed of representatives of the ANA and AAAA. Harry Saz, vice president in charge of media services for Ted Bates & Co., New York, heads management's negotiating committee.

The chief negotiators for the talent unions are Donald Conaway, national executive director of AFTRA, and John L. Dales, national executive secretary of SAG.

Countercharges • One talent union official claimed that industry's counterproposals would "roll back" some fees under the present TV commercials agreement "as much as 50%.

Management representatives would
Robert Wittig opened a one-man rep office 17 years ago to sell advertisers on ethnic radio's powerful potential. Since few media men were talking in terms of ethnic markets, Wittig hired an answering service to handle the faint trickle of calls. Today, the "office" has grown into UBC Sales, with offices in New York, Chicago, and Washington. And national sales director and vice president is Robert Wittig. Seventeen years spent educating agencies and clients on the burgeoning ethnic market have paid off. For now these markets are considered in all major media compilations. Success is rarely easy, but it helps to begin with a sound idea, as Robert Wittig discovered in 1949.
not comment on the unions' contentions or report on the discussions. One said there was an understanding that there would be no discussion of the negotiations while talks were under way, but that he was "always optimistic" that a strike could somehow be avoided.

In addition to the TV commercials area, AFTRA is holding separate discussions with networks on various national codes covering performers in live-taped TV programs, commercial radio programs, sustaining radio programs, radio commercials, owned-and-operated-station staff announcers and, for the first time, an agreement covering newsman on a national basis. Included in these negotiations are ABC, CBS, Mutual and NBC.

William C. Fitts Jr., vice president, employee relations, CBS, heads the management team conducting talks with AFTRA on its various program codes.

AFTRA reportedly is seeking wage increases approximating 20% in these negotiations, contending this figure would be consistent with the rise in the cost of living since the framing of the present contract in 1963.

Speedup in Talks • Both union and management acknowledged late last week that talks would undoubtedly proceed on an accelerated basis until Nov. 15, when current talent agreements expire. If prospects for a settlement brighten as the deadline approaches, it is conceivable that talks will be extended. In 1963, for example, agreement in the TV commercials area was not attained until mid-December.

Though industry spokesmen would not offer explanations for their reported stand calling for "roll backs" in wages, fees and conditions for TV commercials, it was interpreted by union officials as a bargaining stance. The latter expressed dismay that management's initial offers did not propose at least token increases over the 1963 money formula but instead, they claimed, sought decreases.

One explanation from a management executive not involved in the negotiations was that the industry is seeking to hold the line on talent payments on the theory that such compensation has already reached a reasonable level. It is assumed that the industry would settle for modest gains over the present pact but not so steep as the 20-25% initially sought by the unions.

**NAB objects to FCC's code use**

3d question on commercial form held detrimental to self-regulation idea

The National Association of Broadcasters Code Authority last week objected to the new FCC policy under which the commission has adopted, as its own guidelines, NAB commercial time standards.

Howard Bell, NAB code authority director, said that the FCC's three-item questionnaire, which is going to all licensees, would have been sufficient with just the first two questions. The third question, he said, "looks like the lifted eyebrow technique."

The questionnaire, announced by the FCC last month (BROADCASTING, Oct. 17 et seq.), asks: the maximum amount of time stations intend to devote to commercials in any one hour; how often and under what circumstances they expect to exceed the normal limits; how radio stations planning to carry more than 18 minutes an hour and TV stations proposing more than 16 minutes an hour justify the extra time.

Mr. Bell suggested the FCC "reconsider" the third question and eliminate it. He said the suggestion is in "the interests of self-regulation, which I think all commissioners favor—since none has spoken out against it."

The new commercial policy replaces the commission's case-by-case procedure whereby the FCC set up a 20-minute standard for non-code radio stations and, in effect, created a double standard. The NAB code limit for radio is 18 minutes an hour. Any code station that said it would go over the 18 minutes was asked by the FCC how it could represent itself as a code station and still exceed the prescribed code limits.

**Fingerling Code Members •** This philosophy was taken by some, Mr. Bell included, as commission enforcement of an industry code. "It's evident," he said, "that the FCC was singling out code subscribers who were going to deviate from the code. But it wasn't going after non-code subscribers" who said they would go above the FCC-established standard of 20-minutes per hour.

The commission's policy, the code director added, was simply "gross discrimination against code subscribers." The commission should never question a code subscriber who says he'll exceed the code time standards. It's the code authority's job to enforce them and we don't want the FCC to help us enforce the code. I don't think it was their inclination to do so, but the policy made it seem that way."

The code director noted FCC Chairman Rosei Hyde, speaking for an NAB code presentation and to the Federal Communications Bar Association, indicated he didn't want to encroach upon self-regulation efforts and the codes. Further, Mr. Bell said, "the FCC recognized in its previous policy that the informal 20-minute time standards quite honestly weren't helping the self-regulatory effort."

While the commission, through the new questionnaire, seems to be trying to "extricate itself" from the earlier policy, he went on, "I don't think it's completely solved it with respect to the codes."

Until the new questionnaire was announced, the commission had gone almost two years looking at commercialization policies on a case-by-case basis. That procedure began in January 1964 after Congress forced the FCC to abandon a plan to adopt a rule limiting commercial time.

**Confusion •** Mr. Bell said the first two questions on the new questionnaire provide the FCC with all the answers it needs. The third question, he said, "is detrimental in that it utilizes specific figures that are used in the codes and tends to confuse the issue and broadcasters."

Based on 30 years of experience, he said, the FCC is in "a good position to evaluate information at renewal time, and when it asks how much commercial time a station carries. It doesn't need specific figures."

Mr. Bell said the new questionnaire does offer one improvement as far as the code authority is concerned. "It does remove this question of an informal 20 minute rule and it does eliminate the possibility of discrimination against code subscribers."

However, he was concerned about the FCC's 16-minute figure for TV stations. NAB has two TV figures: 16 minutes in non-prime time, and 10 minutes, 20 seconds in prime time. In both instances NAB includes material that under FCC definition would not fall in the commercial category. The FCC figures, he said, just make it more confusing for the stations.

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**FM rep goes West**

Quality Media Inc., New York-based FM station representative, has opened West Coast offices at 4600 Coldwater Canyon, Studio City, Calif. Telephone number is 213-985-2201. Arthur K. Crawford, formerly with Dan B. Miner Co. Advertising (now Honig-Cooper & Harrington), will head QMI's West Coast operations.
90 MINUTES | TOP CURRENT PRO BOXING | WEEKLY IN COLOR

- Highest current ratings and sold-out success stories
- Delivers Men-men-men • One-of-a-kind show
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OLYMPUS TELEVISION
The trouble spots in news control

SDX report lists incidents of 1966 in continuing fight by newsmen to crack official barriers

A spate of problems encountered by broadcast newsman and other journalists during 1966 was described last week by the Freedom of Information Committee of Sigma Delta Chi, professional, journalistic society.

One of the sorest scars left by the years skirmishes between officialdom and broadcasters, the committee reported, was the "doubleheader" news conference held last June. At this conference, the President held a regular, untelevised news conference, and then immediately followed it with a "repeat" at the White House TV studios. At the studio, the President repeated a statement on Vietnam and accepted one question from each of the three TV network newsmen—but the question had to be one asked at the earlier news conference.

TV newsmen protested this procedure, and a few weeks later a regular news conference at the LBJ Ranch in Texas was fully televised and carried on all three networks, SDX reported.

The society criticized the Johnson administration for maintaining "an atmosphere of censorship and secrecy," particularly at the White House and the Pentagon. It was critical of the President's policy of calling news conferences on short notice, which resulted in limiting attendance to White House "regulars" and not permitting full scale broadcast coverage of the conference.


It also relates the difficulty placed in the way of the TV networks in securing copies of motion-picture film taken by the Air Force during the July U. S. bombing of oil installations near Hanoi and Haiphong. All the Defense Department would release were still blowups of some of the footage.

"Ironically," SDX said, "first public films of the bombing—shown first on CBS and later on ABC—were films shot by foreign newsmen in North Vietnam."

Earlier in the year, the committee reported, the Treasury Department informed the three networks that all film originating in North Vietnam, Communist China and North Korea required special licensing for importation under the Foreign Assets Control Regulations.

In time, a blanket license was issued for importation from China, but it was only toward the end of the year that the networks were informed a similar blanket license would be issued for footage from North Vietnam. Until this was issued, each film had to be cleared individually.

Congressional Barriers • But the going continued difficult for television in Congress. No live television or filming was permitted of the Senate Ethics Committee hearings on charges of misconduct against Senator Thomas J. Dodd (D-Conn.). But, live TV coverage was permitted when Secretary of State Dean Rusk testified before the Senate Preparedness Subcommittee. No dent was made on the outright ban against television by House committees.

Broadcasters and the Radio-TV News Directors Association last June petitioned the FCC to drop all restrictions based on Section 315 and the commission's "fairness doctrine." "They expect to be turned down by the FCC and then go to court," SDX said.

And in New York, the state senate permitted pooled coverage of the debate on proposed changes in that state's divorce laws. This was on an experimental basis.

On the dark side, SDX reported, police officials in Pennsylvania erected a "press barrier" during the hunt for the kidnaper of a young girl in the Shade Gap area. A WJAC-TV Johnstown newsmen was found guilty of failing to observe the roadblock, although police officials admitted that regular traffic was permitted to continue through. In Tennessee a WLAG-TV Nashville photographer was arrested and incarcerated for four hours for taking the picture of a judge and a defendant coming out of the back stairs of the courthouse. In Texas a KTVT(TV) Dallas photographer challenged a ban on taking pictures in the hallways outside the federal court. He was fined for contempt and appealed.

A bright picture was found in California where the California Judicial Council modified in Rule 980 to permit experiments in courtroom photography. Rule 980, which took effect in January, forbids broadcast or photographic equipment in courtrooms. The California Broadcasters Association is reportedly planning, SDX said, to ask the 1967 session of the legislature to eliminate Rule 980. Democratic California Governor Edmund (Pat) Brown, who is campaigning for re-election, has said he is in favor of this revocation.

Major Gain • The passage of the federal open records law was the major achievement for freedom of information in 1966, SDX said. But, it warned, there could be efforts to twist the legislation into a "closed records law."

The most significant problems on the state level continue to be coverage of crime news and the courts, the society said. The U. S. Supreme Court decision in the Sheppard case was called "the most far-reaching with its extensive commentary on the coverage of the trial by newspapers, radio and television."

The Reardon report of the American Bar Association "has been a most disturbing development . . .," SDX said. It added: "While it may be well-intentioned, the report carries within it the potential for unduly curbing newspapers and even destroying the watchdog role of the press in the criminal law enforcement field."

In the light of the Sheppard deci-
If your spots don't show up on our air in color, it's because you planned them in black and white. In Pittsburgh, TAKE TAE. Take total color, too.

WTAE-TV 4
BASIC ABC REPRESENTED BY KATZ
Moving ahead with ‘in-group’ programing

Canaan Productions, New York, a packaging and production firm that accents contemporary ideas, events and new talent, will be making its radio network bow on ABC early in January and is tentatively set with a prime-time TV series for a late spring or summer start.

Robert Kline, president, who formed the company 16 months ago, reported last week that the next six months promise to be busy and hectic for Canaan. The company produced a half-hour special, What’s In? which was carried on ABC-TV last month, and as a consequence, ABC-TV has expressed its intention of carrying a one-hour version of the special in prime-time on a weekly basis in 1967. The TV series will spotlight comic-personality Dick Cavett and will concentrate on what’s “in” with respect to people, ideas and events through interviews, improvisations and exchanges between Mr. Cavett and guests.

Canaan already has begun production on its two radio series for ABC. One will be a Monday-through-Friday one-hour presentation titled “What’s Happening,” originating from the Hotel Plaza in New York and focusing on personalities in the arts attending parties there. It will be spontaneous and without script. The second radio series is a half-hour weekly program called The In Group, which will be produced from “wherever things are happening,” such as the Dartmouth Winter Carnival and the Mardi Gras in New Orleans.

Mr. Kline noted that in line with Canaan’s “ideas-events-new talent” credo, the company has packaged and produced the Firing Line one-hour syndicated TV series spotlighting the controversial author-editor William Buckley Jr. as well as a one-hour Woody Allen special (in syndication) and the What’s In special on ABC-TV. Mr. Kline, who formerly was package supervisor on the Hootenanny TV series and an executive with MCA, said Canaan also is developing two half-hour TV series, one starring Woody Woodbury and another featuring Chuck McCann, and a TV documentary on basketball star Bill Russell.

Sales top $2 million for ‘DeLuxe 20’ pack

More than $2 million in sales have been grossed by "The DeLuxe 20" package of feature films in the two months of its TV release, it was announced last week by Abe Mandell, president of Independent Television Corp.

The package has been sold in more than 60 markets, Mr. Mandell said, and latest sales were to KIFI-TV Idaho Falls, Idaho; KRD-CT Colorado Springs, and WDBJ-TV Roanoke, Va. Major-market stations which have bought the package include WABC-TV New York; KHJ-TV Los Angeles, WSGT-TV New Orleans; WNAV-TV Boston and WAGM-TV Philadelphia.

Points on Pets and Your Green Garden (Warner Productions): Kate Albert Lea, Kage Winona, and Kozz Hutchison, Fall, Minnesota, and WCNN Neillsville, Wis.

Radio A La Carte (Mark Century): Kvoo Tulsa, Okla.; KALL Salt Lake City; WYAM Altoona, Wrex Easton, WLLN Lancaster, and WTRH Latrobe, all Pennsylvania; WSTF St. Paul; WBRB Jackson, Miss.; WLCO Eustis; WGTG Cypress Gardens, and WGM Hollywood, all Florida; WDXW Waupaca, Wis.; WOMP Borello, Ohio; WDBZ Dubuque, Iowa; WBTW Williamson, and WVAR Richwood, both West Virginia; KICA Clovis, KQRT Las Cruces, and KHOB Hobbs, all New Mexico; WIXK Raleigh, N. C.; KYNG Coos Bay, Ore.; CKFR Port Arthur; CKDA Victoria, and CKNB Campbellton, all Canada.

12 Hours of New Year’s (Triangle): WFRH-AM-FM Wisconsin Rapids, Wis., and WBBN St. Thomas, Virgin Islands.

World of Money (Signal Productions): WDBQ Dubuque, Iowa; WEJL Scranton, Pa.; KTWO Casper, Wyo., and WBNN Youngstown, Ohio.


Superfun (Spot Productions): WJBS Detroit; WJW Cleveland; WIBA Philadelphia; KFRC Houston; KIRO Seattle; KIFM Bakersfield, Calif.; WHBO Dayton, Ohio; KBAT San Antonio, Tex.; KSDW Minneapolis; WRTA Altoona, Pa.; WQAM Miami, and KXOK St. Louis.

Point of Law (Signal Productions): WGAR Cleveland; WJLD Asbury Park, N. J.; WJCR Johnson City, Tenn.; KLGK Albuquerque, N. M., and KBNN Brighton, Colo.

The Nelson Boswell Program (Lord-House Recording & Publishing Co.): KASY Auburn, Wash., and WFTL Fort Lauderdale, Fla.

Rights to Teleprompter for Clay-Williams bout

Teleprompter Corp. has obtained exclusive CATV rights in the U. S. to the Cassius Clay-Cleveland Williams lightweight fight that will be held Nov. 14 in Houston.

The major CATV systems operator said last week it expects 20 to 25 systems to carry the scheduled 15-rounder and the it also plans to provide closed-circuit TV facilities to more than 100 theaters in this country and in Canada. The CATV rights were obtained by agreement with Main Bout Inc., fight promoter for Cassius Clay.

The Clay-Williams fight has already been sold to WHCT-TV (ch. 18) Hartford, Conn., the subscription TV outlet of RKO General Phonovision Co.

Mutual, which purchased exclusive U. S. radio rights to the fight (Broadcast, Oct. 10), expects to play it live to over 600 stations in this country and Canada. Mutual’s original one-quarter sponsor, STP, a chemical compounds division of Studebaker Corp., Chicago, through Arthur Meyerhoff Associates, that city, has extended its buy to full sponsorship.

Radio series sales . . .

Points on Pets and Your Green Garden (Warner Productions): KATE ALBERT LEA, KAGE WINONA, and KOTZ HUTCHISON, FALL, MINNESOTA, and WCNN NEILLSVILLE, WIS.

Radio A LA CARTE (MARK CENTURY): KVOO TULSA, OKLA.; KALL SALT LAKE CITY; WYAM ALTOONA, WREX EASTON, WLLN LANCASTER, and WTRA LATROBE, ALL PENNSYLVANIA; WSTF ST. PAUL; WBRB JACKSON, MISS.; WLCO EUSTIS; WGTG CYPRUS GARDENS, and WGM HOLLYWOOD, ALL FLORIDA; WDXW WAUPACA, WIS.; WOMP BORELLO, OHIO; WDBZ DUBUQUE, IOWA; WBTW WILLIAMSON, and WVAR RICHWOOD, BOTH WEST VIRGINIA; KICA CLOVIS, KQRT LAS CRUCES, and KHOB HOBBS, ALL NEW MEXICO; WIXK RALEIGH, N. C.; KYNG COOS BAY, ORE.; CKFR PORT ARTHUR; CKDA VICTORIA, and CKNB CAMPBELLTON, ALL CANADA.

12 HOURS OF NEW YEAR’S (TRIANGLE): WFRH-AM-FM WISCONSIN RAPIDS, WIS., and WBBN ST. THOMAS, VIRGIN ISLANDS.

WORLD OF MONEY (SIGNAL PRODUCTIONS): WDBQ DUBUQUE, IOWA; WEJL SCRANTON, PA.; KTWO CASPER, WYO., and WBNN YOUNGSTOWN, OHIO.

DOCTOR’S HOUSE CALL (SIGNAL PRODUCTIONS): KOBX SPRINGFIELD, MO.; WSVS CREWE, VA.; WGAC AUGUSTA, GA.; WBMI MAZON, GA., and KIZ DENVER.

SUPERFUN (SPOT PRODUCTIONS): WJBS DETROIT; WJW CLEVELAND; WIBA PHILADELPHIA; KFRC HOUSTON; KIRO SEATTLE; KIFM BAKERSFIELD, CALIF.; WHBO DAYTON, OHIO; KBAT SAN ANTONIO, TEX.; KSDW MINNEAPOLIS; WRTA ALTOONA, PA.; WQAM MIAMI, and KXOK ST. LOUIS.

POINT OF LAW (SIGNAL PRODUCTIONS): WGAR CLEVELAND; WJLD ASBURY PARK, N. J.; WJCR JOHNSON CITY, TENN.; KLGK ALBUQUERQUE, N. M., and KBNN BRIGHTON, COLO.

THE NELSON BOSWELL PROGRAM (LORD-HOUSE RECORDING & PUBLISHING CO.): KASY AUBURN, WASH., and WFTL FORT LAUDERDALE, FLA.

RIGHTS TO TELPROMPTER FOR CLAY-WILLIAMS BOUT

TELEPROMPTER CORP. HAS OBTAINED EXCLUSIVE CATV RIGHTS IN THE U. S. TO THE CASSIUS CLAY-CLEVELAND WILLIAMS LIGHTWEIGHT FIGHT THAT WILL BE HELD NOV. 14 IN HOUSTON.

THE MAJOR CATV SYSTEMS OPERATOR SAID LAST WEEK IT EXPECTS 20 TO 25 SYSTEMS TO CARRY THE SCHEDULED 15-ROUNDER AND THE IT ALSO PLANS TO PROVIDE CLOSED-CIRCUIT TV FACILITIES TO MORE THAN 100 THEATERS IN THIS COUNTRY AND IN CANADA. THE CATV RIGHTS WERE OBTAINED BY AGREEMENT WITH MAIN BOUT INC., FIGHT PROMOTER FOR CASSIUS CLAY.

THE CLAY-WILLIAMS FIGHT HAS ALREADY BEEN SOLD TO WHCT-TV (CH. 18) HARTFORD, CONN., THE SUBSCRIPTION TV OUTLET OF RKO GENERAL PHONOVISION CO.

MUTUAL, WHICH PURCHASED EXCLUSIVE U. S. RADIO RIGHTS TO THE FIGHT (BROADCAST, OCT. 10), EXPECTS TO PLAY IT LIVE TO OVER 600 STATIONS IN THIS COUNTRY AND CANADA. MUTUAL’S ORIGINAL ONE-QUARTER SPONSOR, STP, A CHEMICAL COMPOUNDS DIVISION OF STUDEBAKER CORP., CHICAGO, THROUGH ARTHUR MEYERHOFF ASSOCIATES, THAT CITY, HAS EXTENDED ITS BUY TO FULL SPONSORSHIP.

SALES TOP $2 MILLION FOR ‘DELUXE 20’ PACK

MORE THAN $2 MILLION IN SALES HAVE BEEN GROSSED BY "THE DELUXE 20" PACKAGE OF FEATURE FILMS IN THE TWO MONTHS OF ITS TV RELEASE, IT WAS ANNOUNCED LAST WEEK BY ABE MANDELL, PRESIDENT OF INDEPENDENT TELEVISION CORP.

THE PACKAGE HAS BEEN SOLD IN MORE THAN 60 MARKETS, MR. MANDELL SAID, AND LATEST SALES WERE TO KIFI-TV IDAHO FALLS, IDAHO; KRD-CT COLORADO SPRINGS, AND WDBJ-TV ROANOKE, VA. MAJOR-MARKET STATIONS WHICH HAVE BOUGHT THE PACKAGE INCLUDE WABC-TV NEW YORK; KHJ-TV LOS ANGELES, WSVG-TV NEW ORLEANS; WNAV-TV BOSTON AND WFTL-TV PHILADELPHIA.
The Big Station in Maine, WGAN Portland, has appointed Blair Radio as national representatives, effective November 1, 1966. In the heart of vacation-land, 5,000-watt WGAN covers 67% of all Maine families, broadcasting 24 hours a day at 560 kilocycles. Now, to buy the number one radio station in Maine, call the number one station representatives—John Blair & Company.
Coast UHF plans continuous stock-market coverage

KWHY-TV Los Angeles has hatched a television programming concept to make profitable use of its previously unused daytime hours. Starting Nov. 14, eight hours daily, Monday through Friday, from 7 a.m. to 3 p.m., the channel 22 station will provide continuous television coverage of stock market prices, using a split screen. In the upper left KWHY-TV will show major market quotations, transactions, trends and leaders, news bulletins along with information concerning over-the-counter and unlisted stocks.

The lower half of the screen will show the actual moving stock market ticker tapes of three stock exchanges, New York, American and Pacific Coast. The upper-right quarter of the screen will continuously billboard the sponsor's message. At rotating times throughout the program, which will begin with the opening of the New York Stock Exchange and conclude with a half-hour business wrap-up after the close of the Pacific Stock Exchange, at least the full upper two-thirds of the screen will be devoted to the sponsor's 30-second or one-minute TV commercials.

KWHY-TV feels that the audience potential for The Stock Market program encompasses everyone who now owns stock, or is considering the ownership of stocks. It hopes the program will appeal to a mass as well as a class audience, but it particularly hopes to attract business and financial leaders who possess superior income and buying power. Program rates are pegged at $230 for a one-hour buy on a one-time basis, while a one-minute spot on a one-time rate will sell for $42.

KWHY-TV has worked out details for the programs with the various stock exchanges involved, which in turn own the rights to the program. The station, which has been going on the air at 5:30 p.m. each day, is installing ticker tapes and computer units, which will duplicate those used by the different stock exchanges. In effect, KWHY-TV is setting up its own stock market board room.

The UHF station, on the air for about 19 months, changed its call letters last August. It used to be KPOL-TV.

Program notes...

Fred and Wilma Saturdays • NBC-TV has set The Flintstones, a prime-time entry on ABC-TV for several seasons, as a Saturday morning show (10:10-30), effective next Jan. 7, bumping Top Cat from its current noon to 12:30 p.m. period (Closed Circuit, Oct. 31). To effect the change several Saturday children's shows have been switched. The new lineup (all half-hour shows); Superman at 6; The Atom Ant at 9:30; Flintstones, Space Kiddettes at 10:30; Secret Squirrel at 11; The Jetsons at 11:30; Cool McCool at noon; The Smithsonian at 12:30 p.m. and Animal Secrets at 1 p.m.

Look at Communism • Inside Red China, an hour CBS News special on the daily life of the Chinese people under Communism, will be presented Tuesday, Nov. 22 (10-11 p.m. EST) on CBS-TV. Commenting on films taken on the Asian mainland last spring will be Hans Konigsberger, Robert Guil-lain and Dr. Han Suyin, all of whom have recently been inside Red China.

Fun-fun-fun • NBC News will explore the new morality of "the pursuit of pleasure" in the U. S. in an hour TV special produced and directed by Stuart Schulburg, early next year.

United church • A mass communications committee, composed of representatives from all religious faiths, has been formed to present the Texas Gulf Coast market areas with unified religious radio-TV programming. Beginning Nov. 15, The Ecumenical Quest, a KPRC-TV Houston-produced series of four half-hour TV discussions on the ecumenical movement, will be available to interested stations, according to Reverend Myron Slater, committee chairman.

Rehabilitation • The Chicago Educational Television Association, operating under a grant from the Vocational Rehabilitation Administration, Washing-ton, will produce 13 half-hour documents exploring the rehabilitation of the mentally ill.

All-news FM • KABC-FM Los Angeles announced plans last week to convert its programming to an all-news operation with an initial 163 hours of weekly programming time effective in December. KABC-FM will function with a separate news department staff and news programming from KABC. Duplicated broadcasting will consist of only 61½ hours out of the 163 hours of total weekly on-the-air-time.

A new home • National Telefilms As-sociates, New York, has moved to 120 East 56 Street. Phone number has been changed to Plaza 5-9807.

Gold for the Monkees • RCA Victor Records has announced that the Monkees' first Colgems single, "Last Train to Clarksville," and the album, "The Monkees," have been awarded Gold Records by the Record Industry Association of America. The single, which has sold over one million copies, was released four weeks before debut of the weekly NBC-TV series, The Monkees. The album which has exceeded $1 million in sales, was released at the time of the network debut, Sept. 12.

In the saddle • WMAD Madison, Wis. has initiated an all-country and western music format.

Heddown • WKTE King, N. C., has adapted an all-country-and-western music format.

Royal Shakespeare Co. to do plays for CBS-TV

CBS-TV has signed a long-term agreement with the Royal Shakespeare Company of Stratford-upon-Avon for the presentations of plays of William Shakespeare on the network, it was announced last week.

John T. Reynolds, CBS-TV president, said the agreement initially calls for two of the plays to be produced during the 1967-68 season and a third during 1968-69. The first three productions will be "King Lear" "Macbeth" and "A Midsummer Nights Dream." After their showing on CBS-TV, the two-hour films will be distributed theatrically throughout the world by Filmways Inc. Each of the productions will cost approximately $500,000.

TV series sales...

The Story of Christmas (Seven Arts): WALA-TV Mobile, Ala.; WKTW(TV) Utica, N. Y.; WJTV(TV) Jackson, Miss., and WKYT-TV Lexington, Ky.

Doctor's House Call (Broadcast Sales Inc.): KARD-TV Wichita, Kan.; WZZM-TV Grand Rapids, Mich.; WAVE-TV Louisville, Ky.; WJAR-TV Providence, R. I.; WFLA-TV Tampa, and WFTV(TV) Orlando, both Florida.
"I Will Sing You a Song, My Son."

Here
The Watts Towers, photographed with its own sound of one man who "wanted to do something for the United States because there are nice people in this country."

and Hear
KRLA, the sort of sound that makes you want to collect all the bits and pieces and build something with the strength to stand. Like a belief.

Quotations from Simon Rodia, creator of The Towers in Watts—acclaimed one of our country’s foremost works of art.
A $7-million show election night

NETWORKS TURN EVERYTHING ON TO COVER OFF-YEAR RETURNS

Once upon election time, broadcast newsmen hung around the wire service tickers, waiting for the returns. The roles have been reversed, probably for good.

When the three TV networks go on the air in color at 7 p.m., Tuesday, Nov. 8, wire service newsmen will be in the studios, taking from network coverage the kind of news and analysis people used to get days later from the Sunday paper. Reporters from the prestigious New York Times and Washington Post and other newspapers and magazines will be right beside them. The Times and the Post purchased CBS's Vote Profile Analysis projections for the second year, and sent their staffers to the network for instruction in the techniques of modern election coverage.

The networks are spending $7 million this off-year election night. Part of the price tag covers their 60% share of the joint network-wire service News Election Service (see box this page). That buys the raw vote totals. The balance buys what is planned to be the fastest, most comprehensive and accurate election coverage in history. In addition to NES figures, returns from between 2,700 and 7,000 key precincts will be fed into each network's computers. Current totals, projected trends and decisions, and vote analyses are planned to flow out of the other side to on-camera newsman, and in some cases, directly onto the viewers' screens.

This represents a new advance in network coverage. TV and computers share a common language of electronic impulses, and this year the computers will be speaking directly to the TV screen via digital-to-video converters. These devices not only replace some of the mechanically posted displays but produce moving representations—lettering, numbers, maps and bar graphs—with the flexibility and visual impact of a film but without film's delays.

The networks' computers themselves are the same that were used in the 1964 presidential elections. But their programming this year's 503 House, Senate and gubernatorial races is the most complex to date. They will produce demographic, geographic, income, ethnic and vote analyses of unparalleled sophistication, describing the elections in process and explaining their projected outcomes long before all the votes have been counted.

J. Richard Eimers, head of NES, commented last week: "NES is the adder. But what the networks are doing with computers—well, I fought it for years, but to an old hard-news reporter, it's unbelievable!"

ABC's 'Brain Trust' • ABC News is making a $2.5-million effort to gain first-class citizenship this year. The base of the ABC operation is its "brain trust," and RSVP-programmed twin Burroughs 3500 computers.

In addition to NES returns, the Research Selected Vote Profile (RSVP) analysis system will process returns from 3,000 key precincts nationally.

ABC News will have 3,500 stringers and state political analysts in the field, and a technical-editorial staff of 600 in New York. ABC-TV's remote capability on election night totals 27 locations.

Manager of election coverage Arnold Snyder directed the unit's two years of preparation, working with pollster John F. Kraft and Burroughs Corp. technicians. Noted Mr. Snyder: "We went to work 24 hours after Nov. 3, 1964, examining video tapes of everybody's coverage that night, and haven't stopped working since."

Mr. Snyder shares leadership of the "brain trust" with ABC's political editor, William H. Lawrence, whose primary job will be to decide projections and announce them on immediate cut-ins, "no matter what's happening." These cut-ins will be prefaced with "bulletin alarm signals" on the viewers' sets.

Partial sponsorship of ABC-TV coverage has been bought by Whitehall Laboratories, through Ted Bates & Co., and Miles Laboratories, through Jack Tinker & Partners.

Both ABC-TV and ABC Radio affiliates will program five minutes before the half-hour, 10 before the hour, for total local originations of 15 minutes per hour.

ABC Radio coverage will begin at 7:30 p.m. with a remote capability of 34 locations. Sponsorship is being sold locally by the affiliates.

CBS Has VPA • CBS News' Vote Profile Analysis (VPA) system was designed by Louis Harris Associates and the IBM Corp. Integrated IBM 2250 and 2260 computers will process independently gathered returns from 2,7000 precincts, in addition to basic NES data.

Besides more comprehensive projection and analysis, CBS will make important innovations this year in the area of visuals. They include: the "victoryograph," which is designed to present projected winners almost as fast as the computers decide them; the "issues-graph," which presents a political breakdown of the new Congress on 15 key issues, and the results in two important local referendums (a sampling of voter opinion on Vietnam in Dearborn, Mich., and on the police review board in New York City). The "electionograph" compares present with past races in 35 senatorial and 35 gubernatorial elections.

CBS-TV's remote capability is 21 races. CBS affiliates will originate seven minutes of programing both at 23 minutes and 53 minutes past the hour. Executive producer is Av Westin.

CBS-TV sponsors are American Motors, through Benton & Bowles; Koratron Co., through McCann-Erickson; The Carnation Co., through Erwin Wasey; Magnavox, through Kenyon & Eckhardt, and the Institute of Life Insurance, through J. Walter Thompson Co.

The Institute of Life Insurance will sponsor one-quarter of both CBS-TV

Counting house 

News Election Service (NES) is the joint effort of ABC News, CBS News, NBC News, the Associated Press and United Press International to provide tabulated vote totals throughout election night. Each subscriber pays a 20% share of NES's $1.4 million budget, and provides the staff and facilities to cover an agreed-upon number of states. A total of 100,000 stringers phone the returns from the precincts through a network of county, state and regional managers, to the national headquarters in the Graybar building in New York. There, the returns are finally tabulated and relayed by teletype to the five subscribers.

NES was organized for the 1964 election. This year, it is running a pilot computer project to tabulate the returns from 11 western states in Los Angeles (Broadcasting, Oct. 17). If the project is successful, NES will employ such a regional computer set-up to process the returns from the 1968 presidential elections. J. Richard Eimers heads the operation.

50 (PROGRAMMING) 

BROADCASTING, November 7, 1966
Don't get caught without this Guy this New Year's Eve.

Guy Lombardo live from New York's Waldorf-Astoria! Last year's historic first live syndication of this New Year's Eve special was so big, so successful, that this year 50 stations have already booked him—and it's only the beginning of November. So don't get caught without this New Year's Eve date. Make your reservations now. This Guy knows how to start a New Year right.

Reservations already accepted from:

- KGGM-TV, Albuquerque
- KCNC-TV, Amarillo
- WLOS-TV, Asheville
- KHFI-TV, Austin
- WABI-TV, Bangor
- WNBF-TV, Binghampton
- WNAC-TV, Boston
- WKBW-TV, Buffalo
- KCRG-TV, Cedar Rapids
- WBMM-TV, Chicago
- KRDO-TV, Colorado Springs
- WTVN-TV, Columbus
- WABAP-TV, Dallas/Ft. Worth
- WHIO-TV, Dayton
- WAND-TV, Decatur
- KBTV, Denver
- WOI-TV, Des Moines/Ames
- WJBK-TV, Detroit
- KTHI-TV, Fargo
- WNIT-TV, Fort Wayne
- WHP-TV, Harrisburg
- WISH-TV, Indianapolis
- WKZO-TV, Kalamazoo
- Grand Rapids
- WLHY-TV, Lebanon
- KABC-TV, Los Angeles
- WKOW-TV, Madison
- WTVJ-TV, Miami
- WTMJ-TV, Milwaukee
- WCCO-TV, Minneapolis
- WQAD-TV, Moline
- WNHC-TV, New Haven
- WABC-TV, New York
- WIRL-TV, Peoria
- WFIL-TV, Philadelphia
- WMTW-TV, Portland
- WAGM-TV, Presque Isle
- WLVA-TV, Roanoke/Lynchburg
- WHEC-TV, Rochester
- WREX-TV, Rockford
- WBOC-TV, Salisbury
- KUTV, Salt Lake City
- KGO-TV, San Francisco
- WDAU-TV, Scranton
- WSJV-TV, South Bend
- KMOX-TV, St. Louis
- WIBW-TV, Topeka
- KVQA-TV, Tucson
- WMAL-TV, Washington, D.C.
- WNYT-TV, Watertown
- WSTM-TV, Westerly

.broadcasting, November 7, 1966
and NBC-TV coverage. Donald Barnes, vice president for advertising of the institute, said last week: "We think there will be a good deal of dial twisting election night, so we bought staggered commercials on the two networks. We expect to hit a total audience of 40 million that night."

CBS Radio coverage will begin at 7 p.m. with reporters in 12 remote locations. Sponsorship is through the local affiliates.

NBC’s Dual System • NBC News will be running a dual election-coverage system, as far as returns-collection and computer evaluation are concerned. There will be 10,000 stringers covering 3,500 precincts for vote projections and another 3,500 for analysis. Besides a key precinct projection, NBC will be running a county-by-county projection, on two coupled RCA 3301 and 301 computer systems.

NBC’s EVA (Electronic Vote Analysis) system was organized by Frank Jordan, manager of election planning, and Richard Scammon, former director of the U. S. Census and NBC’s chief elections analyst. Executive TV and radio producer is Robert Northshield.

NBC’s visuals include tote-board totals of actual votes counted, vote percentages, and projected percentages—"the actual returns will be running a race with our projections," as manager Frank Jordan put it. The NBC Divcon system is programmed for 3,000 different analysis displays, and the "early morning line" on the new Congress is programmed for 16 issues with 25,000 "stands" by candidates.

NBC-TV will have a capability for 15 remotes. Affiliates will program 10 minutes per hour, in two five-minute segments before the hour and the half hour.

Xerox Corp., through Papert Koenig, Lois will sponsor one-half of NBC’s coverage. Bulova Watch Co., through Young and Rubicam, will split the other half with the Institute of Life Insurance.

NBC Radio coverage will begin at 7 p.m. with a remote capability of 21. Sponsorship was sold by the affiliates.

MBS’s live coverage, from 7:30 p.m. until 2 a.m. or "whenever the California races wrap up," will be based on 22 regional beeper telephone feeds to its Washington and New York headquarters.

All three TV networks downgrade the importance of first election predictions. One spokesman said: "The race for 'firsts' distorts the news." Another said: "We'd much rather be right than first, or even fast." A third said: "We'll have our share of 'firsts,' but we're most interested in giving the viewers the 'how' and 'why' and the meaning of the elections."

Reprise: GOP film draws fire

Democrats charge LBJ quoted out of context; tiff reminiscent of '64

History may have repeated itself last week as the Republican party, for the second consecutive election campaign, faced the agonizing decision of scuttling a film it had produced for nationwide television.

It was the second week in a row the GOP had been the butt of criticism for alleged distortion in a video film.

After a flurry of heated charges by the head of the Democratic party focused attention on the film early last week, the GOP first contended it had never finished the film and was still revising it and by Thursday was reported considering abandoning the project. The move to scrap the production gained impetus after President Johnson, who bore the brunt of the GOP attack in the film, announced he would undergo surgery and when Senator Thurston B. Morton (R-Ky.), chairman of the Republican Senatorial Campaign Committee, said his group would refuse to pay its $15,000 share of the film if it were shown on TV.

At week’s end, a few days before the scheduled showing over national TV, the party was contemplating replacement of the beleaguered picture with a 30-minute address by former Vice President Richard Nixon. Both Senator Morton and Representative Melvin R. Laird (R-Wis.), chairman of the House Republican conference, joined other party colleagues in objecting to the film.

Opening Counterattack • The whole furor started when the head of the Democratic National Committee, in a letter to the Fair Campaign Practices Committee, last week attacked the film scheduled to be shown by the GOP Sunday (Nov. 6) on NBC. Democratic chairman John M. Bailey urged the committee, which investigates complaints on campaign practices, to ban the film.

Mr. Bailey alleged the film, titled "What’s Going On Here?" took the words of President Johnson and other administration officials out of context to twist meaning.

The 30-minute film, produced by the Republican Congressional Campaign Committee, was also repudiated by GOP National Chairman Ray C. Bliss and by the Republican Senatorial Campaign Committee. Mr. Bliss who viewed the film said the national committee did not want to be identified with it in any way and officials of the senatorial committee reportedly said it was in "bad taste" and likely to cost Republicans votes next Tuesday.

Spokesmen for the GOP Congressional Committee, however, claimed the final production, which was to cost $45,000, had not yet been completed and doubted that Mr. Bailey could have seen it.

Vietnam Scenes • The film reportedly shows American soldiers being struck by Viet Cong gunfire and coffins of U. S. troops killed in Vietnam accompanied by excerpts from President Johnson's speeches opposing any enlargement of the war. Other segments show administration officials making promises Republicans say they haven't kept.

The previous week the same Republican Congressional Campaign Committee was asked by the Fair Campaign Practices Committee to reconsider its decision to send out tapes of an address by President Johnson in which a dubbed-in announcer's voice and applause drowned out key passages to make it seem as though Mr. Johnson were endorsing the GOP (Broadcasting, Oct. 31).

The furor over the film last week was a reminder of the controversy generated by another Republican campaign film during the 1964 election campaign. GOP presidential candidate Barry Goldwater halted a showing of the 1964 film titled Choice after it met with criticism and was branded as "pornographic" by critics. Parts of that film showed pictures of girls in topless bathing suits. Actor Raymond Massey, who narrated that film, is also the announcer.
of this year.

Meanwhile the Republican Congressional Committee, which has claimed its party is not getting the same exposure on radio and television that its opponents are, again appealed to ABC-TV for air time and was rejected. Earlier the group had contacted all three networks for such time. NBC granted the group a half-hour on the Sunday before the election—during which the GOP planned to show the disputed film—in conjunction with an equal period for the Democrats. CBS rejected the request immediately and ABC said it would study the matter. However, when the GOP followed up the request, ABC gave a final answer.

Congress, industry argue endorsements

The war of words over broadcasters' endorsement of political candidates, the first volley of which rang out two weeks ago when two influential congressmen challenged the practice, intensified last week as a third House elder and the president of CBS exchanged comments on the issue.

On the heels of a statement by Commerce Committee Chairman Harley O. Staggers (D-W.Va.), which had the backing of House Speaker John W. McCormack (D-Mass.), Representative Emanuel Celler (D-N.Y.), powerful chairman of the House Judiciary Committee, last week also criticized the practice. In a letter to FCC Chairman Rosel H. Hyde, Representative Celler said such endorsements by their very nature cannot comply with the commission's fairness doctrine and urged the FCC to prohibit them. He said that seven CBS-owned radio and television stations had endorsed local and state-wide office-seekers.

Such declarations of support, he added, cannot give the opposition reasonable opportunity to receive equal treatment in compliance with the FCC doctrine. Since the broadcaster has a monopoly over the air waves, his position in the community is different and superior to other community spokesmen, he said. He therefore urged the FCC to take steps to prohibit stations from extending their endorsement of local and national candidates and to order a moratorium until such laws are promulgated.

CBS Replies * Dr. Frank Stanton, president of CBS, emphasized, however, that for every issue in favor of a candidate, they have offered opponents the opportunity to reply. He added that editorializing "is a right and responsibility" CBS exercises with great discretion and under no circumstances can it be alleged CBS stations have been in violation of the strictest definition of a fairness doctrine. Dr. Stanton added FCC hearings in the past have concluded that editorializing "was not only eminently sound but required by the Constitution."

He also sent Representative Celler a four-page CBS policy note, issued Nov. 2 and sent to officers of CBS and its groups and divisions. It sought to inform them of the history of broadcast editorializing and the CBS position on it in anticipation of inquiries arising from Representative Staggers's recent warning that he would investigate the matter next year if he returns as committee head (Broadcasting, Aug. 2).

The statement pointed out that while newspapers rarely offer unendorsed candidates the right to reply to editorial endorsements, broadcast stations "invariably" offer such opportunity. The replies, it said, increase the amount of time donated by stations during campaigns. The CBS stations also decide their position locally and stations in Illinois and California currently find

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YOU MAY NEVER BOIL A 40-MINUTE EGG*

BUT... You Can Cook Up BUSINESS in the 39th Market with WKZO-TV!

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 lying 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 people 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 Avery-Knodel man has the facts and wants to help; let him.

And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*The ostrich egg—7" long, 6" in diameter—takes 40 minutes to boil.
†ARB: 1965 Television Market Analysis.
ELECTION DAY GREETINGS

VOTE FOR

themselves backing different parties. The fact that broadcasting stations outnumber newspapers adds greater opportunity to the dissemination of diversified opinion than newspapers do, it continued.

Dr. Stanton also noted that CBS-owned stations broadcast 4,338 different editorials and 768 replies from Jan. 1, 1960, to Oct. 1, 1966.

Adams: hope for TV-ASCAP peace

Discussions to explore the prospects for a negotiated settlement of the rate dispute between television stations and the American Society of Composers, Authors and Publishers are expected to start "in the near future," President Stanley Adams told the semiannual East Coast meeting of ASCAP members last week.

Actually, other sources reported, some such discussions have already been held. An ASCAP official said the prevailing attitude on both sides seemed to be a sincere desire to reach a mutually satisfactory settlement of the case, which has already dragged through almost four years in the courts.

Subliminal learning techniques studied

The once-feared advertising message flashed on a theater screen to stimulate a subliminal response in an audience may soon become a valuable educational tool for use in the home. According to Dr. Raymond S. Ross, director of the Speech Psychology Experimental Laboratory at Wayne State University (WSU), Detroit, subliminal communication is a feasible instrument for "painless learning."

The WSU professor says "attitude and learning are intimately related." A student's attitude toward a lecturer's authority and his subsequent desire to assimilate information because of "prestige suggestion" has already been successfully proven in the laboratory. Now the WSU researchers are exploring areas of subliminal communication which may affect the TV viewer and businessman.

By-product learning offers a combination of the entertainment and educational facets of TV. By means of a device built into the set, the viewer may watch his favorite program and simultaneously be exposed to foreign language vocabulary words that are projected rapidly across the screen.

Sleep-teaching techniques may be enhanced further by use of compressed speech, which increases the normal flow of words from about 130 to as much as 750 words per minute (wpm) without pitch distortion. Through research, successful comprehension of 400 wpm has been demonstrated. And the prospect of assimilating even faster speeds becomes potentially feasible provided the conscious mind remains suppressed. Shortly, businessmen traveling to work may be able to absorb speech-compressed books on their car tape recorders even as they concentrate on their stereo music tapes.

Ross and his researchers indicate subliminal communication has limitless applications. "There is nothing mysterious or mystical about this," he says, "it takes only hardware and creative research design."
Equal time sliced very thin

Section 315 decision grants time to Montana candidate whose rival appeared fleetingly on another’s spots

The perils of Sec. 315 of the Communications Act are never-ending. The FCC found that out last week, as it let stand a staff ruling that none of the commissioners liked, that made a U. S. senator angry and that may cause mischief in the future. The only positive note was the satisfaction it brought to a Republican candidate for the Montana state legislature. He was slated to get 38 seconds of prime time on two Great Falls, Mont., TV stations, about half of it free.

The problem grew out of a complaint from the candidate, Jerrold A. Weissman, about film clips featuring Senator Lee Metcalf (D-Mont.) being shown on the two stations, KRTV (TV) and KBBF-TV.

Mr. Weissman wasn’t complaining about the appearance of Senator Metcalf, who is running for re-election, but about the appearance of one of several University of Montana students seen fleetingly in the two 60-second and one 20-second film spots. The student—or ex-student now (the film was made last March)—is Russell Doty, one of Mr. Weissman’s opponents in the campaign.

KRTV says that about four seconds of each of the 60-second spots and 14 seconds of the 20-second clip show Mr. Doty. None of the students is identified, and none of the conversation is recorded.

But Mr. Weissman wanted equal opportunity as provided by the equal-time law. Ordinarily, the stations would have had no problem. However, the Metcalf spots had been shown after 6 p.m., and the stations, because of the large number of candidates seeking office, had adopted a policy of limiting after-6 p.m. political advertising to candidates for governor, senator and U. S. representative.

‘Mechanical Approach’ - Mr. Weissman, however, complained to the FCC, and the commission staff, taking what one official later called a “mechanical approach” to the law, held that, yes, Mr. Doty’s appearance constitutes a “use” of the station’s facilities and, therefore, Mr. Weissman was entitled to equal opportunity.

KRTV, however, asked the commission to review the matter. And the commission took it up last week. The member heeded at it, poked it, turned it over, and agreed that the staff’s answer wasn’t satisfactory.

But no one had another one that a majority could accept. After all, reversal of the staff’s position, without a careful rationale, would reverse a large body of precedents stating clearly that, except where specifically provided otherwise by law, a use is a use is a use.

So, figuratively holding its nose, the commission decided to let the staff answer stand, but with the understanding it wasn’t to be added to the body of precedent and that efforts be made to chart a more acceptable approach to the kind of problem posed. Even so, the vote was only 4 to 2, with Commissioners Lee Loevinger and Robert T. Bartley dissenting. Chairman Rosel H. Hyde, and Commissioners Kenneth A. Cox, James J. Wadsorth, Nicholas Johnson and Robert E. Lee were in the majority.

The upshot of the matter: Mr. Weissman is to get a four-second and a 14-second spot on KRTV at no cost (only one of the 60-second Metcalf spots was involved in the request). The station felt this was required since Mr. Doty had not paid for the time. But while Mr. Doty didn’t say anything on the Metcalf spots, Mr. Weissman was set to make a campaign pitch.

KBBF, which held it wasn’t obliged to make time available since it had not received a “formal” request from Mr. Weissman, offered to sell him a 20-second spot after 6 p.m. He accepted.

But while Mr. Weissman had reason to be satisfied, Senator Metcalf definitely did not. The stations, after Mr. Weissman made his request for equal opportunity, pulled the three spots off the air.

“And,” said one of the senator’s aides last week, “they were three of our best spots. The senator is very upset about this.”

The aide said the senator would not attempt to invoke a provision of the Communications Act prohibiting stations from censoring political candidates. “But he thinks something will have to be done about rulings like that.”

Labunski’s counsel:
Remember minority

A radio broadcaster’s responsibility in upgrading the public’s taste is a dual problem in the view of Stephen B. Labunski, president, NBC Radio division.

Mr. Labunski in an interview last week on radio (WNEW New York’s The Truth About Radio: A WNEW Inquiry) said that a broadcaster must serve majority tastes “without forgetting about the minority.”

He said that the broadcaster in serv-
ing existing minority tastes must "also continue to expose the majority to new ideas on the chance that they may broaden their taste ...". If you play music, which attracts a person who simply, by definition, likes music, and then you give him a serious program and he doesn't turn you off and he stays and he gets interested—even if only 20% of the music audience remains to hear a talk program—you've accomplished a great deal."

Mr. Labunski said that the broadcaster has to keep trying to change tastes and to get people to "interest themselves in more and new things." He noted that the word "uplifting" in this frame of reference "is a judgment rather than a description."

He also said that it was not quite possible to say that it was either news or entertainment that attracts more people to radio because motivations to listen are varied. Mr. Labunski said that radio first of all is a habit, that people turn on the radio by habit without thinking about it, noting also that radio sets sell themselves with almost no direct advertising investment of admenakers.

GE's 'Pick-a-Show' to be handled by Trans-Lux

Trans-Lux Television Corp., New York, will act as a packager, supplying all physical materials and operational details, for a new live TV-telephone guessing game entitled Pick A Show, which is being syndicated. The program, originated on WCON(r) Sche-nectady, N. Y., was licensed to Trans-Lux by the General Electric Broadcast- ing Co. First sales by Trans-Lux were made last week to WGR(TV) Buffalo, N. Y., and WOKR(r) Rochester, N. Y.

Pick A Show's local host telephones viewers who guess a station's call letters, hidden behind a selection of photographs that represent the station's pro- gramming lineup. This is the first of several new programs in the Trans-Lux syndication lineup with two more to be announced soon.

D.C. newsfilm service opens

Bert Martin, for six years cameraman with WGN Chicago and for several years chief cameraman with WGN's Washington bureau has opened a complete newsfilm service for television. Located at 1905 Fairview Avenue, N.E., Washing- ton, 20002, Mr. Martin and asso- ciates offer all types of film work from stills to movies and laboratory work. They propose to represent groups and individual stations as a Washington photo- graphic bureau. Telephone is (202) 526-1177.

ABC 2d season all but set

More than 1 of 3 shows shuffled; action, games, Wednesday movie planned

There'll be more movies and new ac- tion-adventure and game shows on ABC-TV next January. The network's sec- ond season plans, announced last week, also point up more cancellations of season-starters than a year ago.

The new movie night, as expected, will be Wednesday, 9-11 p.m.

ABC said its second season will be launched Jan. 10. To effect its changes, the network last week announced it will cancel six shows and shuffle several others on its schedule.

ABC earlier had cancelled the "Tam- my Grimes" series. Thus seven shows—six of them new—that had started this season for ABC will be off the air by mid-season.

The new shows: the one-hour The Invad- ers adventure show, the one-hour The Avengers (British spy drama) At Man in a Suitcase (also British, and with an espionage-agent theme), the half-hour Rango comedy-western produced by Danny Thomas and Aaron Spelling, and a half-hour The Newly- wed Game, a nighttime version of an ABC daytime game show.

To be dropped: The Hawk, The Mil- ton Berle Show, 12 O'Clock High and Shane, all one-hour series and all new this season with the exception of 12 O'Clock, The Rounders and The Man Who Never Was, both half-hours and new this season.

To make way for its second season, ABC will have cancelled five-and-one- half hours per week of programing since the start of the programing year last September. Last year, ABC, which then instituted its "second season" con- cept, dropped five shows that repre- sented three hours of weekly programing.

CBS-TV and NBC-TV have disclosed plans to drop one show apiece this winter. Both shows are new, The Jean Arthur Show (Mon., 10-10:30) on CBS, which will be replaced by To Tell the Truth; The Hero (Thurs., 9:30-10) on NBC, to be replaced Jan. 5 by a new Draget series.

Still said to be subject to possible replacement are CBS's Run, Buddy Run (Mon., 8-8:30) and NBC's Roger Miller Show (Mon., 8:30-9). CBS also is watching the Sunday, 9-10, Garry Moore Show ratings performance close- ly.

ABC's new-show mortality at mid-season comes to six out of 16 entries, or more than one out of three shows. The network reduced its impress of newly developed series by inserting a second motion picture picture (it has been running movies on Sunday) and by retaining Dating Game, itself a re- placement show this season, and adding The Newlywed Game. The game shows were developed initially for daytime programing.

ABC said it had but one decision yet to make on the new lineup—the place- ment of either The Avengers or Man in a Suitcase in the Friday 10-11 peri- od. The mid-season schedule released last week by ABC has Sunday and Monday night untouched, but every other night of the week has some changes. They begin on Tuesday at 8:30 with Invaders, followed at 9:30 by Peyton Place II and with The Fugitive retained at 10.

On Wednesday, movies go in at 9 and run to 11. On Thursday Bewitched moves back a half-hour to start at 8:30, Love on a Rooftop is shifted to 9 from Tuesday and Stage 67, now seen on Wednesday, moves in at 10.

On Friday, Rango is in at 9 and Pruits of Southampton is shifted to 9:30 from Tuesday, with Avengers or Suitcase following at 10. On Saturday, Dating Game at 7:30 and The Newly- wed Game at 8 replaces Shane.

Top-20 Arbitrons

Based on national Arbitron rating estimates week of Oct. 23-29, 1966

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating estimates</th>
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<tbody>
<tr>
<td>1</td>
<td>It's the Great Pumpkin, Charlie Brown (CBS)</td>
<td>28.9</td>
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<td>Lucy in London (CBS)</td>
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<td>Jackie Gleason (CBS)</td>
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<td>Bananza (NBC)</td>
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<td>Green Acres (CBS)</td>
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<td>Red Skelton (CBS)</td>
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<td>Peyton Place I (ABC)</td>
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<td>9</td>
<td>Ed Sullivan (CBS)</td>
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<td>10</td>
<td>Thursday Night Movie/ President in Asia (CBS)</td>
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<td>11</td>
<td>Tuesday Night Movie (NBC)</td>
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<td>Gomer Pyle (CBS)</td>
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<td>The Lawrence Welk Show (ABC)</td>
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<td>Hollywood Palace (ABC)</td>
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<td>19</td>
<td>Gunsmoke (CBS)</td>
<td>18.8</td>
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<tr>
<td>20</td>
<td>Rat Patrol (ABC)</td>
<td>15.7</td>
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</tbody>
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*Indicates new show
MARK 10 VISUAL ZOOM

Camera

the preferred black-and-white camera for
studio and field ... preferred by quality-conscious
broadcasters throughout the country ...

Here's the "new concept" zoom camera that set the
industry standard for 3" image orthicons. The
Visual Mark 10 Zoom Camera combines the utmost
in production flexibility with superior pictures and low
operating expense. Major groups, leading
independents, and educational broadcasters have
specified the Mark 10 for: crisp, snappy, live pictures
built-in 10-to-1 zoom lens solid-state electronics
long-life 3" ELCON I.O. tube improved S/N and
high sensitivity simple camera setup and long,
stable operation!
Author sues, claims football TV plot

Florida author S. Robert Tralins has filed a suit against the FCC, the National Collegiate Athletic Association and ABC, charging those parties with being responsible for discrimination in regional football telecasts.

Mr. Tralins asked the U.S. District Court in Miami to prohibit carriage of certain football telecasts scheduled for Saturday (Nov. 19) and also to declare what rights he, as a Florida citizen, has in determining which football games are shown in the region where he lives.

He argued that on Nov. 19 residents of "most northern" cities will be able to view Michigan State vs. Notre Dame followed by USC vs. UCLA whereas "most southern inhabitants" will be permitted to see only Kentucky vs. Tennessee followed by Stanford vs. California.

Contending that the teams appearing before northern TV on that date comprise the top four teams in the country, Mr. Tralins said there is "no sensible reason for depriving southern citizens of top-grade college football viewing ... and the decision to show the top four teams in action only to northern residents is arbitrary, capricious and unreasonable."

He also charged that "this systematic plan has existed throughout the year" and as a result the "citizens of the South, regardless of their views on civil rights or other administration policies, have been permitted to watch only the lower-rated football teams in action."

Mr. Tralins said that if the court does not act in his favor, "those regions in this country that don't follow administration policies will be permitted to see only such teams as Slippy Rock in action, whereas the areas of this country that support the administration program will be permitted to see the top-flight teams on the TV screens."

Mr. Tralins argued that earlier this season, while the citizens of Florida watched Duke vs. Clemson, those in the east saw Arkansas vs. Texas; that while southerners were viewing Texas A&M vs. Baylor, eastern residents watched Purdue vs. Michigan State; and that they also saw Florida State vs. Virginia Tech while the east viewed Missouri vs. Nebraska.

FCC raps 3 for overcommercializing

10 OTHER STATIONS GET CHANCE TO REFILE ON NEW FORM

Three radio stations found themselves on the wrong side of an FCC cut-off point last week, as the commission hit them with one-year license renewals on the ground they had failed to abide by their promises on commercialization. Ten others, whose cases were more recent, received something of a reprieve, as the commission directed them to complete the commission's new questionnaire on commercial policies.

The stations given one-year renewals on a 3-to-2 vote of the commission were KTTR, Tucson, Ariz., KFOR, Lincoln, Neb., and KVEX, San Jose, Calif. Action on the three cases had been pending for up to a year; since July the matter had been held up as the commission sought to develop a new approach to its policy of policing commercials on a case-by-case basis (Broadcasting, July 11).

The new approach finally adopted was the new questionnaire that was sent to all licensees last month (Broadcasting, Oct. 17) and is designed to put all licensees on the same footing in reporting on their commercial proposals.

Voting for the short-term renewals were Commissioners Kenneth A. Cox and Robert E. Lee, with Commissioner Nicholas Johnson concurring. Chairman Rosel H. Hyde and Commissioner Robert T. Bartley favored full renewals.

Commissioner James J. Wadsworth was absent and Commissioner Lee Loevinger, who normally votes for full renewals in such cases, abstained to permit action on the long-pending matters.

Johnson Statement - Commissioner Johnson issued a statement saying he was concurring only "because of the applicants' failure to operate their stations fully in accordance with their proposals regarding commercialization." He withheld comment on the broader questions of the commission's "most rational, appropriate and effective ultimate role with respect to regulation of commercial practices."

The 10 being asked to complete the new questionnaire were due for renewal of their licenses on Oct. 1. The staff had proposed letters of inquiry - to three about apparent violations of proposed commercial policies, to the remainder because of what were considered inordinately high commercial policies for the future.

The commission, however, decided to afford them an opportunity to have their records checked on the same basis as that of all other licensees.

The new questionnaire asks licensees to report the amount of time they normally intend to carry in any hour and state how often and under what circumstances they expect to exceed those normal limits. AM and FM licensees who propose more than 18 minutes of commercials and TV licensees who propose more than 16 minutes are asked to explain how their proposals are in keeping with the needs and interests of their communities.

The first two questions are lifted from the new AM-FM and TV forms now being used; the 16- and 18-minute reference points are taken from the commercial time standards of the National Association of Broadcasters codes.

Amend Applications - The three stations to be queried on promise versus performance will in effect be asked to amend their 1963 applications by converting the proposals they made then into terms of the new questionnaire. The stations are WIEF, Moundsville, W. Va., and WHEE, Martinsville and WRAD, Radford, both Virginia.

WRAD, a member of the National

CBS still leads in Arbitrons

CBS-TV continued to lead in nighttime average audience in the overnight Arbitrons, according to ratings covering the 7:30-11 p.m. period in the week Oct. 24-30. The ratings: CBS—17.9, NBC—16.1 and ABC—14.6. In wins by half-hours and nights of the week, CBS took 26 half-hours and five nights; NBC 14 half-hours and Tuesday and Sunday, ABC, with no nights, had nine half-hours.

71 million saw 'Kwai'-ABC

The research department at ABC-TV has revised its estimate of the total audience for its Bridge on the River Kwai presentation in September. The figure is now estimated at 71 million viewers, and ABC is claiming Kwai as "TV's all-time box office champion."

The ABC announcement came on the eve of its next prime-time movie special, Samuel Goldwyn's Hans Christian Andersen, under the sponsorship of Eastern Airlines, through Young & Rubicam, New York, last Friday.
If people don’t believe in the station, they won’t believe your jams and jellies are the berries.

WJZ-TV and Baltimore have an interesting mutual interest. Both station and community love “Bird-watching”. Bird-watching here is more exciting than in any other place in the world. The Birds are Orioles. And WJZ-TV is their station. We’ve been with them through thick and thin. And this year has been delightfully thick. The Jr. Orioles had a World Series to exercise their 20,000 pairs of devoted vocal chords over. WJZ-TV helped organize these young baseball rooters with the aid of local civic and business leaders.

But Baltimore is more than baseball. And so is WJZ-TV. This station like all Group W Stations is involved in the community. And Baltimore has a lot for this station to be involved in. Baltimore is the home of literary greats. So the station did a series of half hour documentaries on H. L. Mencken, Edgar Allen Poe, and F. Scott Fitzgerald. Baltimore has Johns Hopkins. And so the station used the center’s facilities to put together discussion programs to explore contemporary subjects.

Baltimore has youth. WJZ-TV’s youth program series, Generation 66, isn’t limited only to what’s happening today, but also what will happen when these kids grow up. So any time in the next twenty years or so that you would like to reach the people of Baltimore, WJZ-TV will be able to tell you how. And you can believe what WJZ-TV tells you. The people of Baltimore do.
Association of Broadcasters radio code, had presented its proposal in 1963 in terms of an hour. The commission staff said the station had violated the code in 17% of the hours checked. WEF and WHEE, which presented their proposals in terms of 15-minute segments, were said to have exceeded proposed limits in 41% and 25% of the segments checked.

It wasn't clear, however, what new information the commission hoped to gain from most of remainder, since all had used the new reporting form in filing their renewal applications. In three cases, stations proposing more than 18 minutes in their "normal" hours will be required to state why their normal-hours proposal is in keeping with their communities' needs and interests.

But in all 10 cases, the commission staff felt that the stations had proposed too many hours in which it expected to exceed its normal limits. And the questionnaire doesn't provide any space for explaining that answer.

Staff members, who were not present when the commission decided to request the stations to complete the questionnaire, suggested that the applicants might take the opportunity to reduce their proposed special hours or explain how they arrived at their proposals.

The stations are WAFQ-AM-FM Towson; WQMR Silver Spring, both Maryland; WCHV-AM, WCCV-FM Charlottesville, WHP Hopewell, and WAGE Leesburg, all Virginia; WKEE-AM-FM Huntington, W. Va., and WGAU-FM Washington.

Seven-market package offered by CBS FM's

Seven CBS-owned FM stations have announced a package advertising plan for 52 week-sponsors. Called Initial Buy Plan (IBP), the plan provides for 10 one-minute spots in each of the seven markets at $500 per week, 20 minutes in each market for $900 and 30 minutes in each for $1,200.

The introductory rate schedule will expire March 1, 1967, but advertisers coming into IBP will have rate protection for three years. The stations are WCB-FM New York, WWBM-FM Chicago, KNX-FM Los Angeles, WCAU-FM Philadelphia, WEEI-FM Boston, KMOX-FM St. Louis and KCBS-FM San Francisco.

Mennen to drop W&L over 'basic disagreement'

Warwick & Legler Inc., New York, last week said a "basic disagreement on creative philosophy" has led to the termination of a 10-year relationship with the Mennen Co., Morristown, N. J.

The Mennen account, estimated to bill in the neighborhood of $2 million, includes Skin Bracer, spray deodorant, pushbutton deodorant and lather shave cream, shave talc, bath talc, Sot' Stroke shave cream and Scannon Ltd. (a Mennen subsidiary) for the Kanon fragrance and toiletry line. Mennen spends at an estimated rate of more than $1 million yearly in radio-TV.

Mennen is expected to continue with W&L until a new agency is appointed, which is expected after Jan. 31. Other Mennen products are handled by Grey Advertising (baby and food products division) and Warren, Muller, Dolobowsky Inc. (deodorant and after-shave lotion), both New York.

Business briefly . . .

Mission Pak Co., Los Angeles, through Carson/Roberts Inc., same city, is abandoning spot television for the first time and switching the major slice of its 1966 holiday advertising budget to spot radio. Newspapers and general magazines also will be used. Plans call for the placement of 60-second spots on most radio stations in Los Angeles, San Francisco and San Diego. Radio buys start the week of Nov. 21 and run until the week before Christmas. Last year spot TV accounted for about one-quarter of Mission Pak's overall budget of some $900,000. The gift fruits and gourmet packages advertiser spent less than $100,000 in spot radio last year.

Dishmaster Corp., Bloomfield Hills, Mich., through Anderson-McConnell Advertising Agency, Hollywood, will spend $115,000, in spot TV and print, to promote its imperial dishmaster and new garbage disposer products. Spots will feature both products of four Los Angeles stations, on two stations each in San Francisco and San Diego and on one station each in Phoenix and Tucson, both Arizona; Dallas, Houston and San Antonio, Tex.

Southern California Ford Dealers Advertising Association, through J. Walter Thompson Co., Los Angeles, this week begins an extensive TV-radio-newspaper-outdoor advertising campaign that includes color TV spots on 12 stations in southern California. Radio spots will be used on 60 stations.


Tar ratings spur ad action—for some brands

The November issue of Reader's Digest ranks Carlton, Marvels, Duke of Durham, True and Montclair cigarettes (in that order) as yielding least tar and nicotine of popular brands. A similar study in 1957 boosted Kents to national prominence, but last week advertiser and agency reactions to the ratings ranged from soaring ambition to complete indifference.

Stephano Brothers, Philadelphia manufacturer of the second-ranked Marvels, has brought in new machines and gone into overtime to maximize production. The company has also parted company with its old agency, Aitkin-Kynett, Philadelphia. Harold LeDuc, vice president of Stephano's new agency, Gray and Rogers, Philadelphia, was busy planning identification of the Marvel package for New York, where the brand was virtually unknown prior to the current Digest study. The agency is planning to expand beyond both New York and print, but is presently undecided as to timing and specifics.

True, a new brand, ranked fourth by the Reader's Digest, was ranked first in a similar study released last month by the Roswell Park Memorial Institute, cancer research center in Buffalo, N.Y. When the Digest study was released, True was in expanded test-marketing in 10 cities. Within a day following the new study, True was on radio; within four days, on TV. P. Lorillard, through Foote, Cone & Belding, New York, plans to "give True exposure equal to the top two or three brands, with 82% or more" of their media budget in broadcast. (Combined network and spot radio and TV would figure at about $16-million yearly.)

On the other hand, Liggett & Myers, manufacturer of the third rated Duke of Durham, has "no media plans at present," according to a spokesman for the agency, J. Walter Thompson Co., New York. Duke has been inactive for a year and a half.

American Tobacco manufactures Carlton and Montclair, and both brands are with N. W. Ayer, New York. American was quoted by the New York Times as saying, "We will probably take advantage of the situation," but both advertiser and agency declined last week, "as a matter of policy," to discuss media plans.

The November issue of the Reader's Digest appeared Oct. 27 on newsstands.
Want to buy an island?

Buy WAPA-TV.

For Sale: The entire island of Puerto Rico. Seventh-largest metro market in the U.S.

Only one advertising medium covers the entire island of Puerto Rico, and that's television. In Puerto Rico, television is WAPA-TV. With its new tower, 4,049 feet above sea level and affiliate WOLE-TV (Aguadilla-Mayaguez), WAPA-TV reaches all of Puerto Rico's TV households, island-wide, and in full color, too!

So is it any wonder that WAPA-TV's Don Cholito says, "Wanna buy an island?" "Buy WAPA-TV!"

Television subsidiary of Screen Gems, Inc.
A Roman bar mitzvah with egg kichel

What better scene for a biscuit maker than Rome, once the site of epicurean banquets? And what better flavor for biscuit commercials filmed in Rome than cosmopolitan humor?

Picture a Saturday morning in Rome where at the main synagogue, upon completion of a bar mitzvah confirmation of a 13-year-old Jewish boy, a reception follows complete with expresso coffee, champagne, Stella D’oro dietetic egg kichel and Mandel (almond) toast and, of all things, lasagna.

Stella D’oro Biscuit Co., New York, through Firestone & Associates Inc., Philadelphia, has mixed these ingredients in the last of its 1965-66 series of eight one-minute TV commercials filmed in color in Italy. Its bar mitzvah spot is being released in New York, Chicago, Los Angeles, San Francisco, Philadelphia, Boston, Detroit, Miami and Tampa, Fla.

All of the 1965-66 batch of spots, each a spoof on what Americans see in the Italian scene, are being backed by 90% of Stella D’oro’s budget, estimated at over $500,000. This year in intermittent stages the commercials have been released in some 24 markets.

In 1963, Stella D’oro cooked up a similar bunch of eight black-and-white TV messages, also filmed in Italy. The theme then was that Americans don’t have to go to Italy to enjoy Stella D’oro cookies, biscuits, toasts and bread sticks. Some of these spots are still being run on stations in the advertiser’s markets.

The company has in the last three years attempted to expand audience interest in its motto: “Add the continental touch to your table with Stella D’oro.” Six years ago, Stella D’oro concentrated on a “hard sell” directed to the Italian community in America.

The new color series emphasizes visual aspect of continental life, scored with up-tempo music by Music Makers to accent the humor. Each spot ends with a punch line to identify Stella D’oro’s diversified products.

The commercial released before its current bar mitzvah spot portrayed a teenage party where a plump girl attracts boys away from their frugging partners with Stella D’oro fruit pastry. The tag line: “Even if you’re not a swinger, you'll get action with Stella D’oro fruit pastry.”

Other commercials in the series show a walking girl with breadsticks, a thief with a Lady Stella assortment, a clown with egg jumbo, a fat lady with dietetic egg biscuits, a skinny man with sesame cookies, and a baron with anisette toast.


Plough Inc., through Lake-Spiro-Shurman, both Memphis, and Peter Paul Inc., Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, both have purchased sponsorship in NBC-TV’s The Girl from U.N.C.L.E., Tuesday Movies, The Virginian, I Spy, Daniel Boone, Star Trek, Tartan and Saturday Movies. Plough has also bought time in The Andy Williams Show, Run for Your Life, Laredo, Flipper and Please Don’t Eat the Daisies.

Smaller market buying cited in Keystone study

Importance of the nation’s smaller markets as targets for advertisers is pointed up in a study made public last week by Keystone Broadcasting System. It shows that $83 billion of the country’s total $250 billion annual retail sales are accounted for by the smaller, or C and D counties.

The study, based on data from the Census of Retail Trade for 1965, also shows that retail sales in the C and D county coverage areas of Keystone’s 1,180 affiliated radio stations amount to $72 billion a year or about 86% of the total for all C and D counties.

Noel A. Rhys, Keystone executive vice president, said the study was prompted by signs of increased agency and advertiser interest in the smaller markets. It includes a listing of Keystone affiliates and the C and D counties within the coverage area on each.

Commercial in production . . .

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


Cornuts Inc., Oakland, Calif. (Cornuts); three 60’s for radio, musical. David Williams, production manager. Agency: Kennedy, Hannaford & Dolman Inc., Oakland, Tom Ross, account executive. Peter Hannaford, agency producer.

Pepper Sound Studios Inc., 31 South Florence, Memphis 38104.


Quality Stamps, Memphis (trading stamps); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.


Wooolco Department Store, Memphis (general); one 60 for radio, jingle. Agency: Archer & Woodbury Inc., Memphis. Hub Atwood, production manager.

RKO Sales offers calculator

RKO General Broadcasting National Sales is distributing a pocket-size calculator that converts ADI ratings (area of dominant influence) as shown in American Research Bureau TV reports, to quantities representing homes, men, women, housewives, children and other demographic groups. The calculator also is usable to produce cost-per-thousand figures for either the ADI or the total TV area. The station sales organization calls its calculator, ADIAC, which stands for ADI audience and cost computer. The pocket pieces are available in limited quantities from RKO’s New York headquarters, branch offices or stations. The issue of the calculator coincides with ARB’s fall reporting of audience data on an unduplicated market base that permits the matching of media weight to markets, or “area of dominant influence.”

62 (BROADCAST ADVERTISING)
"your Jesus is contaminated!"

The angry cry of a young Negro rings out of this searing documentary of the compromising fears, confusions and hopes of a white northern Lutheran parish, faced with the challenge of "loving thy neighbor"... when "thy neighbor" is black.

VARIETY
"The first remarkable thing about 'Burning' is the fact that it was sponsored by the Lutheran Film Associates, which arranged for the NET distribution although a Lutheran congregation is exposed most glaringly..."

BOSTON GLOBE
—Percy Shain
"Sometimes television can thunder in a soft voice. This was one of those times—a scathing indictment of hypocrisy and prejudice... the most telling account of our national predicament yet to appear on the screen."

DETOIT NEWS
—Frank Judge
"Nothing in the film was rehearsed. The story is told just as it happened, while it was happening, through the use of the cinema verité method... a dramatic, hard-hitting documentary."

N.Y. TIMES
—Jack Gould
"'A Time For Burning' deserves the most extensive showing possible: a commercial network could still achieve stature by presenting this program... the most accomplished and sensitive hour of television this season."

"A Time For Burning" is clearly destined to be one of the most talked-about documentaries ever filmed; already it has sparked a deluge of congratulations and inquiries to the NET stations on which it was shown. This one-hour program in black and white is now available to independent television stations for showing in cities not covered by the NET network.

For terms and availability, contact:
Lutheran Film Associates, 11 West 42nd St., New York, N.Y. 10036
212-LOngacre 3-0151
What's bugging spot TV?
Find out by subscribing
to the meaningful monthly . . .
Start my subscription with the
November report on spot*

Name ________________________________ ☐ One Year $5.00
Title ________________________________ ☐ Two Years $9.00
Company ________________________________ ☐ Bill Company
Street ________________________________ ☐ Bill Me
City __________________________, State ______ Zip ______ ☐ Payment Enclosed

TELEVISION 1735 DeSales Street, N.W., Washington, D.C. 20036

*The $800 million question. An analysis of spot spending and spot spenders in the past decade.
Also: What the critics say about the new season; and comedian Shelly Berman talks seriously about television and censorship.
Radio man sees gains in losses

The profit squeeze that many advertisers are feeling in the current economy will help expand radio's billings in 1967 and probably for years to come, Harper Carraine, director of radio research for the CBS Broadcast Group's department of economics and research, said last week.

Mr. Carraine noted that a recent Forbes Magazine study of 160 leading U. S. corporations found that 60% of the drug companies, for example, showed declining profit margins in the third quarter of the current year.

"Radio has far too many capabilities, some of them still untapped, for me to suggest that advertisers will be using us [radio] solely because we cost less than television," he said, "but radio does acquire additional attractiveness and has real relevance for many companies not now in the medium who are anxious to cut costs and yet maintain advertising effectiveness. And so I predict that a lot of those companies which do come into radio in 1967 for the short term will decide to stay."

Mr. Carraine, who was director of research for CBS Radio before moving into his present post under the new CBS/Broadcast Group umbrella, noted that radio has attracted growing numbers of new and former customers in recent years "despite the fact that radio's growing miniaturization and mobility are making the medium harder and harder to measure." This, he said, demonstrates a "growing awareness of the new values" of radio even though radio does not have audience data comparable with that of other media.

"You might say that the reason we don't have comparable data is simply that we are not a comparable medium," he asserted. "There is no physical limitation on the ways people can use radio. This is a unique penetration of an entire population. Naturally, it's also a unique research problem. But advertisers—including some of the most deliberate and sophisticated ones—seem to know that the indicated size of radio audiences may well be the understatement of the year."

5th Avenue: where the fast action is

A "nutty", 60-second TV commercial that includes 94 scenes and only four people is the creation of The Philadelphia Agency Inc. The commercial is part of the fall advertising program for 5th Avenue candy bar made by Luden's Inc., Reading, Pa.

Aimed at the teen-age and young adult set, the TV spot commercial which will be shown in 39 markets, features the Tijuana Brass sound and multiple voices illustrating the theme "It's the Nuts".

Another Luden's product, cough drops, is promoted in a series of network radio spot commercials, featuring the multi-voices of Jonathan Winters. The theme, "Never chew a Luden's cough drop—let it dissolve slowly", is used by different Winters' characters. The Philadelphia Agency Inc. also created the radio commercials.

Rep appointments . . .


KLYD-TV Bakersfield, Calif.: Venard, Torbet & McConnell, New York.


Also in advertising . . .

CRAM course = NBC Radio reports it has distributed more than 5,000 copies of a 64-page booklet describing the methodology conclusions of NBC Radio's national research study, Cumulative Radio Audience Method (CRAM). Copies of the study have been sent to advertiser, agency and media officials.
"I don't care what you've got. I wanna see Felix the Cat!"

You can't fight Felix the Cat. He's bigger than you are. Kids read his comic books, buy his toys, and give him ratings that make his competition scurry like mice.

You can't fight him, so join him. Felix has 260 color cartoons made exclusively for TV. He'll capture audiences for your hosted show, or play host himself. We provide a wide variety of appropriate openings, closings and bridges.

For all-around programming flexibility, this cat is the best buy you can possibly make. If he's not on your station, you must have overlooked him.

For more about FELIX, call, wire or write

**FELIX THE CAT**
260 4-minute cartoons in Color or b/w

**TRANS-LUX TELEVISION CORPORATION**

625 Madison Avenue, NEW YORK, N.Y. 10022 • PLaza 1-3110 • CHICAGO • HOLLYWOOD

Trans-Lux Television International Corporation • Zurich, Switzerland

"If you've already got me, let's talk renewals now!"
leading researchers, educators and NBC Radio affiliates station managers.

Sears sports package • Sears, Roebuck & Co. has signed with kogo San Diego to sponsor a 52-week program package consisting of 10-minute programs immediately preceding every sporting event carried by the NBC-radio-network-affiliated station. The concept is entitled, promoted and merchandised under the overall title of “Sears Sports Caravan.” Depending upon work-affiliated station. The consisting of Radio leading researchers, educators

Transmitter primary trunk date a

A 52 -year project

City, asked the commercial situation. The station can incorporate a full-scale project

Two -year permit. The approved change

Radio, Minneapolis, which had been working with it on new label designs for several years, asked for station help since the designs would appear on color TV in a planned future advertising campaign for Reis's Rock Spring beverages line.

The search for the appropriate color design was ended as the station, the bottler and agency used a kstp-tv color brochure as a guide. A test was run in the studios after new label designs were printed and a product display set up for a tape run-through. Commented Ray Jenkins, head of the advertising agency: "The labels not only look great on television for advertising purposes but will also stand out like a beacon on supermarket shelves."

EQUIPMENT & ENGINEERING

Firm asks for market status

Teleprompter wants FCC approval to incorporate microwave project with CATV

Teleprompter Corp., co-owner with Hughes Aircraft Corp. of a community antenna television project in New York City, asked the FCC last week for permission to incorporate a novel microwave experiment into its commercially operated CATV system.

In effect Teleprompter wants the commission to remove limitations on the commercial use of the short -haul microwave test, authorized by the FCC last April (Broadcasting, May 2), so that the results of the experiment can meet the additional test of public acceptance in a commercial situation.

The corporation also asked the commission for two -year authority to construct and operate a second fixed-microwave station in the city and requested a two -year extension of the expiration date on the existing permit.

The microwave test was designed to determine whether short -haul microwave can be used as a substitute for primary trunk cable lines to link a CATV headend plant to large distribution points. The experiment employs a transmitter on top of a building in upper Manhattan, with one antenna dish on the roof of one apartment house about two miles from the transmitter, and another receiving dish about six miles away. The transmitting antenna is used to relay all 18 New York City TV and FM stations (all being received off -the -air from the Empire State building in downtown New York). These signals are then received at the apartment house sites, reconverted to their original channels and fed to receivers in the apartment building via cable lines.

FCC approval last April of Teleprompter's experiment carried with it the condition that the permit must not be construed as meaning such regular service should be established.

Arguments • Teleprompter, arguing for removal of the commercial limitation, said: “By permitting a full -scale test to be conducted in the open marketplace it can reasonably be ascertained whether the frequencies and engineering practices meet the practical specifications required for public acceptance. Such data constitutes a significant part of this experiment.” The union of the microwave facilities and the CATV system, Teleprompter said, would not result in any cost increases or new program services for subscribers. The intended effect, Teleprompter stated, “will be an improved quality of service only in terms of public reception of those services authorized in New York City . . . and the elimination of the dangers, inconveniences, congestion of other services and disruption which is always occasioned by installation of underground cable ducts in densely populated urban areas.”

Hughes Aircraft entered the CATV field last June when it acquired a major interest in Teleprompter's New York City CATV project (Broadcasting, July 4). At that time the two companies also announced they had formed a jointly owned subsidiary corporation, Theta Communications, to make and market electronics equipment. Theta's principal project has been the short haul 12-channel microwave relay system now being tested in Manhattan.

A slight hitch in color output

RCA's Engstrom tempers earlier forecast that '66 sets would double '65

There will be fewer color television sets manufactured this year than were first estimated, RCA's Dr. Elmer W. Engstrom told the Los Angeles financial community last week. Industry projections for a 5.5 -million color -set output this year, double the 2.7 million in 1965, "now seem to have been overoptimistic," Dr. Engstrom said. Instead, he forecast a total output of "slightly under 5 million," attributing the downward revision to shortages of raw materials, components and skilled labor.

This, however, was practically the only bearish note to a 23-page message Dr. Engstrom brought to the Los Angeles Society of Security Analysts. In what was RCA's debut before the group, Dr. Engstrom, chairman of the firm's executive committee, said company sales in 1966 may reach $2.5 billion, a substantial increase over the little more than $2 billion produced in 1965. He looked forward to the rapidly
In Chattanooga...

WDEF

has the Big Stick

The new WDEF-TV tower rises majestically to almost twice the height of the old. At 2,549 feet, it is one of the highest above sea level in the entire country, highest in the Chattanooga market.

WDEF's new tower teams with the latest RCA traveling wave antenna — specially designed for mountainous terrain — promising to deliver an estimated 20% more coverage.

WTVR-TV RICHMOND, VA. "The South's First Television Station" leads the way with audience. Local early evening news delivers more than twice as many homes as any competing local or network newscast. Represented by Blair.

WNCT-TV GREENVILLE, N.C. "Covering North Carolina from the capital to the coast" WNCT serves a market well up in the strong top 100. Not even the giant stations can equal WNCT's 81,200 homes at 7:00 a.m. weekdays! Represented by Hollingbery.

WJHL-TV JOHNSON CITY, TENN.
WJHL builds its selling strength around strong personalities and an active civic role in the rich Tri-Cities area of Johnson City, Kingsport, and Bristol, Tenn. Represented by Hollingbery.

WDEF-TV CHATTANOOGA, TENN.
WDEF'S NEW TALL TOWER — NEW PICTURE TOWER — Just one more example of Park Broadcasting Leadership — First in every area. Represented by Hollingbery.

First in Every Area

Park Broadcasting stations are not only first in every area, but also are all affiliated with the country's most effective television network, CBS.

Park BROADCASTING, INC.

ARB March '66. Audience measurements are estimated only based on data supplied by indicated sources and subject to the strengths and limitations thereof.
approaching day when RCA would reach the $3-billion sales level.

Profits this year according to the RCA executive show every indication of jumping significantly over the $101-million level set last year. If all anticipated sales and profit goals are achieved, RCA will have set a new high in these areas for the fifth consecutive year.

Sprinkled throughout Dr. Engstrom's talk were insights into RCA's operations and forecasts for its future. Among them:

* In 1967 RCA may be the first company to sell more than a total of 3 million black-and-white and color TV sets in a single year.
  - Color TV sets account for more than two out of every three dollars of RCA's total home instrument sales.
  - Total industry-wide color TV set production could reach 8 million units by 1968.
  - Broadcast equipment sales have increased by more than 50% during the last two years and in 1966 RCA expects to deliver more than 600 new color cameras worth a total of more than $4 million.
  - NBC produces nearly one-quarter of RCA's total sales volume.
  - Developing and marketing advanced electronic equipment for the printing industry should be an important new source of profit for the company.

In answer to a question from the floor about why RCA is negotiating to merge with Hertz Corp., the car-rental organization, Dr. Engstrom pointed out that his company preferred to become involved with the tremendous growing services market as opposed to the product field.

**Goldenson urges police to use computer complex**

Leonard H. Goldenson, president of the American Broadcasting Companies Inc., urged more than 100 police officers graduating from the FBI school last week to use electronics in bringing police work up to date.

He told the graduating class at the 78th session of the FBI National Academy that a computer-communications complex throughout the nation could help law enforcement officers check out suspects almost instantaneously.

And, he added, with communications satellites, this tool could be used worldwide.

He also hailed the move of the FBI which has asked electronic firms to study the feasibility of developing a device which could be used to read and classify fingerprints. "When they get that worked out—and they will—the mammoth criminal fingerprint files of the FBI, computer-linked with a law enforcement communications network across the nation, will afford short

**Engineering/management seminar to draw 51**

Fifty-one broadcasters from 25 states and the District of Columbia will attend the National Association of Broadcasters second Engineering/Management Development Seminar at Purdue University, Lafayette, Ind., Nov. 28-Dec. 2.

The course is designed to encourage engineers in development of a management philosophy. Instruction will be under the supervision of Dr. Charles Lawshe, dean of the college of technology, and Dr. Gregory Barney, professor of industrial education. George W. Bartlett, NAB vice president for engineering, is in charge of the seminar.

**Technical topics**

(IC price cut • ITT Semiconductors, West Palm Beach, Fla., reports an approximate 50% price reduction on its line of semiconductor integrated circuits. Reason for the price cutback was ascribed to the ITT division's move into a leading position in the industry.

Magnetic-tape plants • Computron Inc., Waltham, Mass., a jointly owned subsidiary of BASF (Badische Anilin & Soda Fabrik), a European producer, and General Electric Co., has announced plans to open a magnetic tape manufacturing facility in Bedford, Mass., in the third quarter of 1967, modeling it after another one set for dedication this month by BASF in Willstatt, West Germany. The Bedford plant will produce computer, video, audio and instrumentation tape. BASF already maintains a magnetic tape facility at Ludwigshafen, West Germany.

Live wires • Bauer Electronics Corp., San Carlos, Calif., has introduced three audio products: mono-stereo audio consoles and a phase sampler. The model 912, a solid-state five-channel audio console, features four microphone and seven high-level inputs, vertical attenuators, cue and monitor amplifiers and standard muting circuitry, and sells for $995. A stereo version, the model 912S, is priced at $795. The model 180, a broad-band phase sampler, can be mounted within antenna coupling units and used in most AM directional systems. The price is $165.

Q-quotations • WBN-S TV Columbus, Ohio, has purchased a vertical Q-crawl for the presentation of stock market quotations in a two-minute slot at 6:28 p.m. weekdays. The quotations are sponsored by the Ohio Co., a Columbus brokerage firm. The Q-crawl uses lettering typed out white-on-black on a modified IBM typewriter, the Q-typer. Both products of equipment, and the horizontal Q-dispatcher, are manufactured by the Q-TV, S & D Corp., New York.

Weather vane • Electronic Systems Development Inc., Seattle, has introduced a new priced model of TeleWeather, a nonscanning video weather and time display system. The model TW-2 offers five weather functions, time and three conventionally prepared message positions. The unit sells for $4,185.

Post-Newsweek color • Post-Newsweek Stations has ordered more than $1 million in color gear from the General Electric Co. It includes 12 PE-250-B live color cameras and a PE-240-B color film camera for use at WTOP-TV Washington and WJXT(Tv) Jacksonville, Fla.

RCA sale to ETV • Some $750,000 worth of broadcast equipment has been ordered from RCA by the state of Tennessee for noncommercial, state-operated WJXK-TV Snedeville (ch. 2) and WJFT(Tv) Lexington (ch. 11), both under construction. Studios on the University of Tennessee campus in Knoxville are being equipped with studio cameras, TV film systems and VTR's. TV tape playback equipment at the Snedeville transmitting site will be used to broadcast programs pre-recorded at Knoxville, the signal sent by RCA 25-kw VHF transmitter coupled to a superturnstile antenna. At Lexington, another 25-kw traveling-wave type antenna will broadcast to the southwestern part of the state. Other non-commercial stations there: WKNO-TV Memphis and WDCN-TV Nashville, operated respectively by the Memphis Community Television Foundation and the Nashville board of education.

Toward total supply • Anaconda Wire and Cable Co., New York, has designated its Lindsay Communications Sales Division (Northfield, Ohio) as chief sales and distribution arm of Anaconda Astrodona Co., a new corporation in Anaheim, Calif., that develops, manufactures and markets electronic communications units. The Anaheim operation has lately emphasized community television antenna equipment, and introduced a number of new products.

Redesigned lens • Zoomar Inc., Glen Cove, N.Y., and Los Angeles, has introduced a newly designed Mark IV remote-controlled ITV zoom lens (the Mark IV-B) that is shorter and cylindrical in shape. The weight has been reduced from four to three pounds, by redesigning the drive motors and gear system, permitting a more dense packaging.
Radio a leading force in Negro progress

THE 21 MILLION WHO MAKE UP $28 BILLION MARKET LIKE OWN STATIONS

In Washington last week a Negro disk jockey was on the air discussing with another DJ how a current contest was going. What made this conversation different was the nature of the contest.

It was to determine if the listeners wanted to vote in one of the station's white newsmen as an honorary Negro. Even with enough votes, the contest-running DJ pointed out, the newsmen would still have to face initiation: walking alone down Seventh street (the heart of one District of Columbia Negro district) on Friday night with a $20 bill sticking out of his pocket. If the newsmen is able to make it to work Monday morning, the DJ added, "he's one of us."

The disk jockey also mentioned a coincidental poll to see if he could be voted an honorary white man. The poll wasn't going too well; there were six votes already in against him.

The contest and the light approach with which it was handled is, to a degree, symbolic of the revolution taking place in Negro-oriented radio. The DJs were not afraid to name an area where odds against mugging would only be insured by Lloyds of London.

In another era, only a few years back, such a conversation on the air could have incurred the wrath of the upper-class Negroes with accompanying charges that the station was demeaning the Negro population. Negroes in some areas still find fault with stations who invite listeners to call in with gripes and comments and then put them on the air.

**Bad Image?** These callers, the detractors claim, don't use proper English: they sound poor and uneducated, and don't make good window dressing for a station that is listened to by better-educated Negro.

But the philosophy of stations today is that they are aiming at a market and these callers are part of the market, perhaps even a bigger part than the better-educated Negro.

Like the intellectual who calls for high-brow cultural programs on television and—for image sake—and refuses to admit that he enjoys Gilligan's Island, there is a growing group of Negroes in the middle and upper classes who look on the Negro programmed radio station as an example of class distinction. One in Washington told Broadcasting he didn't know why anyone would listen to a Negro station for news when there is a CBS or NBC affiliate in town.

Yet it is hard to find stations of any format that try harder to serve the needs of the population they aim for. A classical music station may heavily promote the opera, reading club, literary society and Friday morning social tea and bagel brunch.

The top-40 station would shy away from these messages and aim its public service barrage at the school dances, area teen-age clubs and other youthful enterprise.

The middle-road station would carry a cross-section of these announcements and add a few others.

But it is up to the Negro station to tell what's happening in the city's Negro districts, the Negro schools and among the Negro citizenry. And it is Negro stations that have gone all out to sell to their audiences the value of staying in school and not dropping out.

Negroes today are better informed...
Radio A Leading Force In Negro Progress continued

than their predecessors have ever been. They know what's happening in the world, in the state, in the city and in their neighborhood. They are no longer just people "with a great sense of rhythm."

Rise of the Negro Artist • For years music associated with Negroes was programmed on Negro stations only. It was and is basically a deep driving rhythm and blues sound. To many whites the Negro top 40 seemed derived from soundtracks of old Tarzan movies.

Then came the 1950's and the overnight emergence of rock 'n roll as an art form. With this emergence came hundreds of Negro R&B practitioners to challenge white artists for a spot on the top-40 lists of general-audience stations.

Today there is not a great deal of difference between the music of a top-40 station and the tunes heard on a Negro outlet. There is some difference, of course. But the days when Frank Sinatra, Glenn Miller and Tommy Dorsey ruled the station play-list have long since faded over the horizon.

Simply rhyming moon, June, spoon and croon doesn't work any more.

Today's sound, which is the core of virtually every Negro station and most general top-40 operations, is the "soul sound." It comes close to being indefinable. Basically it is the old rhythm and blues, sometimes with a more pronounced beat. It is a form of music with depth.

Among the best known exponents of the soul sound are artists like James Brown and Ray Charles. In addition to the basic R&B, they often toss in a dash of gospel. It is mixed together with showmanship and the result is a sound.

Although a great many Negro stations will program white artists—on occasion—it is by no means a universal practice. The "blue-eyed soul", as the white artists are known, are not used everywhere. Tom Johnson, operations manager of KSOL San Francisco, points out that the basic R&B is a "great and tangible evidence of something which the Negroes as a race have created. They tend to be jealous and prejudicial toward any white artist who makes a poor imitation of this music."

However, the Negro stations note that the music that is their staple also finds a spot on the general audience top-40 stations. In Billboard magazine, 27 of the most popular R&B tunes were on the overall top 100 tune list. In other words the Negro-oriented music more easily makes the transition to general stations that "white pop" does to Negro outlets.

Some Negro stations, particularly in larger markets admit to playing to an ethnic audience while hoping, through the music primarily, to win away listeners from general rockers. To this end they are also very careful about the type of air talent they hire. What they also stay away from, and this is perhaps even more true in northern markets, is the "Uncle Tom" announcer, who sounds as though he just stepped out of a cotton patch and is waiting for the good steamboat Robert E. Lee to paddle by so he can dance a jig on the dock and pick up pennies thrown by condescending passengers. He represents a Negro era that has passed.

Where personalities are stressed on stations, the announcers can sometimes, not always be identified as Negroes. In some cases, white DJs who gain rapport with the Negro audience, move in.

Not Segregated • Negro-oriented radio in 1966 is format radio. It is the top music, tightly programmed: it is news and community events aimed at the Negro; it is public service on a wholesale basis.

Among the many examples of total community involvement of stations specializing in programs for the Negro are those illustrated by the pictures on page 71. WWRL New York (upper left) held a Stay in School rally as one of a series the station broadcasts to promote specific themes for Negro schools. This rally was at the Andrew Jackson high school in Cambria Heights, Queens. WAAF Chicago (picture at right) Vice President and General Manager, Thomas Davis awardd the Miss Chicagoland trophy to Angela Carr, selected from hundreds who entered the stations beauty contest. Some 5,000 attended the beauty contest pageant. WNOO Chattanooga, Tenn., (center) Promotion Manager, David Oliver (c) meets Theodore Sammons (l), city housing authority, and Mayor Ralph Kelly (r) to discuss civic problems. Weekly 'Mayor's Report' has been on the air for three years. WIXY Chicago features "Bee-Line Police Beat" on a regular basis. Here (lower center) Vinson J. Sanders (l) news director, interviews Police Superintendent Orlando W. Wilson, WENN Birmingham, Ala. (lower left), has its own fashion coordinator, Miss Flora McGhee (r). Here she congratulates the winner of one of the station's shows.

Responses by Negro stations to a Broadcasting survey show that 31% have white and Negro disk jockeys, 24% have white and Negro newsmen; 55% editorialize and of this number 89% have dealt with racial issues.

These stations become so deeply enmeshed in community activities and projects that the line separating public service and station promotion often becomes blurred. As in all cases of good public relations, the benefits to the stations are usually long-lasting and in the end result profitable.

A recent campaign for Rheingold beer used the phrase "we must be doing something right." The same could be said for many Negro stations. In the Broadcasting survey there was not one full-time Negro station that reported decreasing revenues in 1966.

[For example: wwww Charlotte, N.C., up 10% from 1965, up 32% since 1960; WMLE Raleigh, N. C., up 100% from 1965; WCN Cincinnati, up 10% in the past year and up 25% from 1965; WWWW Baltimore, up 100% from 1965 and up 150% from 1960.]

The Negro station, for the most part, may be looked upon by a large segment of the white population and even some Negroes as nothing but a lot of wild music with unintelligible lyrics. But in the Negro community, the image is different. The stations are there to help the people. In many cases the stations serve as the ombudsman—the go-between linking bureaucracy and populace.

One of the best-known examples of this community involvement is in

At Top of List

There is an ever-growing list of advertisers which are in the $100,000-a-year-or-more classification in the Negro radio area. In this category are such companies as Procter & Gamble, Colgate-Palmolive, Lever Brothers, Reynolds Tobacco, Liggett & Myers, American Tobacco, P. Lorillard, Pharmaco Inc., Whitehall Laboratories, American Home Products, Northcliffe Laboratories, Monticello Drugs, SSS Tonic, J. Strickland Co., Norwich Pharmacal, Lydla Pinkman, Coca-Cola Co., Pepsi-Cola Co., Royal Crown Cola, Schlitz Brewing, Pearl Brewing, P. Ballantine & Son, Rheingold Brewing, Miller Brewing, United Vinters, Continental Baking, Quaker Oats, Standard Brands, Ford Motor Co. and Greyhound Corp.
Memphis at WDIA. In 1954 the station started what has since become the WDIA Goodwill Fund Inc. when it brought two buses to transport crippled Negro children to school. For several years after, WDIA was putting about $3,000 to $4,000 yearly in the fund to help Negroes.

Since then it has grown, says Bert Ferguson, executive vice president of the station. The fund now provides scholarships, backs baseball teams and has put away about $45,000 a year. The bulk of this comes from WDIA-sponsored stage shows with proceeds going to the fund.

Six years ago the fund provided the money needed to start children's homes which are used primarily by the juvenile court for wards of the court.

The most recent project was this summer when the fund turned up $40,000 to help Memphis get its second Boys Club. The Phoenix Club of Memphis is taking care of the purchase of the building. And it is the Goodwill funds that are taking care of refurbishing the structure.

Active Leadership • In addition to producing the money, WDIA also used its airwaves to ask for volunteers to help renovate the building. The station limited the number of volunteers to 100 and within a few weeks they had, under adult supervision, hauled the structure from stem to stern.

In Houston, KCOH drew 28,000 people in three days to an exposition and home show. The net proceeds of $5,700 were given to the Baptist Ministerial Alliance, made up of 300 churches.

WUSA Baltimore sent its news director, Ernie Boston, on a two-week trip to Vietnam to interview area servicemen stationed there. Using its own facilities, television spots and Negro newspapers, the station heard from 400 area residents who had relatives in Vietnam.

In Philadelphia, what played a major role in a fund-raising campaign for Dr. Martin Luther King and the civil rights movement which netted $20,000.

These are typical of the role the Negro station plays in its community. It is more than just tossing on a record spouting a few, fast phrases, backed up with sound effects, news intros, jingles and the like.

Gospel music still plays an important role in the music mix of many of the stations. This seems to be more true in southern markets, where stations answering the Broadcasting survey indicate a greater percentage of their air time is given to this form of music than in other areas. Also a strong musical type among Negro stations is jazz, which has its roots in Negro tradition and history—not to mention Negro musicians.

The changing mood of the Negro, his philosophy, spending habits, education and income and his desire to upgrade himself have been factors in the programming policies of many stations.

Generically, the civil rights movement is often tabbed as the catalyst around this upgrading. What it has wrought is a more intensive approach on the part of stations to tighten up their operations, improve their news coverage, emphasize editorials and support the move toward equal recognition.

Typical of this breed of station is WVON in the Chicago market. The station, and as a result produces its very own public service program, is the Southern Christian Leadership Conference, among other Negro groups.

Another Chicago example is WAAP, which says news and public affairs now make up about 30% of its air time with an emphasis on local news and special events.

Huge Market • Today's Negro market is estimated by the U. S. Department of Commerce at $27 billion with 20.9 million persons. There are predictions that by 1970 the Negro population will reach 25 million and the "Negro income will soar to an approximate volume of $45 billion."

A mid-decade Census Bureau survey showed the average Negro family had 4.34 persons compared with 3.64 persons per white family. The Negro median family income was $3,724 about 54% as large as the white median of $6,858. The report also pointed to the educational gap between whites and Negroes. One of four Negroes had completed high school or had some college compared with less than one in two, among whites.

But census also pointed to figures that reflect recent advances in Negro educational attainment for persons under 35 years of age, rising Negro median income to $2,500 to $3,400, the percentage who had not completed elementary school dropped from 30% in 1960 to 20% in 1965. The percentage drop for Negro women in that age group was from 22% to 11%.

For the same age group, the proportion having completed four years of high school or more increased 15% (to 45.3%) for men, and 10% (to 45.7%) for women.

Another recent study of the Negro market was made on the West Coast by KOFJ Los Angeles. The survey of Negro families in Los Angeles county produced the following figures: 69% of the men and 70% of the women had high school or better educations; average family income was $6,495; 45% were home owners, with 35% of that number owning homes valued at $25,000 or more.

The economic trends in the Negro market were spelled out by a government economist in 1964. Dr. Andrew F. Brimmer, former assistant secretary for economic affairs of the Commerce Department, noted that during the 1950's the urban Negro family increased its spending for current consumption by 42%. "In the process," he said, "the distinguishing characteristics of the Negro market were blurred substantially." He found evidence of "rapidly emerging middle-class spending habits."

Pattern Changing • The figures, Dr. Brimmer said, show evidence of "upgrading" in consumption behavior and reflect "a gradual conversion toward the consuming behavior of white families." Following this trend, he went on, the future will see Negroes seeking to upgrade their standard of living.

"There should be a strong market," he felt, "for housing and household operation, automobiles, and medical and personal care. Those areas which have traditionally received a good share of the Negro's patronage—tobacco,
Do they listen? The figures show they do

Do Negroes really listen to Negro-programed radio stations? Do any whites listen? In both cases the answer would appear to be yes. Pulse surveys of some metropolitan areas, covering both general and Negro-only audiences, show the stations with shares that range from average to mammoth.

The following are some typical figures, based on Pulse reports furnished to Broadcasting. The figures represent the combined share of audience for the Negro-programed stations in that market. All the figures, unless otherwise noted, are Pulse shares of audience for 6 a.m. to midnight, Monday through Friday.

Typical Studies • In a five-county Atlanta metro survey, two stations had a 23 share of audience. In a Negro-audience study covering the same territory, the same stations had a 72 share.

In Los Angeles, a Negro-audience study gave one station a 50 share of audience, Monday through Saturday.

A Negro-audience study of the Norfolk-Portsmouth-Newport News-Hampton, Va., metro area produced an 83 share for two stations.

In the four-county Baltimore market, three stations had a 67 share in a Negro-audience study. A similar survey in Detroit showed two stations with a 75 share. In three Negro-audience studies of the New York metro market, covering five, seven and 17 counties, respectively, three stations produced aggregate shares of 63 in each study.

In a general audience, two-county Memphis survey, two stations had a 26 share. A general-audience survey of the Charlotte, N. C., metro area showed one station getting a 13 share. In the Jackson, Miss., general-audience survey of metro area, one station had a 36 share.

In a general survey of Washington, two stations had a 52 share. A general-audience survey of the eight-county Chicago metropolitan market, showed three stations with a 14 share.
EVERY SONDERLING NEGRO STATION DOMINATES ITS MARKET

- Dynamic Contemporary Negro Programming plus
- Total Involvement in Every Phase of Life in the Negro Community

... these are the marks of Sonderling Stations, and they add up to Dominance in each individual Sonderling Negro Market.

In New York City, most Negroes listen to Negro Radio . . . and most tune to WWRL . . . the DOMINANT NEGRO STATION

Look what’s happened to Negro Listening in New York since WWRL became a Sonderling Station!

October-November, 1963

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NOW . . NUMBERS in NEW YORK 7-COUNTY AREA NEGRO PULSE,* June-July-August, 1963 show NEGRO RADIO listening way UP, and WWRL the LEADER BY A LANDSLIDE!

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District of Columbia General Pulse,* May-June-July, 1966

YOU JUST CAN'T COVER NEGRO NEW YORK without . . .

Frank D. Ward, Exec. VP, Gen'l Manager
Arthur Harrison, VP, General Sales Manager
Fred Barr, Manager, Public Affairs Dir.

Sonderling Negro Stations are Number One in their Markets . . . More Negroes listen to Sonderling Stations because Sonderling Stations offer the Negro Audience more!

*Data, quota, or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WOL IS RADIO NUMBER ONE

WOL is the NEGRO STATION that’s NUMBER ONE in WASHINGTON . . . TOP-RATED IN NEGRO MARKET, TOP-RATED IN GENERAL MARKET, TOO!

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District of Columbia General Pulse,* May-June-July, 1966

EVERY SONDERLING STATION DOMINATES ITS MARKET

- Dynamic Contemporary Negro Programming plus
- Total Involvement in Every Phase of Life in the Negro Community

... these are the marks of Sonderling Stations, and they add up to Dominance in each individual Sonderling Negro Market.

WOL means GREATEST COVERAGE of WASHINGTON, D.C.!

John Pace, V.P., General Manager
Bill Sherard, Program Director
Dewey Hughes, Public Affairs Dir.

Sonderling Stations Represented Nationally by Bernard Howard Company

BROADCASTING, November 7, 1966 75
Advertiser interest in Negroes zooms

RADIO INVESTMENT OF $28 MILLION IS THREE TIMES THAT OF 1961

The Negro market in the U. S., virtually an “underground America” to most advertisers and agencies five years ago, is blossoming into a fertile frontier of the sixties and the seventies.

Negro America is on the march. And not only for its guaranteed rights under the Constitution. Negro U. S. A. is on the march upward in terms of population, income, education, socio-economic status and equality of opportunity in many phases of living.

In short, Negro America is a growth market, largely untapped by the mass marketers of goods and services until recent years. It is a rapidly expanding market that holds out promise for continued growth in the years ahead as the gains of the 1960’s are consolidated into the 1970’s.

Negro U. S. A. has been here for a long time, to be sure. It has been here for almost 400 years. But its procession toward center stage of the American marketplace has been accelerated only in the past five years, galvanized to a large extent by the impetus of the civil rights movement.

In the Spotlight - The drive for human recognition has focused the attention of the world on the hopes and aspirations of 22 million citizens. The demonstrations and riots, the protests and the boycotts have been news on television and radio and in newspapers. And, in a more subtle fashion, they have demonstrated to advertisers and agencies that here is a massive, growing market that has been largely neglected.

But there have been other developments, too, that have lifted the Negro from “the underground.” A check with advertisers, agencies and national representatives cited these factors as contributing to a heightened awareness of the Negro marketing revolution: The increasing buying power of this ethnic group, which has an estimated $27 billion a year to spend for goods and services; the accent on segmented advertising to reach special markets, such as the Negro; the upsurge in the amount of research on this “one-tenth-of-a-nation” universe; the emergence of a Negro middle-class that is making contributions to all facets of life; and the steady concentration of Negroes in the urban areas of the U. S., projecting them as easy-to-reach targets for mass marketers.

Media specialists in the Negro area acknowledge that radio is the primary medium to reach this specialized sphere. The most authoritative estimates place expenditures on Negro radio this year at $28 million, of which approximately $10 million is national-regional and $18 million is local. And the significance of this $28-million investment is this: It is about three times as large as comparable expenditures in 1961. (Advertisers spend an estimated $5 million in newspapers—two dailies and a large assortment of weeklies—and about $8 million on Negro-oriented magazines, primarily in Ebony, according to several media sources.)

Numbers Climb - One meaningful bench-mark of Negro radio’s mushrooming popularity is this statistic: 20 years ago there were three full-time stations, while today there are more than 90 such outlets and several hundred that broadcast a proportion of their programming to the Negro community. Apparently, there are astute broadcasters who have concluded that Negro radio must be doing something right.

An insight into the advertising pattern on Negro radio stations was provided in talks with agencies, advertisers and with Bernard Howard and Jack Davis, president and executive vice president, respectively, of Bernard Howard & Co., and with Robert Dore and Dr. John E. Allen, president and vice president for research, respectively, of Dore and Allen Inc. These two national representative companies are the acknowledged leaders in the Negro radio station field and make their headquarters in New York.

Both representative firms as well as advertising agencies and advertisers agree that Negro radio not only is the largest of media catering to this ethnic group but is the fastest-growing and has the ingredients for continued expansion. Once it was established that there was a distinct Negro market that could be reached effectively via advertising, they pointed out, research and experience showed that Negro radio can reach more people more efficiently.
16 YEARS...THE UNDISPUTED LEADER  
IN PHILADELPHIA NEGRO RADIO  
AND NOW STRONGER THAN EVER*  

RECORDS like these are not made with only a pile of  
RECORDS!...Being a "GOOD RADIO CITIZEN" is not a  
"SOMETIME THING"...WDAS is committed  
to TOTAL COMMUNITY INVOLVEMENT.

Balanced Music Format  
Adult Programming  
Award Winning News and Public Affairs  
WDAS Charities  
260 Editorials Yearly written with Meaning  
"Probe"...In-Depth Commentary  
Nightly Talk Show  
Civil Rights Scoreboard  
Total Cooperation with Community-Action  
Groups & Leaders  

OUR LISTENERS  
TO SERVE  
...respect a LEADER...So do our ADVERTISERS!  
a community, you MUST LIVE IT!...and we mean it!

ALEXANDER S. KLEIN, JR., General Sales Manager  
National Representative: McGAVREN-GUILD CO., INC.

*Write or Ask  
for BUCCI REPORT  
Largest in Depth  
Study of a  
Major Market  
Negro Station
ADVERTISER INTEREST IN NEGROES ZOOMS continued

than any other medium. This includes general radio and television, for mass-produced goods and services such as food, beverages, detergents and drugs. A number of reasons are cited for the value to advertisers of Negro radio. Vis-a-vis other media, it overshadows newspapers which have only two daily publications in this field as well as magazines, with Ebony considered the only truly national publication.

Prefer Specialized Stations • Special research by The Pulse supports the contention that in listening patterns, Negroes overwhelmingly prefer the Negro-appeal station rather than the general one. Negroes tend to watch TV as much as the general household, according to the Opinion Research Corp., but the lack of identification with much TV programing and commercials casts some doubt on the effectiveness and efficiency of TV as an ad medium for this audience.

Though there is a paucity of motivational research in the Negro market, some evidence has been adduced that Negro radio produces results because the environment is identifiable to the listener.

Mr. Howard, who has been in Negro radio for 17 years and has run his representation company for eight years, offered this observation: "When I first started in business, I had to beg for a schedule. Today in many of our major market stations we cannot accommodate certain advertisers in certain time periods. This is particularly true of cigarette, beer and soft drink accounts."

Mr. Howard is confident that "the surface has not been scratched." He predicts that, as in the general media, the bulk of the national-regional dollars will be allocated to the major markets which are benefiting from a swelling Negro population that is becoming more affluent, better educated and more sophisticated.

Same Advertisers • Advertisers on Negro radio, according to Mr. Howard, are virtually the same ones that run schedules on general-appeal stations. These include Colgate, Lever Brothers, the tobacco companies, Pharmaceuticals, breweries, soft drink firms, Quaker Oats, Standard Brands, Procter & Gamble, Ford Motor Co. and a host of others.

Mr. Howard's colleague, Jack David, believes that it's the "personal empathy" engendered on a Negro-appeal station that produces audience and commercial results among listeners. The Negro station is the one they rely upon to provide the news in depth of events locally or those nationally or internationally that have meaning for Negroes. Mr. Davis is convinced that even a rhythm-and-blues music program has more meaning and more impact for a Negro if a person of the same race is host of the show.

Mr. Howard envisions continuing strides in Negro radio, particularly on the West Coast and Northeast and North Central areas of the U.S. The South is lagging behind the rest of the country, he reported, but noted that "even there, there has been improvement."

Howard operates offices in New York, Chicago, Atlanta, Los Angeles and San Francisco.

Mr. Dore, of Dore & Allen, commented that the Negro market is "structured to mass-consumed goods," and ad-
Who Knows More
About The Negro Market
Than Anybody?

The OK GROUP

New Orleans WBOX Full time
Houston....... KY OK Full time 24 HOURS
Memphis....... WL OK Full time
Baton Rouge WX OK Full time
Mobile......... WG OK Daytime

Here is the proof backed by 15 years experience in the Negro Market

We have made the following available for marketers and advertisers, the Bullock Study, The Tulane Study, The Survey by Center for Research in Marketing

AND NOW...BRAND RATING INDEX

A scientific study in 300 product areas of our individual markets and the national market . . . showing the Negro buying attitudes and Negro preferences.

Ask The OK GROUP . . . what Negroes buy . . . how they buy and how to reach them correctly and effectively at low cost.

Represented by
Dore and Allen
New York • Chicago
Los Angeles
San Francisco

The OK GROUP
505 Baronne Street
New Orleans, La.

Write for Information
Stanley W. Ray, Jr.
Executive V.P. and General Manager.
UNDUPLICATED!!!
KNOK-AM/FM
DALLAS-FORT WORTH
Reaches The Largest Unduplicated Negro Radio Market In The United States
NOW WITH NEW BOLSTERED EFFECTIVENESS OF KNOK'S NIGHTTIME FM COVERAGE, Virtually adding another station to the market!
For 100% Sales Effectiveness
KNOK
In Dallas-Fort Worth

Stuart Nesburn, President
Dorothy Studio 9th World Studio
1914 Forest 3001 Kinbo
HA-1414 TE-1-1278
REPRESENTED BY
BERNARD HOWARD CO.
*1962 U. S. Census, Estimated Negro Population

W-NOO
"SOUL RADIO"
CHATTANOOGA'S only
100% NEGRO-ORIENTED RADIO STATION
GET YOUR W-NOO PASSPORT TO SALES FROM OUR REPS...
• NTL. REP.
  DORE & ALLEN, INC.
  NEW YORK, CHICAGO
  LOS ANGELES, SAN FRANCISCO
• SOUTH: BERNARD I. OCHS
  ATLANTA, GEORGIA
WNOO RADIO
CHATTANOOGA, TENN.

Franklin McCarthy (l), WVON Chicago merchandising director, winner (c) and supermarket manager (r) show part of the products that won $128.50 worth of sponsors' products at a contest. The product was selected by a contestant in station's Sing for Your Supper promotion.

W-NOO is the only 100% Negro- oriented radio station in the Chattanooga area. The station is a part of the B. Howard Co. organization.

W-NOO, the only 100% Negro-oriented radio station in the Chattanooga area, is aiming to reach its target audience effectively.

The station's target audience includes a population of 65% Negroes.

In recent months, W-NOO has been making presentations to leading advertisers on the importance of reaching the Negro market.

Mr. Dore predicts that in the next year, 15 important products in the drug and food field will be using Negro radio for the first time or returning to the medium after a hiatus.

The heart of Dore & Allen's presentations is tied to Brand Rating Index data, which provides information on product usage or brand preferences of various groups, including Negroes, in relation to national norms.

From this raw, nationally oriented form, Mr. Allen has prepared probability projections for the entire U.S. Negro community for all BRI categories. (See story, page 85.) This information, according to Dore & Allen, can be useful to advertisers, guiding them on which products or brands could benefit from advertising support in Negro media.

In recent weeks, Dore & Allen has prepared reports for Gillette, Avon Products, Norcliff Laboratories, Colgate-Palmolive, Liggett & Myers, Consolidated Cigar, American Home Products, Ex-Lax Inc., Miles Laboratories, Bristol-Myers and Lever Brothers.

Advertisers and agencies involved with the Negro market affirm that solid gains have been made over the past five years and believe that a keener awareness of this market will develop. But they add there is room for improvement in terms of additional meaningful research; an upgrading of Negro radio programming and a consistent educational effort to persuade advertisers that the Negro can be reached efficiently and effectively through the use of specialized rather than general media.

A number of advertiser-agency officials stressed the urgent need to improve the quality of Negro radio programming. A timely reminder on this subject was sounded on Oct. 28 by Edward Bell, assistant to the director of advertising and sales promotion of the Atlantic Refining Co., before a meeting in New York of the National Association of Market Developers, a group of Negro advertising-marketing executives.

Selected By Numbers "I am concerned because there are some types of media which definitely are not uplifting," he declared. "Some people may love 'Mama Sadie' and 'Flip-Flop Sam from Honey Land,' but are we facing our responsibilities by promoting this type of sometimes damaging stereotype when we have other, more wholesome media choices?"

Mr. Bell conceded that media must be selected on the basis of the numbers of people reached but he cautioned against the use of media that may "in any way either offend or demean any man."

D. Parke Gibson, president of D. Parke Gibson Associates, New York, believes there is still a severe lack of knowledge among some advertisers as to what the Negro market represents for them. For example, he noted, there are some cities with 40% or more Negro population, and for some products, Negroes make up 65% of the market potential.

It behooves advertisers to pinpoint
America's most experienced negro radio stations

CONTINENTAL BROADCASTING

WNJR, New York area • WBEE, Chicago area • WRAP, Norfolk

WGEE, Indianapolis (40% negro-programmed)
In 1966 Houston fat stock show and rodeo parade this KCOH float won sweepstakes prize. Girls on float are their commercial messages to this market to bolster or raise sales there, according to Mr. Gibson. He urges the selling of Negro radio as a concept through joint promotional efforts and a stronger improvement in the quality of Negro programing as means of luring more dollars into the medium.

Charles Sterling, assistant to the general sales manager of P. Lorillard Co., believes civil rights activities and the thrust toward market segmentation have been the principal factors in expanding Negro-oriented advertising, particularly radio. Its growth has been hampered, he said, by resistance to the use of this medium by certain product groups, which do not recognize the potential of this market. He cites pet food manufacturers as an example of nonadvertisers that could benefit from Negro-directed advertising, but believes growth will come in these areas once research is made generally available.

Clarence Holt, supervisor, market planning, ethnic market, for BBDO in New York, said that the Negro market is becoming more attractive to advertisers because they are realizing that this group is the largest-growing one in terms of population in central cities and is one with a steadily increasing buying power. As advertisers become persuaded that they cannot always reach the Negro with general advertising, he continued, investment in Negro radio will make additional advances.

He indicated that Negro radio can reinforce its advertising base by improving its programing to appeal to an enlarging middle-class Negro population.

H. Naylor Fitzhugh, vice president and director, special markets department, Pepsi-Cola Co., New York, attributed a more wide-spread acceptance of the Negro market today because of this ethnic group's rising income. He called radio the prime medium for reaching this specialized audience and credited the interest in market segmentation as part of the reason for radio's success. He expressed the view that industry is using Negro radio in part to enhance its image in the Negro community but maintained there has not been sufficient investigation by advertisers into the worth of the Negro market to them.

**WAAF HAS . . .**

Chicago's most influential, integrated radio staff
Chicago's only complete jazz AM programming
Chicago's most complete coverage of the Negro Middle Class

**WAAF**
The Wonderland of Jazz Station in Chicago
95 on the dial
Who ever heard of a radio station giving $40,000 to a boy’s club?

... WDIA in Memphis did.

Plunked it down to refurbish the clubhouse building. WDIA wanted to be sure there was air conditioning for the hot Memphis summers, heat for the winter along with all the equipment that goes to making a Boys Club a place for boys.

Because WDIA is so deeply involved with important issues in the life of the people of Memphis they put up with the money to make the idea work... to help supply leisure-time activity for the 2,500 boys (ages 8 to 18) who live within a mile of this new GOODWILL BOYS CLUB.

Now if this was the only thing WDIA had ever done of this nature, you could say... So What. But Goodwill is an every day, year-in, year-out affair with WDIA... like the 145 kids baseball teams, every one in the Memphis Metro area, wearing and using the $10,000 a year in uniforms and full equipment provided by WDIA for the past 12 years or so. Or take the two Goodwill School buses driven by WDIA personnel, which transport every handicapped Negro child in Memphis to and from school each day. Another year-after-year involvement by WDIA. And there’s more. Chapter and verse.

If you keep getting the feeling that no other radio station, no other media in the Memphis area is so personally involved with people... you’re right. Really, there’s no one else.

Just few of the hundreds of reasons why WDIA is called 50,000 WATTS of GOODWILL.

Naturally this builds the kinds of audience needed to sell for you.

Ask ARCHIE GRINALDS at WDIA or your Bernard Howard Man.

WDIA

The Call Letters
The People Answer

A 50,000 Watt Sonderling Station
MEMPHIS
Stations identify with their audience

THAT'S HOW CHAMPIONS OF SPECIALIZED PROGRAMING DESCRIBE FORMAT

Currently in Washington the FCC has before it a hearing on the application of a Washington area group to gain a station now occupied by WUST, a Negro-oriented station, licensed to adjacent Bethesda, Md. WUST wants its license renewed and wants to keep programming to the Negro community.

Also in Washington, there are two groups filing for channel 14, now occupied by WOOK-TV, which has aimed much of its programing at Negroes.

These two cases have put the FCC on the spot. In effect, they are forcing the commission to determine if there is a need for ethnic programing.

To operators of Negro stations everywhere in the country there is a need: a need of a people to identify with something. But many of them, particularly those in tough competitive markets, are quick to point out that although the disk jockeys and news men may be Negro, the music is the type that many top-40 stations play. As a result, Jerry Jacob, general manager of WAMM Flint, Mich., pointed out, "we compete head-on with the two other rockers in town for share of audience and billing."

He describes WAMM as having an "integrated modern sound." With about 25% of air time devoted to news and public affairs, WAMM is heavy on local news and is in "constant communication" with key Negro news sources. The civil rights movement, he said, has resulted in beefed-up editorial, an equal-opportunity job feature and a campaign urging youngsters to stay in school.

In St. Louis, Martin O'R. Browne, vice president and general manager of KATZ, feels the term "Negro radio" may have to be redefined. The KATZ operation "has knowledgeable, attractive, professional radio personnel who happen to be Negro, to program for anyone who cares to listen. There is no such thing as 'segregated radio.'"

How Different? • How is his programing different from that of a general station? Mr. Browne says it is basically in the music and in the news items that are of particular interest to the audience. "These are not necessarily civil rights items," he points out, "they are also those referring to social, political, religious events in the community. So far as news is concerned, the Negro station must cover everything the general station does, PLUS. That is the basic difference."

One of the simplest definitions of just what the Negro market is, was offered by Neil K. Searles, general manager of WAWA-AM-FM in the Milwaukee market.

His programing, he said, is "similar to programing to a suburban community, since the interests of the people are basically the same, yet somewhat separate from the parent city."

The accent on news and community events, is stressed by WENZ Richmond, Va. Ralph J. Baron, president and general manager of the station which went to 24-hour Negro format a year ago, notes that in addition to local stories, the AP wire "is rewritten by the news director to make sure every word used will be understood by the listener. Some news items are explained by the newsman on the air."

In Norfolk, Va., R. P. Johnson, operations manager of WRAP, describes his format as a "total commitment" to the Negro audience. It is a mixture of top rhythm and blues tunes, four hours of gospel music, community news notes, and a 90-minute women's program featuring local fashion news and homemaker hints.

At WHHI Portsmouth, Va., Marvin L. Walberg, station manager, feels "you must have community involvement, you must be aware of Negro buying habits and tastes in music, news and what types of commercial approaches motivate the Negro." Although the station has not changed its general approach and still uses a top 40 R&B and gospel music mix, Mr. Walberg says, the civil rights movement "has made us more aware of quality broadcasting and quality news casts."

Mixed Format • Walter Conway, vice president of KDIA Oakland, Calif., describes his music programing as a mixture of R&B, jazz and gospel. In addition, he says, "a higher proportion of our news is concerned with civil rights and similar news most directly important to the Negro community, such as the antipoverty program, employment, etc. Also our public service is much more concerned with social and civic activities within the Negro community as well as national campaigns of medicare and social security requirements, etc."

In the area of public affairs program-
ing, Mr. Conway cites *Profiles in Black*, a series of 120 70-second vignettes devoted to achievements of American Negroes. He also notes that for the past five years his station, cooperating with the state, has been heavy on job placement announcements. Another yearly campaign, he adds, is the "very strong and successful anti drop-out campaign under the theme 'Play it cool-stay in school.'"

In Washington, WOOC's public service program features civil rights groups like the Urban League and National Association for the Advancement of Colored People. E. Carlton Myers, Jr., vice president and general manager, also notes the success of *Checkpoint on Community Action*, a series heard several times a day in which Negro leaders speak out on community problems and services.

Fred Webb, vice president and general manager of WNWO Chattanooga, says his station has constantly been aware of community changes and these have been reflected in programming. The station has "a fulltime man visiting responsible individuals and/or organizations in the community," he says, "to learn from them first hand the needs and interests of this community."

He describes WNWO's most successful program as *The Mayor's Report*, a weekly session in which the mayor of Chattanooga goes on the air to answer questions. Webb, vice president, says his station has been reflected in the programming.

**Strong brand loyalty by Negro buyers**

Armstrong tires is estimated to have a 1.5% share of the "white" market and 7.4% of the Negro market for tires. By a statistical probability projection, it can be shown that in a market with a 10% Negro population, 35.4% of the men naming Armstrong as a favored brand would be Negro.

Ballantine beer, with a strong position in the Negro market (6.8% share Negro as against 1.8% white), projects in a 20% Negro-populated market as being preferred by Negroes representing 48.6% out of the entire group that favors the brand.

Razor blades? The percentage of Negro men saying they use Gillette Blue Blades is 23.7 compared to 8.1 among male whites. In a 30% Negro population, the projection indicates that of the entire group using the product, 55.6% would be Negro.

These are comparison examples made available by Dore and Allen Inc., New York, a national representative company specializing in the Negro radio station field, on the basis of brand usage figures produced by Brand Rating Index that covers Negro-versus-white and other breaks for all its product and brand studies (more than 300 product categories and over 500 brands). Under the direction of Dr. John E. Allen of the rep company, probability projections are made available to advertisers and their agencies and data is tailored for computer programming by showing probability profiles of the Negro community by region and market size.

Dore and Allen reports there are 73 markets in the country in which the Negro community can be reached daily by way of Negro-oriented media, and that in all but seven of these markets the Negro proportional population of the market is equal to or greater than the national average of Negro population (9.5% of total U. S. households and about 11.5% of adult men and women). According to the rep, there are 23 markets where the Negro population averages 10% of the total market population: 22 markets where the average is 20% and 23 markets where the average is 30%.

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**the “LEADER” in BALTIMORE ‘NEGRO’ RADIO!**

**WSID**

AM—1010

FM—92.3

Ole Source of ‘TRUE’ Soul Sound!

If you’re looking for Results, and Baltimore's Leading Personalities, in addition to high ratings, then WSID is the only station to consider.

FOR OUTSTANDING RESULTS in BALTIMORE'S PROGRESSIVE NEGRO MARKET . . . WRITE, or PHONE . . . BALTIMORE'S 'most imitated' NEGRO STATION . . .

**WSID**

RICHARD EATON, President • J. HERMAN SITRICK, General Manager • PIERRE EATON, Vice President

4340 PARK HEIGHTS AVENUE • BALTIMORE, MD. 21215 • 542-1021 (A/C 301)

NEW YORK (212) MU 2-7833 • CHICAGO (312) 467-1632 • ATLANTA (404) JA 5-7841

Affiliated with WMET-TV Channel 24 Baltimore's First Independent TV Station
questions mailed in by listeners.

Local Emphasized • In Pittsburgh, WAMO aims its news at the Negro audience by putting "less reliance" on wire services and emphasizing local happenings in Negro areas and phone interviews with Negro newsmakers. Leonard Walk, president and general manager, finds the station has devoted more time to news and public affairs programming since the civil rights movement has become prominent.

WVKO Columbus, Ohio, became a Negro-programed station in 1963 switching from a one-year attempt to be a profitable rock 'n' roll operation. Bert Charles, vice president and general manager, says the present format is "totally Negro appeal" with a music format of R&B, gospel and jazz. The news is aimed at full coverage of the civil rights movement, racial stories and stories concerning Negroes.

The station's editorial policy, he adds, is to aim at regional and local problems affecting the Negro community. Editorials are aired by management, the news director and women's director. Occasionally, Mr. Charles says, "our news personnel will editorialize giving their own opinions and labeling them as such."

At WSB-D-FM Baltimore, the music, news and public service are chosen, says J. Herman Sitrick, general manager, to Stuart H. Barondess (l), general manager of WRAP Norfolk, Va., and Leoly Dyson, WRAP women's director, meet with Rear Admiral David B. Bell prior to a NATO Day salute on Mrs. Dyson's appeal to the overall Negro populace. "Not those with PhD's, nor the uneducated," he says, "but to that majority that represents the middle and upper-middle class among the Negroes. We try to run a station that will meet their desires and needs, and one of which they will be justifiably proud."

Modern Sound • The rhythm and blues programing, he goes on, is "tightly formatted, modern sound, with air personalities who sound as though they would be at home on any general market station in our town."

Judd Sparling, general manager of WAPX Montgomery, Ala., feels programing to an ethnic audience has to be "more specific" in content. "Entertainment values," he adds, "have to be more emphatic so the total sound ap

CHICAGO IS WVON!
SHOWING UP STRONGER THAN EVER . . . .

YOU NAME THE SURVEY

represented by Bernard Howard & Co., Inc.
peals to the emotional as well as the intelligent needs of its listener.” He describes the WAPX format as a “balance” of news, information, community interests, religious programs and music, R&B and jazz.

The primary difference in a Negro station, according to Stuart Hepburn, president and general manager of KNOK-AM-FM Fort Worth, is in covering Negro community activities that would “ordinarily be overlooked by general media.” His format includes R&B and gospel music plus news of community activities carried in a manner “that the Negro listener depends on.”

One of the station’s annual promotions is awarding a $500 scholarship to a high school senior. The KNOK Goodwill Radio/Television Scholarship, open to Negro students in Fort Worth and Dallas is given on the basis of academic achievement, potential, financial need, and a desire and interest in becoming a professional member of the broadcast industry.

Although the basic music format for WLIB New York is R&B, gospel and jazz, Harry Novik, general manager, notes that the concept is “total programming.” This includes all kinds of music, “even operatic and concert,” he adds, to meet the tastes of a Negro audience that has diversified tastes.

All newscasts are prepared by the news department, he adds, with emphasis on items of interest to the Negro community.

Service to Audience - Among the station’s public service programs are The Editors Speak, a Saturday morning staple for 13 years featuring a panel of Negro leaders interviewing public figures; Community Opinions, an open-mike show, Business Opportunities, a weekly show prepared by the Interracial Council for Business Opportunities and aimed at Negroes who wish to enter their own business.

WWIN North Augusta, S. C., describes its most successful public service endeavor as the WTHB Young People’s Choir. Reese J. Vaughn, general manager, reports the one-hour program is carried every Sunday and it “definitely aids in combating juvenile delinquency.” The program, he adds, “is not commercial—but we cannot live by bread alone.”

The results of editorials, news and discussions, are evident to James H. Mayes Jr., president of WSR-C-AM-FM Durham, N. C. He says the station has “joined in” the civil rights movement “to a degree.” The stations cover conventions, make time available for announcements of meetings in the area, Mr. Mayes notes, and in this way “we feel we are contributing to progress in our area.”

He also finds that the stations are able to bring action through editorials

| WWIN 1400 on your dial |
| The only full-time AM Negro Community Station in BALTIMORE |
| 24 hours a day |
| M-F | Night |
| 6-12 | 12-6 | 6-12 |
| WWIN | 35 | 44 | 51 |
| Daytime Negro Station X | 9 | 11 | 3a |
| Daytime Negro Station Y | 26a | 20 | 3a |
| a — Not on the air for full period |

Estimated by the Pulse, Inc., for the Baltimore Metropolitan Area 4 County Negro Audience April — May — June, 1966

FAT DADDY
AL JEFFERSON
HOT ROD
KELSON FISHER
SIR JOHNNY O

Check Pulse Carefully
Check Hooper Carefully
Check Anything Carefully
Before you buy

Represented by SAVALLI/GATES, INC.

NEW YORK CHICAGO LOS ANGELES
SAN FRANCISCO ATLANTA DALLAS

SOUL RADIO

| 1360 KC | 5000 WATTS |
| WOBS JACKSONVILLE, FLORIDA |

BROADCASTING, November 7, 1966
and “we can see results happen when we make time available for discussions, etc.”

WJMO Cleveland finds the Negro audience is more loyal than a general audience which goes from station to station. The station's programming policies have changed as a result of the civil rights movement to the point where it “has better public affairs programs and tighter restrictions on commercial copy and our programming is of a better quality than in previous years,” he adds.

A daily feature on WWL, Nashville, reports Bill Salmon, general manager, is Job Mart. This is a five-minute feature carried three times a day. Employers call the station with a list of job openings and persons desiring work let the station know their qualifications. Both groups' messages are carried on the series.

Hourly announcements of available jobs is also a feature on WOL-AM-FM Washington. William Sherard, operations manager, says the station was converted from a middle-road format to an R&B operation in 1965. Among the station's other public service programming are 12 weekly discussion programs of 15 to 30 minutes each with primarily local and some national participants. The groups represented on the programs include CORE, NAACP, departments of education, youth clubs.

In news coverage, he reports, a local slant is given to all national racial stories, through views of leading Negroes in the community.

KeZy Tyler, Tex., annually selects a Miss KeZy and two runners-up. This year the winners received $4,800 in college and trade school scholarships, says W. L. Whitworth, general manager.

One way in which WAOK Atlanta has met the changing tastes in the Negro community has been through enlarging the news department. Zenas Sears, vice president, notes the station's newscasts are oriented to the Negro community by having about 70% of air copy prepared locally.

Diverse Projects • Frank D. Ward, executive vice president of WWRL New York, says his station's basic concept has been “to seek out the needs of the community and to fill them.” WWRL undertakes to do this not only on the air but off with projects as diverse as providing talent for stay-in-school ralies, sponsoring a Little League baseball team, putting on an annual dog show for teen-agers and maintaining an "Instant News" telephone line and also
a "Sound-Off Line" that listeners may call and have their complaints—about irritations ranging from traffic problems to suspected dice games—recorded for possible use on WWRL newscasts.

The station schedules broadcasts of employment opportunities throughout the day—a feature that became so popular that it got a sponsor (R. J. Reynolds Tobacco) and has drawn letters of thanks from numerous employers who have used it, including National Cash Register Co., Hooker Chemical Corp., E. J. Korvette Inc., the M. Aron clothing manufacturing company and the White Tower restaurant chain.

**Success stories many and varied**

Local advertisers as well as national find Negro programmed stations potent

Stations can talk about their virtues until they are blue in the face, but it is always what's in the cash register that pays the bills. In the case of WOJC Atlanta, business for the current year is up 17% over 1965.

As an example of the station's drawing ability, Bertram L. Wieland, general manager, points to a recent successful campaign by the Campus and Career shop. The store had described its monthly picture as "so-so." However, after going on the air with WOJC, the store finished up with a 21.4% increase for the month. The following month showed a jump of 23.6%. In one of the subse-

Staple Singers, a gospel group, entertain on WBEE Chicago at grand opening of the Ember Furniture Company store.

quent traditionally "real low periods," the sales went up "a fantastic 17%" over the corresponding period a year earlier, the store wrote.

It's never pleasant to lose an account even for a few days. But occasionally the reason behind the temporary cancellation more than makes up for the dollars and cents loss. Such is the case with one account on WENN Birmingham, Ala.

When a local automotive motor and transmission repair shop, Uncle Bob, moved to a new location he bought some spots on WENN. After three weeks the agency, Parker and Associates Inc., had to ask the station to cancel the schedule "because of something that the station did."

**Business is Good** Not only is Uncle Bob's shop loaded, the agency said, "but his lot is full and half of the used car lot down the street is packed with cars that he has had to put off for as much as a week because he can't handle as much business as has been coming in as a direct result of his advertising on WENN... We will definitely be back."

A combination community interest-merchandising campaign has been successful at WNJR Newark, N. J. Annually the station conducts a choir contest sponsored by Quaker Oats Co. All Negro church choirs in the New York metro area are recorded and played on the air with listeners voting for their favorite choir. The winning choir gets new robes and other prizes, with prizes for the runner-up choirs. WNJR calls it a "great success" for both station and sponsor.

Tieing sponsors to public service programming is also used by KCOH Houston, according to John C. Shedden, commercial manager. In cooperation with Greyhound Corp., the station recently spon-
Shreveport's only Daily Advertising Medium effectively reaching over 34% of the Metro population.

KOKA
Shreveport, Louisiana
Stuart Hepburn  Al Brooks President  Gen. Mgr.
Represented By
Bernard Howard Co.
in South: Bernard I. Ochs Co.

New 1966 Pulse Report Reconfirms
KATZ DOMINATES
THE ST. LOUIS NEGRO MARKET
OF 332,600 CONSUMERS*
*Jan. 1, 1966 SR&DS

KATZ
Responsible Negro Radio at Its Best
5000 WATTS • FULL TIME
Arcade Bldg., St. Louis, Mo. 63101
Represented Nationally by SAVALLI / GATES, INC.

sored a Negro small businessmen's seminar with most Negro businesses in the community and many white businessmen present.

Another combined venture is the Jax Job Opportunities Program. Sponsored by the Jackson Brewing Co. and Jax Beer Distributing in Houston, it makes the station a clearing house between prospective employers and employees. In three years, 65,000 telephone applications have been processed. This feature is run in cooperation with the state employment commission and area firms looking for personnel.

When Safeway needed help in finding new employees they turned to KDIA Oakland, Calif. A schedule of 14 spots produced 1,000 people the first day and 2,500 on the second day. The agency, Cancilla, Wren & Knapp, San Francisco, reported "interviewers were still interviewing at 12 midnight with people still waiting."

In Columbus, Ohio, a major department store went on WWO and the following interoffice memo tells the story: "We have noticed a tremendous increase in the Negro business in our department since beginning radio spots. . . . Bill Moss, the disk jockey, has given this department a tremendous boost in a market that was almost nonexistent. . . ."

WYLD New Orleans had to temporarily lose a client when Lincoln Homes, a builder, found the station had the "ability to produce sales at a faster clip than we anticipated. . . . Our last weekend of spot announcements not only sold out our finished homes but every house under construction as well! We even took deposits for houses which are still only in the planning stages."

In New York Busch Jewelry Stores have been buying time on WLIB for 14 years. Now with 14 stores, half in Negro areas, the station and client created a 16-week promotion campaign to build traffic in the Negro neighborhood stores. Offering weekly and grand prizes, the promotion requires listeners to register in person at any of the stores. In the first week more than 2,400 registered and the pace has remained solid.

i personally believe WMBM is the best, most efficient radio buy in dade county, florida . . . check for yourself and you will see . . . you can even ask bob dore or jack allen in new york (687-1733) or richard greener in chicago (332-3614) or barney ochs in atlanta (355-6432) . . . or ask me . . . we may be slightly prejudiced, but in your heart you'll know i'm right . . .

allan b. margolis
president
WMBM (315—532-6347)
**FINANCIAL REPORTS**

And now a David confronts Columbia

A stockholder of Columbia Pictures Corp. filed suit in New York State Supreme Court last week charging officers of the company as "arbitrary and unreasonable" in refusing to consider the request of holders of more than 50% of Columbia stock for representation on its board of directors.

The complaint, filed on behalf of Henry Gartzman of Waterbury, Conn., described as a small stockholder, charges Columbia officers with trying to "perpetuate themselves in office" in order to continue to receive "huge benefits" in the form of salaries and other payments.

The action follows a suit filed by Columbia Pictures against a group of dissident stockholders who claim ownership of more than 50% of the company stock and who had demanded and were refused representation on the board. Columbia charged that the group, headed by the Banque de Paris et des Pays-Bas, was seeking control of the company in violation of federal law.

An attorney for the dissident group, Milton S. Gould, said his client has "nothing to do with the stockholder's derivative suit" and "Mr. Gartzman has no connection with us."

Meanwhile, the FCC has asked Mr. Gould for his version of management's report that the dissidents, claiming more than a majority of the stock, were attempting to take control of the company (Broadcasting, Oct. 31).

The commission noted that such a take-over would be illegal without prior commission approval. It asked Mr. Gould, to submit a "complete report respecting this entire matter."

Storer racks up record in 9-month earnings

Storer Broadcasting Co., Miami, has reported record earnings for the nine months ended Sept. 30. One reason for the improvement in the profit picture was the $1,754,000 earned by Northeast Airlines during the seven week's strike by mechanics of five other airlines in July and August.

Gross revenues from broadcast operations for the nine months period were up 12.8% over last year.

In addition to the six television and seven radio stations owned by the company, Storer is a major owner of Northeast Airlines. Earnings figures also reflect the operations of Storer Leasing Corp., a subsidiary which owns and leases planes to Northeast.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.06</td>
<td>$1.25</td>
</tr>
<tr>
<td>Gross broadcasting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>operating revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-recurring gain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,558,531</td>
<td>6,318,583</td>
</tr>
</tbody>
</table>

Emerson owner has big earnings jump

National Union Electric Corp., Stamford, Conn., which owns Emerson Television & Radio Co., has reported record third-quarter income up 158% and sales up 18%, and record nine-month income up 215% and sales up 123%.

The company has declared a regular quarterly dividend of 17½ cents a share on 1,964,234 shares outstanding, payable Oct. 25 to stockholders of record Oct. 14.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.11</td>
<td>$1.20</td>
</tr>
<tr>
<td>Net sales</td>
<td>108,017,671</td>
<td>48,860,759</td>
</tr>
<tr>
<td>Consol. net income</td>
<td>4,152,948</td>
<td>1,318,810</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,804,234</td>
<td>1,102,000</td>
</tr>
<tr>
<td>*Includes 681,161 shares issued in April and May in Emerson acquisition.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Movielab profits triple in first nine months

Movielab Inc., New York, has reported that for the first nine months of this year its net profit was more than three times that in same period last year. Sales were slightly more than 25% ahead of last year.

Nine months ended Oct. 1:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.95</td>
<td>$0.29</td>
</tr>
<tr>
<td>Net sales</td>
<td>8,304,011</td>
<td>6,406,055</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>691,831</td>
<td>283,552</td>
</tr>
<tr>
<td>*Based on 910,851 shares outstanding on Oct. 1.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Spanish Language TV files for stock offering

A proposed offering of 100,000 shares of capital stock was filed Fri., Oct. 28 with the U. S. Securities and Exchange Commission in San Francisco by Spanish Language Television of Arizona. The company is permitted for KPAZ-TV (ch. 21) a new station that's scheduled to begin operations in Phoenix next spring. Proceeds of the offering will be added to existing funds of the corporation for construction and operation of the new station. Directors and officers of company include Wall Street investment analyst James J. Horan and astronaut Lieutenant Commander Roger Chaffee, who is due to participate in the Apollo space flight.

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.65</td>
<td>$0.30</td>
</tr>
<tr>
<td>Sales</td>
<td>11,607,583</td>
<td>8,336,179</td>
</tr>
<tr>
<td>Earnings</td>
<td>835,639</td>
<td>381,307</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,298,500</td>
<td>1,299,000</td>
</tr>
</tbody>
</table>

**Viking 9-month figures show earnings up 118%**

Viking Industries Inc., Hoboken, N. J., last week reported third-quarter sales up 35% and earnings up 126% over 1965. Comparable nine month sales advanced 40% and earnings 118%.

Theodore Baum, executive vice president, said profit margins exceeded 7% in 1966 as compared to last year at 4½%. Viking, an owner of CATV systems, makes coaxial cable, transistorized amplifiers and electronic components for the CATV industry, and constructs CATV systems.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.45</td>
<td>$0.30</td>
</tr>
<tr>
<td>Sales</td>
<td>11,607,583</td>
<td>8,336,179</td>
</tr>
<tr>
<td>Earnings</td>
<td>835,639</td>
<td>381,307</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,298,500</td>
<td>1,299,000</td>
</tr>
</tbody>
</table>
9-month revenues, sales set Teleprompter record

Teleprompter Corp., New York, has reported record revenues and net earnings for the nine months ended Sept. 30. In addition to net operating profit of $236,761, other income of $426,450 resulted from the sale during the second quarter of a 10% interest in the company's Upper Manhattan CATV franchise to Hughes Aircraft Co.

Teleprompter Corp., a major CATV operator, is also engaged in closed circuit television, master antenna and industrial communications services.

Theta Communications of California, a jointly owned company with Hughes Aircraft, was recently awarded three CATV franchises in Los Angeles. For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.39</td>
<td>$0.28</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>4,803,639</td>
<td>4,008,051</td>
</tr>
<tr>
<td>Net income</td>
<td>236,761</td>
<td>210,430</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>823,974</td>
<td>788,904</td>
</tr>
</tbody>
</table>

Offering proposal by Lamb Enterprises

Lamb Enterprises Inc., Toledo, Ohio, has registered 1,177,868 common shares with the Securities and Exchange Commission. The stock is for issuance in connection with the firm's acquisition of the outstanding stock of Lamb Industries Inc., Milwaukee. The company currently owns 57.88% or (643,467 shares) of the 1,177,868 outstanding shares of Industries common, and is trying to acquire at least 90% of them through a one-for-one exchange offer.

Lamb Enterprises is engaged in TV and radio broadcasting, community antenna television, plastics and chemicals, mechanized farm machinery and equipment, wire and electronic appliances. Lamb Industries sells aluminum products.

Dynamics Corp. has record nine months

Dynamics Corp. of America, New York, electronics-industrial firm, last week reported its highest sales (up 32% over the like 1965 period) and profits (up 85%) for the first nine months of 1966.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.83</td>
<td>$0.46</td>
</tr>
<tr>
<td>Gross sales</td>
<td>64,357,108</td>
<td>48,963,322</td>
</tr>
<tr>
<td>Net income</td>
<td>3,550,645</td>
<td>1,014,245</td>
</tr>
<tr>
<td>Federal taxes</td>
<td>8,653,375</td>
<td>3,496,273</td>
</tr>
<tr>
<td>Net income</td>
<td>64,357,108</td>
<td>48,963,322</td>
</tr>
</tbody>
</table>

Financial notes . . .

- Technicolor Inc. Hollywood, last week announced earnings from operations of $2.2 million, or 66 cents per share, for the first 39 weeks of this year on net sales of $70.4 million. Operational earnings for a comparable period last year were some 40% higher. Last year's per share earnings for the first 39 weeks was $1.10 on net sales of $74.6 million.

- Kaiser Industries Corp., Oakland, Calif, which through a broadcasting subsidiary owns five UHF, one AM and two FM stations, as well as partly controlling a community antenna television manufacturing operation through another subsidiary, reported a quarterly earnings decline. For the quarter ended Sept. 30, Kaiser's net earnings dropped to $3.3, or 13 cents a share, from almost $4 million, or 15 cents a share a year earlier. Nine-month profit, however, was $6.9 million, or 25 cents a share, against net loss of $11.1 million the previous comparable period.

- Memorex Corp., Santa Clara, Calif., precision magnetic tape manufacturer, reports record sales and earnings for the first nine months ended Sept. 30. Net income was $1.9 million, a 136% increase over the corresponding figure a year earlier. Earnings per share were $1.92, compared with $0.81 in the first nine months of 1965.

Lear Siegler proposes merger

Lear Siegler Inc., Santa Monica, Calif., electronics company that supplied the technical know-how for Subscription Television Inc.'s pay-TV operations in California and still a major stockholder in that concern, and American Products Co., Detroit, has revealed that they have ratified a proposed merger of the firm. The $71 million transaction is expected to become effective Nov. 15, with Lear Siegler emerging as the survivor.

A good year for Nielsen

A. C. Nielsen Co., Chicago, has announced a 25% increase in net income, and a 15% gain in service revenues for the year ended Aug. 31. The parent company and each of its foreign subsidiaries and branches showed satisfactory growth, according to the firm. For the twelve months ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$1.09</td>
<td>$0.87</td>
</tr>
<tr>
<td>Sales revenues</td>
<td>68,120,000</td>
<td>57,936,200</td>
</tr>
<tr>
<td>Net income</td>
<td>5,580,864</td>
<td>4,456,170</td>
</tr>
</tbody>
</table>

*Based on 8,130,000 shares outstanding on Aug. 31.

One of the advantages of the near miss in the attempt to put Lani into true synchronous orbit, Comsat officials pointed out, is that if the satellite can be jiggled into a useful "rise and set" orbit over the Pacific, television could use it much more frequently than if it had lock-in into the targeted 22,300-mile orbit. If that had occurred, they say, most of the satellite's 240 telephone channels would have been used almost constantly by the National Aeronautics and Space Administration for its Apollo man-to-the-moon project, and also by the Defense Department for communications with Hawaii, the Far East and Southeast Asia. This would have necessitated both NASA and the military giving up some of their circuits when TV wanted to use the satellite.

As it is, Comsat spokesman said last week, TV will be able to utilize the bird
Will it ever go out of print?

We hope someday we won’t have to publish standards of automobile advertising. We hope someday there won’t be any deceptive or dishonest advertising in newspapers, radio and television.

It may be many somedays before that happens. But we believe it will happen.

How can you help the responsible dealers of N.A.D.A. in their fight against irresponsible advertising? Send for this free “Recommended Standards” booklet. Then refuse to write or produce any advertising that does not live up to these standards.

To get this important booklet, write to N.A.D.A. Standards, 2000 “K” Street, N.W., Washington, D.C. 20006.

National Automobile Dealers Association
Official organization of America’s franchised new car and truck dealers
As early as 1934 Western Electric had gained national recognition for its studies of the physical and psychological needs of assembly workers. But changes in technology constantly make new demands on our employees. For example, micro-assembly work under a microscope may cause eye strain or sore neck muscles.

Recently, Western Electric instituted a company-wide program in biomechanics—a systematic, scientific re-appraisal of the physical capabilities and limitations of workers in today's manufacturing arts. Our preliminary experiments with the design of new tools, work stations and plant environments showed impressive results: improved comfort, less job fatigue, better morale and increased production.

The mechanics of work, bone and muscle

Biomechanics will not eliminate all the problems of man-machine interactions, but it can and does improve the worker's comfort and efficiency. In the long run, it helps us arrive at a common goal Western Electric shares with the Bell Laboratories and Bell telephone companies—to continue to bring you the world's most dependable telephone service at low cost, despite the rising costs of labor and materials.

1. Hypothetical average: A work station designed for the "average girl" may actually reduce a specific worker's efficiency. In this double exposure, 6-foot Sharon Ault and 4-foot-10 Rachel Butler are shown generating up-to-date statistics for Western Electric's study of man-machine relationships.

2. Bones and muscles: Dr. Grosvenor Roberts, Medical
Directors at W.E.'s Kansas City Works traced recurring medical complaints to awkward hand tools. Professor E. R. Tichauer of Texas Technological College, Lubbock, who was our consultant on all aspects of biomechanics during the development of the program, designed among other devices this mechanical arm to spot risks of bone and muscle stress.

3. **New Tools:** Pliers, used thousands of times a day for intricate wiring operations, were the first tool to be redesigned. Before-and-after X-rays show how the new pliers minimize bending of the wrist and conform more closely to the bones and muscles of a worker's hand.

4. **Optimal posture:** A small adjustment in the height of a chair can improve a worker's performance and leave her less tired at the end of the day. With a special anthropometric chair, biomechanics engineer E. W. Hiatt measures optimal back-rest height for Shirley Crooks.

5. **Biomechanics Task Force:** Engineers at all the Western Electric plants have taken up the search for applications peculiar to their own operations. For example, Lola Carter is more comfortable at this transistor test machine with padded arm rests to minimize forearm soreness.
much more easily—if it can be placed into a useful orbit.

Still Planning * All three TV networks had planned on special programs to inaugurate operation of the Pacific communications satellite. They still are interested if it becomes usable, they said last week.

Lani was launched Oct. 26 aboard a Delta rocket. It successfully reached its assigned spot above the South Atlantic (BROADCASTING, Oct. 31), but when Comsat technicians fired a motor aboard the 192-pound drum to place it into synchronous orbit, the motor, for reasons not yet determined, failed to run for the required length of time. This left Lani Bird in an elliptical orbit ranging from an apogee of 23,000 miles to a perigee of 1,840 miles.

During the first few days aloft, Lani communications and television circuits were checked out by Comsat. All worked perfectly, the company said.

Comsat originally planned a second shot late this month to place another communications satellite over the Atlantic as a companion to the Early Bird satellite which has been operating since April 1965. When Comsat determines what went wrong with Lani's motor, a Comsat spokesman said, a third, back-up satellite will be launched. He declined, however, to commit himself to a definite date. This also postpones the Atlantic shot, he implied.

Also Comsat's financial men have expressed some doubt that their estimate of $4 million to $5 million in profits next year can be met. A. Bruce Mathews, financial vice president for Comsat, said the earnings projection "will still be true" if two more satellites can be successfully launched before the end of this year. If this isn't accomplished, he said, the 1967 prediction "goes out the window."

Meanwhile, Comsat announced that it was establishing a research center in a Maryland suburb near Washington. It said it had signed an agreement to buy 210 acres of land. It hopes that construction, estimated to cost between $7 million and $10 million, can begin in 1967.

BBG asked to hold some VHF channels for ETV

Educators from five Canadian provinces have appealed to the Board of Broadcast Governors at Ottawa, to reserve the few remaining VHF channels for educational TV purposes. The briefs took a dim view of UHF as an immediate solution, citing the lack of an operable UHF system and the high cost of UHF conversion to present TV receivers.

However, the ETV solutions proposed reflected diverse interests wherever local ETV had performed successfully.

A Nova Scotia spokesman recommended the formation of a Maritimes network based on a common curriculum, to be operated by the Canadian Broadcasting Corp. or financed by federal funds because the provinces haven't the available resources. Ontario educators suggested the BBG reserve the two most desirable VHF channels in all areas for ETV. Another representative proposed satellite relays be studied (BROADCASTING, Oct. 31). The National Community Antenna TV Association offered a hope for open-market UHF and subsequent ETV development because its cable service can handle both VHF and UHF programs for VHF receivers.

The CBC and the Canadian Association of Broadcasters urged that more study should be made before a decision is reached, arguing the interests of those with general programing must first be preserved.

International bargaining agency planned by writers

Creation of an international bargaining agency for TV, screen and radio writers in four English-speaking nations has been put into motion. The action came at the conclusion of the five-day meeting of the International Writers Guild in Hollywood (BROADCASTING, Oct. 17).

Under conditions of interlocking affiliation letters already signed, more than 6,000 writers in the U. S., Canada, Great Britain and Australia will be represented by the Writers Guild of America, the Association of Canadian TV and Radio Artists, the Australian Radio, TV and Screen Writers Guild, and Writers Guild of Great Britain "working together to enforce each other's collective bargaining agreements in their own jurisdiction." Formal affiliation documents are to be negotiated.
"No Other System Makes Back-To-Back Cueing So Sure-Fire"

KYA REPORTS ON CUE-MATIC® RECORDERS:
"For tight cueing, and instant rotation sequence changes without redubbing, CUE-MATIC recorders can’t be beat," says Paul M. Beck, KYA, San Francisco. "They make our sound the surest and cleanest on the air. All of our music, news, commercials, and ID’s are individually converted to mats and filed right here—so the operator has the entire library at his fingertips. Because the mats are tough, flexible, virtually damage-proof sheets, they end mishaps of cartridges or reels. They cue-up automatically in the AG-100 recorder. Because mats are a magnetic medium, our sound stays "first-play" fresh. They file easily in minimum space. Label easily. After two years with the CUE-MATIC recorder system maintenance has been very low, and we are 100% sold on it." Ask your distributor for details, or mail the coupon.
Desilu cashes in, south of the border

Desilu Sales Inc., the syndication arm of Desilu Productions Inc., has virtually sold out its entire stock of film product in the 19 countries that make up the Latin American market, Broadcasting was told last week. According to John Pearson, Desilu's director of international operations, as well as Latin America sales director, some 265 half-hour TV film shows and more than 280 hour programs have been sold.

Included are sales of Desilu's two new network series, Mission: Impossible and Star Trek, to every Latin American country except Colombia (where they have not yet been made available).

What makes this total sales performance particularly significant is that previously, Latin America was a consistent trouble spot for Desilu Sales—indeed, for most international film syndicators. There never seemed to be sufficient money available in these countries for the purchase of U. S. product even though Latin Americans have shown a consistent liking for it. As a result, in the past Desilu had been reluctant to invest in the dubbing of product into Spanish and Portuguese without a reasonable assurance that it would generate a cash flow.

Today, apparently, the situation is much improved—at least as far as Desilu is concerned. The syndicator is probably in its most active selling period there in its four-year history. Industry sources estimate that while Desilu Sales grossed less than $500,000 from Latin America in 1964 and barely $600,000 in 1965, it should end this year pocketing a solid $750,000 from the 18 Spanish-speaking countries in Central and South America and the Caribbean and one Portuguese-speaking country (Brazil) that the market encompasses.

Mr. Pearson feels that of all international markets, Latin America is the one that requires the most concentration because it presents the most pitfalls. Still, in his estimation it ranks a distinct fifth in terms of the total revenues it produces. Mr. Pearson figures that Canada, Japan, Australia and Europe, in that order, all out-rate Latin America as money-makers for film syndicators.

Four Star to handle sports shows overseas

Plans to distribute U. S. TV sports programing abroad were disclosed last week with the announcement that Madison Square Garden-RKO General Presentations has named Four Star International as its worldwide sales representative.

Under the arrangement, 20 championship sports events, including leading prize fights, track meets, hockey games and a trotting competition, will be offered for sale through Four Star's sales representatives in 33 countries. Madison Square Garden-RKO General Presentations, which was formed in November 1965 to provide TV programming in the sports area, already has had limited distribution overseas of two of its telecast events—the Emile Griffith-Dick Tiger championship bout and the Griffith-Joey Archer title match.

MSG-RKO announced meanwhile that TV stations in eight foreign countries and Singapore have purchased rights to the Nov. 10 Emile Griffith-Joey Archer world middleweight title bout, through Four Star International. The announcement said purchasers in Mexico will carry the fight live on both radio and television and that TV stations in France, Argentina, Puerto Rico, Panama, Venezuela, Singapore, Netherlands Antilles and Surinam will carry it on film.

Compton takes 17th international partner

Compton Advertising Inc., New York, has bought a minority interest in Chase Advertising Ltd., Hong Kong, renamed Chase-Compton Ltd.

The Hong Kong agency, representing Compton's 17th international partner, bills for Air Express International Ltd., the French Trade Commission, American International Assurance Co. Ltd., Air France and local companies. Other Compton foreign partners are in London; Brussels; Paris; Heidelberg, West Germany; Rome; Melbourne and Sydney, both Australia; Manila; Tokyo; Caracas; San Juan, P. R.; Santo Domingo, Dominican Republic; Mexico City; and Jamaica, Barbados and Trinidad, all in the British West Indies.

Abroad in brief...

Bigger goals abroad - Technicolor Inc., Hollywood, is expanding its overseas operations, company officials revealed last week. Among several administrative and organizational changes being made is the severance of the television division and the motion picture division, which have been one divisional unit of Technicolor. Television facilities and services at Technicolor Limited, a British subsidiary, are being enlarged. Technicolor Italiana, an Italian affiliate, soon will begin a similar program of expansion.

Another for B & B - Benton & Bowles, New York, is acquiring a majority interest in the West German advertising agency, Werbeagentur Horst Baum-
The agency, to be known as Baumgardt-Benton & Bowles, will have headquarters in Frankfurt-am-Main.

Now overseas • Metromedia Inc., group broadcaster and diversified communications and entertainment company, has made its first foreign acquisition with purchase of Publicity Services Ltd., British mail marketing and direct advertising firm. Publicity Services, with offices in London and Liverpool, will operate as part of O. E. McIntyre, a mail marketing company already owned by Metromedia in the U. S.

MJ&A in London • MacManus, John & Adams Inc., New York, has acquired an operational interest in Robert Sharp & Partners Ltd., London. The British agency has been renamed Sharp, MacManus Ltd. It will maintain billings for both Sharp and MJ&A clients in the United Kingdom, while MJ&A’s international headquarters in Zurich handles European accounts. The Sharp agency, started in 1955, has billings of more than $5 million.

Zambia’s first • ITT reports its subsidiary Supersonic Radio Zambia Ltd. has opened that country's first factory for transistor radios and phonographs in Livingston, Zambia. The 41,000-square-foot facility will make products for that country and other African nations, and later expand production into TV sets and telecommunications units.

For young executives • Approximately 50 advertising and marketing executives from all over the world, all under 30 years of age, will be selected on the basis of written examination and personal recommendation to attend the International Association of Advertising Agencies’ World Advertising Conference to be held June 27-29, 1967, in London. The awards, to cover the cost of transportation, hotel accommodations, conference fees and special social activities, are sponsored by the Beecham Group Ltd., British agency.

Two are planned • The Canadian Radio Sales Bureau and Radio Advertising Bureau will hold two seminars early next year. Sessions are set for Jan. 16-17 in Toronto and Feb. 6-7 in Vancouver, B.C. The success of this year’s sales and management conference in Montreal, led the two groups to plan an extra session for 1967.

Overseas ad operations 
a 2-way street for ideas

The benefits that have accrued to American advertising agencies from their exposure to overseas advertising through their international operations were stressed last week by Giancarlo Rossini, president of Kenyon & Eckhardt International, in a talk before the International Advertising Association in London.

Mr. Rossini said that “too much has been said too loudly about the one-sidedness of the contributions of American agencies to the improvement of other countries’ marketing and advertising practice.” He added that through overseas associations, American agencies’ appreciation of cultural values has increased, their approach to the conduct of business has become more sophisticated, and, consequently, their “overall image has taken on a new luster.”

He said K&E views European advertising as having “more chic, more style, more sophisticated. It isn’t afraid to be offbeat. . . . It excels in cinema commercials and photography; the graphics are bolder. It has a greater sense of humor. It has mastered the art of quick communication in TV messages.”

The Smith Family Knows That Dependable Drug Stores Are a Must to Growing Families

Last year over 33 million dollars changed hands in the Tampa-St. Petersburg market, in Drug sales alone.

This is what makes the Rahall Station a must buy!

CALL HR TODAY!

THE RAHALL STATIONS

Don’t let anyone kid you, there are thousands of young growing families (like the Smiths) flowing into this Metro Market (Hillsborough-Pinellas Counties). These young families are contributing to the growth of Florida’s finest television market.
Motivation and stress
BPA convention topics

New awards and proposal to change meeting from fall to spring feature of busy agenda

A series of innovations will be featured next week in St. Louis when the Broadcasters Promotion Association meets for its 11th annual convention in the Chase Park Plaza hotel, Nov. 14-16.

Among the new agenda items: panels on the "psychology of motivation" and "how to deal with stress"; presentation of gold medal awards of excellence; announcement of BPA's first honorary member and a proposal to change the convention from fall to spring.

Registration for the session had gone over 300 last week, and Casey Cohlmia, WFAA-AM-FM-TV Dallas, BPA president, said he expects about 450 to attend. Last year's 407 registrants at the Washington convention was a BPA record.

Mr. Cohlmia said the sessions on motivation and stress were added to the basic how-to panels because the convention committee wanted to try

Annual TV presentation awards inaugurated

The Broadcasters Promotion Association and the Television Bureau of Advertising joined forces in Washington last Thursday (Nov. 3) to present the first annual TV sales presentation awards. The winners were WWJ-TV Detroit for the best general station sales presentation; WXYZ-TV Detroit for the best specific account presentation; NBC for the best specific program presentation (for the Today show), and The Katz Agency Inc., New York, for the best presentation that sold the industry.

Taking part in the ceremonies were (seated l-r): Scott Donahue, vice president-TV, The Katz Agency; Richard N. Hughes, promotion manager, WXYZ-TV; James Schiavone, general manager, WWJ-TV, and Neil Walden, NBC sales development, participating programs. (Standing l-r): Norman E. (Pete) Cash, president, TVB; FCC Commissioners Robert E. Lee, and Lee Loevinger, and Casey Cohlmia, WFIAA-AM-FM-TX Dallas, BPA president.

and reach an area not usually touched at any industry meeting or convention. "We're in the motivating business," he said, "and it's about time we learned about the psychology of it." As for dealing with stress, he felt BPA members should learn "how to keep sane in an insane business."

New Awards - The gold medal awards, to be presented for the first time at the Tuesday luncheon, replace the old awards, which were limited to on-air promotions. Under the new criteria, the awards will be given for "excellence" in any phase of the promotion manager's job whether it is a one-sheet handout or a full campaign. The awards were described as "much simplified, much more meaningful."

This year's gold medal competition drew 131 entries, 88 from TV stations and 43 from radio stations. The winners are: Don Peacock, WBAL-TV Baltimore; Keith H. Moon, kxtv(TV) St. Louis, Calif.; Arnold Katinsky, WNEW New York, and Al Korn, WJAC Boston.

At the Tuesday night banquet the first honorary BPA member will be announced.

At the Tuesday business session, the nominating committee will offer George Rodman, WBBB-TV Chicago as the new president. Other nominees for officers will be: Tom Daley, CFPL London, Ont, first vice president; Joe Costantino, KTVU(TV) Oakland-San Francisco, second vice president; George Vickery, WTVJ(TV) Miami, Fla., secretary; Mike Strawn, KCMA-TV Kansas City, Mo., treasurer. Nominees for the board will be: Cal Mahlock, WJXO-TV Fort Wayne, Ind.; Maury Midlo, WSUS-TV New Orleans; E. Boyd Seghers, WGN Chicago; Dick Robertson, KRON-TV San Francisco, and Jack Townsend, Kelo-AM-TV Sioux Falls, S. D.

BPA will also vote on four proposed amendments. The main one will change the meeting date from the October-November period to April-June. If approved, the change would not affect the BPA's next three conventions which are already set for October in Toronto (1967), Miami (1968) and Philadelphia (1969).

The BPA agenda:

Monday (Nov. 14):
9:30 a.m.—Opening address: Don Jamieson, general manager, CJON San John's, Nfld., and former president of Canadian Association of Broadcasters.
11:40 a.m.—Ask the Man Who Knows: Dick
Robertson, promotion manager, KRON-TV San Francisco, coordinator. (This is an informal session, primarily for newcomers to promotion to ask specific questions of experts.)

12:15 p.m.—Keynote luncheon. Speaker: David J. Curtin, vice president in charge of corporate communications, KRON Corp., Rochester, N.Y.

2:15 p.m.—Psychology of Motivation: F. C. Strawn, promotion and publicity director, KMEO-AM-TV Kansas City, Mo., host-producer. Speaker: Frank N. Willis Jr., assistant professor of psychology, University of Missouri at Kansas City.

3:45-5 p.m. separate sessions.


5 p.m.—Station representatives firms’ meetings.

Tuesday (Nov. 15):


10:30-11:30 a.m. separate sessions.

Inside Outdoor: George T. Rodman, advertising, promotion and press information director, WRKB-TV Chicago, host-producer. Panelists: Leonard S. Rubenstein, creative director, eastern division, Foster & Kleiser, Chicago; Kenneth Cowan, director of information, WOR-AM-TV New York, and Mr. Rodman.

What’s With Color TV Promotions: Fred Muehl, promotion manager, KSDK-TV St. Louis, host-producer. Panelists: Carl Simonson, account executive, J. Walter Thompson, Chicago; Betty Stilz, promotion and publicity director, WLWT (TV) Cincinnati; Bill Davey, advertising and promotion manager, KSTP-TV St. Paul-Minneapolis, and a CBS-TV representative.


11:30 a.m.—Ask the Man Who Knows: Dick Robertson, coordinator.

12:15 p.m.—Awards luncheon.

1:15 p.m.—Repeat of separate morning sessions.

3:30 p.m.—Business meeting.

7 p.m.—Trade press cocktail party.

8 p.m.—Banquet.

Wednesday (Nov. 16):

9:15-11:30 a.m. separate sessions.

Selling without Numbers-TV: J. Donald Ratchford, promotion manager, D’Arcy Advertising, St. Louis, host-producer. Panelists: Tom Stanton, president, Creative Consultants Inc., St. Louis; Sterling C. Red (Quinlan, president, WFLD-TV) Chicago.


How to Come in Under the Budget: Alvin C. Korn, advertising and promotion director, WNBC-TV Boston, host-producer. Panelists: Hamilton Shea, executive vice president, WSAW-AM-FM-TV Harrisonburg, Va.; John Herklotz, controller, WGN Continental Broadcasting Co.; H. Taylor (But)
Vaden, advertising and promotion director, Triangle Stations, Philadelphia.

How to Deal with Stress: E. Boyd Seghers, Jr., manager sales promotion and research, WGN Chicago, host-producer. Speaker: Dr. E. M. Litin, chairman, department of psychiatry, Mayo Clinic, Rochester, Minn.

11:40 a.m. - Community Service - Who Needs It?: Jack F. Brembeck, director, promotion-publicity and community services, KABC-TV Los Angeles, host-producer. Panelists: Leo Freed, promotion director, Plains Television, Springfield, Ill.

Drumbeats...

Eggplant à Go-Go = Promoting the pop platter, "Eggplant That Ate Chicago," WPFP(AM) Hartford, Conn., became swamped with eggplants sent in by listeners. As part of the promotion, the station created "Eggbert," a small talking eggplant who thrives on scale models of Connecticut towns. In an effort to halt the invasion, WPFP announcers are requesting listeners to mail their eggplants this week to Thompsonville, Conn., a rival community.

Gamesmanship = ABC Radio treated 30 New York advertising and client executives to a 2½-hour trip in a specially equipped bus to see the Notre Dame Navy football game at John F. Kennedy Stadium in Philadelphia Oct. 29. Radio account executives acted as hosts to representatives from such firms as Liggett & Myers, Grey Advertising, Young & Rubicam and Dancer-Fitzgerald-Sample. Tribute paid = Walter Bunker, who retired this year as vice president and director of the Hollywood office of the TV-radio department of Young & Rubicam Inc., was honored at the annual United Community Campaigns luncheon, held at the Beverly Hills Hotel last week. More than 100 advertising and industry and broadcast business leaders paid tribute to Mr. Bunker, who for 20 years was chairman of the national radio and TV committee for the United Way. Mr. Bunker was presented with a plaque for his long service. Hermimo Traviesas, vice president of the Hollywood office of Batten, Barton, Durstine & Osborn Inc., was chairman of the luncheon. Milton C. Mummford, chairman of the board of Lever Brothers Co. and national chairman of United Community Campaigns of America was host. Sam Thurman, vice president in charge of advertising for Lever Brothers and national UCCA chairman for television, radio and films, delivered a report on this year's progress.

Wanted: Respect = ABC Radio and the Federal Bureau of Investigation, using network radio time valued at over $60,000, are cooperating in a one-month public service campaign titled "Respect for the Law." The campaign, which features some 65 spots (30 and 60 seconds) is being aired on 350 ABC-affiliated stations. Pointed messages on the need for understanding, teaching and respect for the law are to be delivered by Irv Chapman, Keith Mcbee and Frank Reynolds of ABC Radio News, and by Chris Schenkkel of ABC Radio Sports.

Creative contest = As part of a new radio campaign for Instant Fels laundry soap, part of the Purex Corp. Ltd. operations, Foote, Cone & Belding, Inc., Los Angeles, last week announced five winners of a contest in which each of some 30 on-the-air radio personalities personally created a radio commercial for the soap product. Using a fact sheet and in some cases a suggested commercial format supplied by FC&B, the radio personalities created a 60-second spot. Winners were selected by the agency and Purex on the basis of creativity and believability. The five winners are Jorgen Nau, Wcco Minneapolis; Guy Randall, Wlwk Wilkes-Barre, Pa.; Ronnie Barrett, WEBC Cleveland; Fred B. Cole, WIVH Boston, and Bob Allison, WWJ Detroit.

ID masterpiece = KGNU-TV Tucson, Ariz., a member of the Gilmore Broad-casting Group, has inaugurated a Christmas station-ID project featuring the paintings of the noted artist, Ted DeGrazia. Mr. DeGrazia, who has contributed much of his work to UNICEF, the Muscular Dystrophy Foundation, and the American Cancer Society, has permitted the reproduction of his Padre Kino portfolio, canvases depicting the life of the Arizona pioneer-priest. KGNU-TV plans to broadcast the portfolio without superimposition of title material.

Needham fund = Needham, Harper & Steers, Chicago, has established the Maurice H. Needham Scholarship in the Humanities, a memorial full scholarship, at Beloit College, Beloit, Wis.

Leavetakrs saluted = Knuz Houston has evolved a community-service play that could easily be used in other markets. The feature is called Home on Leave, Ken Grant, Knuz sales promotion director, reports. The station announces the names of servicemen in the area that are in the area on leave, and supplies addresses and the names of high schools or colleges the servicemen attended. Friends are encouraged to get in touch with the men, and family members, the targets of promotional announcement, supply the information. The station runs 12 spots a day, saluting three servicemen at a time. Local businesses are entering into the swing of the promotion; the Seven Up Bottling Co. of Houston gives each serviceman saluted on the station a free case of the beverage. Leonard Pillins, vice president of the bottling firm, says the resulting goodwill is "enormous."

Westinghouse unit cites 'grand prix' winners

WBC Productions Inc., New York, last week announced the winners of "grand prix" slot car races it held for broadcasters and wives attending the National Association of Broadcasters regional conferences in Dallas, San Francisco, Denver and Minneapolis. The winners, with best track records, were Mrs. Abe Cowan, wife of the vice president in charge of operations, Ktla-TV Shreveport, La.; Dalton Danon, film program director, Ktla-TV Los Angeles; Mrs. M. Dale Larson, wife of the vice-president-general manager of KTVH (TV) Wichita, Kan., and Jack Mazzie, programing and national sales manager, Wrex-TV Rockford, Ill.

They were awarded Westinghouse stereo hi-fi portable phonographs. The competitions are being continued in other major cities where NAB regions are being held this year.
BROADCAST ADVERTISING

David J. Curtin, VP in charge of corporate communications for Xerox Corp., Rochester, N. Y., also given responsibility for company's advertising and sales promotion activities. Donald L. Clark, VP in charge of corporate advertising, leaves Xerox to become president of Bernzomatic Corp., Rochester.

Murray L. Klein, creative director, Smith/Greenland, New York, appointed senior VP in charge of creative services.

Harlan A. Rector, executive art director of Storm Advertising Inc., Rochester, N. Y., elected VP.

William J. Casey, VP at Papert, Koenig, Lois, New York, joins D'Arcy Advertising Co. there as VP and associate creative director.

Thomas G. Johnson, associate research director of Gardner Advertising Co., St. Louis, joins Scherlin Research Corp., New York, as VP and account supervisor.


John M. Fouts, Detroit manager of Henry I. Christal Co., radio station representative, elected VP-Midwest. He entered radio sales in 1950 with WHAS Louisville, Ky., was sales director there for 11 years before joining Christal in 1963.


James E. Muse, manager, The Katz Agency, St. Louis, elected president of newly formed St. Louis Broadcast Representatives Association. Other officers are Sam Hall, Edward Petry & Co., VP and Martin Ludington of Venard, Torbet & McConnell, secretary-treasurer.

Paul Ross, copy supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

John R. Stuart, national sales manager of KERO-TV Bakersfield, Calif., named general sales manager of WOAI-TV San Antonio, Tex.


Dr. Robert A. Wachtler, senior associate research director of BBDO, New York, named manager of research department. Henry Goldstein and Howard Gendel, research supervisors for BBDO, appointed associate research directors.

Kay Nesom, with Tucker Wayne & Co., Atlanta, appointed media director of The Pitlik Group, San Antonio, Tex.

Vinton R. Boecher, from BBDO, Chicago and Gerald L. Christman, from Griswold-Eshleman Co., Chicago, join Campbell-Mithun there as art directors.

M. Robert Baldrica, sales manager for WXIX Detroit, appointed general sales manager for WJBK-TV, that city.

Earl Buncher, account executive with WJAS-AM-FM Pittsburgh, appointed manager-local sales.

Edwin L. Johnson, account executive with Atlas Film Corp., Chicago, joins Fred A. Niles Communications...
Don Ruggles, with sales department of KOMU-TV Columbia, Mo., for past eight years, appointed general sales manager.

Richard W. Driscoll, radio sales supervisor for western stations at The Katz Agency, New York, named assistant radio sales manager.

Don Fraser, with John S. Thompson Co., joins Dancer-Fitzgerald-Sample, San Francisco, as assistant research director.

Edwin E. Wodka, account executive with WRL Peoria, Ill., named sales manager.

John A. Edwards, account executive with Young & Rubicam, joins Campbell-Ewald Co., Detroit, as account executive.


Bob Bell, general sales manager of WION Clcero, Ill., WSDM (FM) Chicago, named general manager of both stations in addition to present post. He succeeds Lloyd Webb, who resigns.

Al Stoeckmeier, sales manager of Radio-TV Advertising Inc., Coral Gables, Fla., appointed manager and sales manager of WGBS-M Miami.

Jerry Chapman, program director of WFBM Indianapolis, also appointed manager of WFBM-FM.

William R. Holland, WM TN Morris- town, elected president of Tennessee Association of Broadcasters. Other new officers: Reeve Owen, WAPO Chattanooga, eastern VP; J. Porter Clark, WEKR Fayetteville, middle VP; Bert Ferguson, WDMA Memphis, western VP; Jim Stair, WYSH Clinton, secretary-treasurer.


Joseph J. Madden, management consultant and founder of Broadcast Management Services, New York, named executive director, Institute of Broadcast Financial Management.

Ralph J. Dolan, assistant to general manager of KSTP-TV Minneapolis-St. Paul, named operations manager, with responsibility for all departments excluding sales.

J. C. Gidel, with KDKA-AM-FM-TV Pittsburgh, named business manager at WIND Chicago.

Charles F. Mallory, sales manager of KWFS-AM-FM Eugene, Ore., named to newly created post of station manager.

William H. Clark, KFSP Joplin, elected president of Missouri Broadcasters Association. Other officers elected: Bob J. Wormington, WDAP-TV Kansas City, VP; Sam A. Burk, KIRK Kirksville, secretary-treasurer.

W. R. (Bill) Roberson Jr., WTN-AM-FM-TV Washington, N. C., elected president of North Carolina Association of Broadcasters. Other new officers are Paul Marion of WBT Charlotte, VP for radio; Dick Barron of WSJS-TV Winston-Salem-Greensboro, VP for television; and C. Alden Baker of WGAJ Elizabeth City, secretary-treasurer.

Cecil Webb, operations manager for KRON-TV San Francisco, appointed operations manager for Western Cable Television Co., that city.

Jules Henry, program director of WHFS (FM) Bethesda, Md., appointed assistant manager in charge of programming and internal operations. Ted Mallinger, with Bulova Watch Co., named assistant manager for commercial relations at WHFS.

Steve French, general manager of KOIL Omaha, joins Starr Broadcasting as programming and sales consultant. Starr Broadcasting stations are KUDL Fairway, Kan.; KOWH Omaha; and KISD Sioux Falls, S. D.

Bernard W. Schnapp, assistant auditor for WIZ-AM Baltimore, named assistant auditor for KPIX (TV) San Francisco.

David H. Horowitz, secretary of Screen Gems, New York, also elected VP and general counsel. Mr. Horowitz joined firm in May 1963, and previously had been partner in law firm of Schwartz and Frohlich for ten years.


Richard Behrendt, program director for KRON-TV San Francisco, named program manager.

John Saunders, assistant program director of WOTL-TV Toledo, Ohio, named program director, succeeding Robert Krieghoff Sr., who resigns.

J. Pedcr Boysen, national program director of Gem Radio Stations, Winona, Minn., retires. Mr. Boysen plans to return to Los Angeles to head Boysen Broadcast Aids, which will develop and manufacture mechanical and system aids for broadcasters. Gem stations are KLOL Lincoln, Neb.; WPOX Pontiac, Ill.; and KAGE Winona.

Joyce Gordon elected president, New York Screen Actors Guild. Other officers are: Karl Weber, first VP; Cy Har- rick, second VP; June Graham, treasurer and Peter Thomas, recording secretary.

Bill Mac Iver named program director of WABC Chicopee, Mass., succeeding Jack Hurley, who joins news staff of WHAS Louisville, Ky.

Brian Rehak appointed programing coordinator for WMET-TV Baltimore.

Peter Ermacora, creative director, Mademoiselle magazine, New York, appointed art director, WABC-TV, same city.

Roy Bishop, with WIBF-TV Philadelphia, named production and operations director.

Royce Johnson, with KFRC San Francisco, joins KDEO San Diego as director of production.

Bill Fields, program director of WCBS and WCNO (FM) Canton, Ohio, joins staff of WKBW-AM-FM-TV Youngstown, Ohio.

NEWS

Clark Edwards, news director at WMO Murphysboro, Ill., joins Plains Television as news director of WCHU (TV) Champaign and WDCD (TV) Danville, both Illinois.

Leonard Leddington, writer for NBC-TV's Today, named news editor of program. Chris Brown, night editor of Today, succeeds Mr. Leddington.


Malcolm Poinexter, news editor at KYW Philadelphia, appointed head of station's new local news unit.

James R. (Ron) Palmquist, news editor for KBTY (TV) Denver, joins reporting staff of WGAN-TV Portland, Me.

Ralph Kiner, play-by-play broadcaster for New York Mets baseball, also
named color commentator on San Diego Chargers football broadcasts.

Bob Gallagher, director of sports for WNAC-TV Boston, appointed sports editor of WTVJ(TV) Miami.

John Armstrong, formerly with WESH-TV Daytona Beach-Orlando, Fla., and WMMB Melbourne, Fla., and Bob Blair, formerly with WLAV Grand Rapids, Mich., and WXYZ Detroit, join news staff of WVEU(TV) New Orleans.

Irene Linda Malbin joins KING Seattle as reporter.

Tim Findlay, night news editor for KIMN Denver, joins KHOW there as newsman.

Richard L. Harvey, program director of WSAF Sarasota, Fla., joins WTVF(TV) Tampa-St. Petersburg, Fla., as newsman.

FANFARE

Boots LeBaron, publicist for Universal Television, joins McFadden, Strauss, Eddy & Irwin, Los Angeles, as account executive.

Kurt T. Kolstad, formerly with NBC, joins publicity firm of Solters, O'Rourke and Sabinson, Los Angeles, as account executive.

EQUIPMENT & ENGINEERING

Walter K. MacAdam, VP - government communications for AT&T, New York, elected president of Institute of Electrical and Electronics Engineers for 1967.

Joseph B. Rice Jr., director of manufacturing for Burroughs Corp., Detroit, joins Houston Fearless Corp., Los Angeles, as VP-operations, newly created post.


Ronald C. Mandell, senior systems engineer with Anaconda Astrodatal Co., Anaheim, Calif., appointed chief engineer, CATV systems.

Harold C. Potter, director of marketing, components group, Litton Industries, New York, appointed general manager, voice communication division, Roanwell Corp., same city.


John R. O'Neill, sales engineer for communications systems division of Jerrold Electronics, Philadelphia, named head of that division's new midwestern sales office at 234 N. Northwest High-
DEATHS

Martin Weldon, 53, director of news and public affairs, wnas New York, died Oct. 31 at Hackensack, N. J., hospital after heart attack. He was stricken while he and his wife, Adrian, were driving back to New York after Mr. Weldon made address to Rutherford (N. J.) Women's College Club. He also has been director of public affairs for radio and TV divisions of RKO General Broadcasting, as well as being an author. He is survived by his wife, two daughters and two stepsons.

John T. Cahill, 62, senior partner in Wall Street law firm of Cahill, Gordon, Reindel & Ohl, and board member of RCA and NBC, died Thursday (Nov. 3) at King Edward VIII's hospital for officers, London, of stomach cancer. He had served as assistant attorney general of New York state, 1931-33; special assistant to New York county district attorney, 1936-37; U. S. attorney for southern district of New York, 1939-41. He is survived by his widow, Janne; four children; two stepchildren and two sisters.

Mrs. Ruth Kiersted Blainey, 45, manager of New York network operations for ABC-TV, died Oct. 27 at St. John's Riverside hospital in Yonkers, N. Y. Mrs. Blainey had been with ABC since 1943.

Gerry Swinehart, 63, chairman of executive committee of Carl Byoir & Associates, New York, died in Carlsbad, Calif., Oct. 31 following delivery of speech at annual meeting of Tile Council of America. Mr. Swinehart co-founded PR agency with late Carl Byoir in 1930. Surviving are his wife, Lillian, and son.

Russell E. Waters, 53, manager of CKPC Brantford, Ont., died Oct. 27 in Brantford hospital after heart attack at his home. Surviving are his wife, Norma, daughter and two sons.

Alfred John McGinness, 63, manager of national advertising for The Firestone Tire & Rubber Co. since 1942, died of heart ailment Oct. 27 at The New York hospital. For many years Mr. McGinness was in charge of Voice of Firestone, radio-TV program that went off air in 1963. Surviving are his wife, Louise, daughter and son.


FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Oct. 27 through Nov. 2 and based on filings, authorizations and other FCC actions. (Editor's note: For THE RECORD, ef-

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1537 Jewel Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Effective Oct. 28, was reorganized. All applications and actions by the FCC, its Broadcast Bureau, review board, hearing examiners, etc. will be found under eight overall headings: New TV, Existing TV, New AM, Existing AM, New FM, Existing FM, CATV, and Ownership Changes.

Abbreviations: Ann, announced, ant—antenna, aur—aural, CATV—community antenna television, CR—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LB—local bill, mc—megacycles, mod—modification, N—night, P— permanent, Q—qualified, S—subscribers 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, w—watts, ——educational.

New TV stations
**New AM stations**

**APPLICATIONS**

Mobile, Ala.—Mobile Broadcasting Service Inc., 1600 Mobile Ave. (FAC-248), requests construction of new station WYB-AM-FM. P.O. address: Box 1652, Mobile, 36602. Estimated construction cost $16,000; first-year operating costs $3,000; annual operating cost $12,150; first-year operating license fee $1,000; license fee $3,000. Principal: Ralph W. Phillips, John C. Smith, Bishop W. M. Smith, W. W. Thomas, Jr. Each (16.5%). Bishop Phillips is minister and president and owner of printing company. Mr. John Smith had interest in WYBF-AM and WMF-AM, Fls., until June. Bishop Smith is minister. Mr. Summers is a retailer and has insurance in Mobile. Ann. Oct. 26.

Scottsboro, Ala.—Dr. Ralph M. Sheppard, 1320 5th, 5-kw-D, WMOZ Mobile, 35768. First renewal license fee $12,150; first-year operating license fee $1,000; second year operating license fee $3,000. Applications for construction of new station WYBE-AM-FM. P.O. address: Box 1652, Mobile, 36602. Estimated construction cost $16,000; first-year operating costs $3,000; annual operating cost $12,150; first-year operating license fee $1,000; license fee $3,000. Principal: Dr. Ralph M. Sheppard. WMOZ is a media company owned by the Sheppard family. WYBE is the sister station to WMOZ. Ann. Oct. 26.

**Broadcasting**

1735 DeSales Street, N.W.
Washington, D.C. 20036

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☐ 52 issues $8.50  ☐ 52 issues and '67 Yearbook $13.50

Company

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City  State  Zip
☐ Bill me

Fist renewal license fee $12,150; first-year operating license fee $1,000; second year operating license fee $3,000. Principal: Ralph W. Phillips, John C. Smith, Bishop W. M. Smith, W. W. Thomas, Jr. Each (16.5%). Bishop Phillips is minister and president and owner of printing company. Mr. John Smith had interest in WYBF-AM and WMF-AM, Fls., until June. Bishop Smith is minister. Mr. Summers is a retailer and has insurance in Mobile. Ann. Oct. 26.

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**APPLICATIONS**

Mobile, Ala.—Mobile Broadcasting Service Inc., 1600 Mobile Ave. (FAC-248), requests construction of new station WYB-AM-FM. P.O. address: Box 1652, Mobile, 36602. Estimated construction cost $16,000; first-year operating costs $3,000; annual operating cost $12,150; first-year operating license fee $1,000; license fee $3,000. Principal: Ralph W. Phillips, John C. Smith, Bishop W. M. Smith, W. W. Thomas, Jr. Each (16.5%). Bishop Phillips is minister and president and owner of printing company. Mr. John Smith had interest in WYBF-AM and WMF-AM, Fls., until June. Bishop Smith is minister. Mr. Summers is a retailer and has insurance in Mobile. Ann. Oct. 26.

Scottsboro, Ala.—Dr. Ralph M. Sheppard, 1320 5th, 5-kw-D, WMOZ Mobile, 35768. First renewal license fee $12,150; first-year operating license fee $1,000; second year operating license fee $3,000. Applications for construction of new station WYBE-AM-FM. P.O. address: Box 1652, Mobile, 36602. Estimated construction cost $16,000; first-year operating costs $3,000; annual operating cost $12,150; first-year operating license fee $1,000; license fee $3,000. Principal: Dr. Ralph M. Sheppard. WMOZ is a media company owned by the Sheppard family. WYBE is the sister station to WMOZ. Ann. Oct. 26.

**Broadcasting**

1735 DeSales Street, N.W.
Washington, D.C. 20036

Please start my subscription for (CHECK ONE)

☐ 52 issues $8.50  ☐ 52 issues and '67 Yearbook $13.50

Company

☐ Business  ☐ Home

Payment enclosed

City  State  Zip
☐ Bill me
AUGUSTA

A good guy!

The way to reach AUGUSTA

Be a good guy!

One gift works many wonders

YOU KNOW THE WAY TO THE CAT'S MEOW

Beastly Artwork by Charles Schulz

represented by The Katz Agency, Inc.

WRDW TV12

WRDW Radio 108

GO
Who gets top billing with Central Iowa viewers?

Colorful 13 • Des Moines, Iowa

Represented Nationally by Peter Griffin, Madison, Ill.

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ROHN

A complete tower erection service that has these special advantages:

- DEPENDABILITY
- RELIABILITY
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- REPRESENTATIVES WORLD-WIDE

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Western Office — 310 Quince Street
Delaware, Ohio 43015

Eastern Office — 509 Webster Street
Marshfield, Mass. — Phone 617-884-9321

Southern Office — 877 Redmond Street
Phoenix, Ariz. — Phone 602-957-3481

For your tower requirements check, write ROHN, 877 Redmond Street, Enfield, Conn. 06082.
justify action requested and do not com-
[...]
section 73.202 of rules, the following would
be found to be essentially correct (Dec. 1678).
[...]
problems, La., and Ascension Parish Broad-
casting Co., Donaldsonville, La., and Top-of-the-World Radio
Inc., Shreveport, La., and Olympia Broadcasting
Inc., Olympia, Wash., and Gate City Broadcasting
Corporation, Mt. Pleasant, S.C., and KDFN
Broadcasting Inc., Doniphan, Mo., each has in-
cluded a statement of three or more persons
for violations of rules, including failure to provide
full accounting of all equipment per-
furnish or contest the forfeitures. Ac-

RULEMAKING ACTION

Ypsilanti, Mich.-Community Service
Broadcasting of Ypsilanti was granted per-
mission of rulemaking to amend Sec. 73.202 of rules, the follow-
ing for exceptions: Chicago, proposed 244A, Albion, proposed 244A, Jackson, proposed 244A, Battle Creek, proposed 244A, Auburn, proposed 244A, Redding, Calif., proposed 244A, Boise, Idaho, proposed 244A, Bloomington, Ill., proposed 244A, Wheeling, W. Va., proposed 244A, Alexandria, Va., proposed 244A, and Kansas City, Mo., proposed 244A.

APPLICATIONS

WRJW Central Alabama Broadcasting
Co., Selma, Requests WTVX.
[...]
WAPA New Bern, N. C., Requests KQW.
[...]
KQPM Robert Lloyd Hoover, Pullman, Wash., Requests KUGH.

New FM stations

APPLICATIONS

*Davis, Calif.—The Regents of the University of California seeks 91.5 mc., 3,000
kw. Ant. height above average terrain 143
ft. P.O. address: University of California, Berkeley, Calif. Estimated construction cost $1,880,000; first-year operating cost $100,000. Principals: Robert E. Burk, Regent R. J. H. Keller and Robert L. Stockdale. Lowery and Menapace are each 33 1/3% owners of KKCM Stage show production company. Mr. Poitras has been associated with successful engineering company, Century Radio is a division of a firm controlled by Mr. Poitras, the company is the construction contractor.}

Glen Falls, N. Y.—Olean Broadcasting
Corp., FCC granted 101.1 mc., 296 1,800 kw., 3,000 1510 kw., 3,000 and 600 kw. P.O. address: Everts Avenue, Glen Falls. Estimated construction cost $1,100,000; first-year operating cost $19,000; revenue $37,000. Principals: Edward Bishop & Bishop Broadcasting
Inc., Olean, N. Y., and Olean Broadcasting
Corp., Glen Falls, N. Y.

La.—Western Broadcasting
Corp., application for renewal of license to
operate at the above frequency and power level, was granted, subject to
a 20-year extension of time to permit processing of application. Action Nov. 2.

ACTION ON MOTIONS

*Examiner Herbert Sharman on Oct. 26 in proceeding on application of Arthur Powell Williams for renewal of AM license at Pensacola, Fla., announced hearing not
hearing on Nov. 28 to Jan. 17, 1967 (Dec. 1678).

Attorney Russell C. Smith, on Oct. 27 by in proceeding involving renewal of

FINES

Broadcast Bureau notified R. M. Greene
Inc., licensee of WPXN Phoenix, Ariz.体
City, for violation of the regulations of the
KDFN Doniphan, Mo., that each has in-
cluded a statement of three or more persons
for violations of rules, including failure to provide
full accounting of all equipment per-

KCBS (FM) Redding, Calif.—FCC granted assignment of CP from Charles J. and Elma A. Reeder, 1214 Canvasback Dr., Redding, Calif., to Redding
Stations Inc., owned by Thomas P. Kelly and
dol. $2,100,000. The cost incurred is $1,500,000; first-year operating...
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 20005</td>
<td>202-393-4000</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td></td>
<td>Paul Godley Co.</td>
<td>2031 15th St., N.W. Washington 4, D. C. 20005</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>527 Massey Bldg. Sterling 3-0111 Washington 4, D. C.</td>
<td>202-393-4000</td>
</tr>
<tr>
<td>COMMERCIAL RADIO EQUIPMENT CO.</td>
<td></td>
<td>Everett L. Dillard, Gen. Mgr.</td>
<td>202-393-4000</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>2031 15th St., N.W. Washington 4, D. C.</td>
<td>202-393-4000</td>
</tr>
<tr>
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<td>Consulting Radio Engineers</td>
<td>2031 15th St., N.W. Washington 4, D. C.</td>
<td>202-393-4000</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td></td>
<td>1405 G St., N.W.</td>
<td>202-393-4000</td>
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<tr>
<td>GEORGE B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
<td>2031 15th St., N.W. Washington 4, D. C.</td>
<td>202-393-4000</td>
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<td>2031 15th St., N.W. Washington 4, D. C.</td>
<td>202-393-4000</td>
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**Service Directory**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td></td>
<td>Precision Frequency Measurements</td>
<td>202-393-4000</td>
</tr>
<tr>
<td>OSCAR LEON CUELLAR</td>
<td>Consulting Engineer</td>
<td>2031 15th St., N.W. Washington 4, D. C.</td>
<td>202-393-4000</td>
</tr>
<tr>
<td>CHARLES NEENAN ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>2031 15th St., N.W. Washington 4, D. C.</td>
<td>202-393-4000</td>
</tr>
</tbody>
</table>
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 27

<table>
<thead>
<tr>
<th>IN CTS</th>
<th>NOT IN AIR</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>CP's</td>
<td>CP's</td>
</tr>
<tr>
<td>4,072</td>
<td>18</td>
<td>77</td>
</tr>
<tr>
<td>FM</td>
<td>1,510</td>
<td>50</td>
</tr>
<tr>
<td>TV-VHF</td>
<td>475</td>
<td>19</td>
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<tr>
<td>TV-UHF</td>
<td>93</td>
<td>30</td>
</tr>
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AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 27

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>519</td>
<td>232</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>70</td>
<td>86</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed all on air</td>
<td>4,059</td>
<td>1,498</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>261</td>
<td>122</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,157</td>
<td>1,720</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>312</td>
<td>135</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>70</td>
<td>50</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>382</td>
<td>185</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>37</td>
<td>9</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>37</td>
<td>9</td>
</tr>
<tr>
<td>Licensed deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Breakdown on UHF and VHF applications not available.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes three noncommercial stations operating on commercial channels.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In addition, two AM's operate on Special Temporary Authority.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In addition, two licensed VHF's and two licensed UHF's are not on the air.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In addition, two VHF's operate with Special Temporary Authority.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Radio Corp., dismissed motion for immediate temporary and permanent relief against extensions of service of CATV systems to Los Angeles stations into San Diego area, denied motion of Southwestern Cable Co. for continuance of hearing (Doc. 1800970).}

ACTION ON MOTION

- Hearing Examiner Millard F. French on Oct. 27 by order in proceeding on CP applications of Meroco Broadcasting Co. and Mid-Western Radio Corp., both Greeley, Colo., for FM facilities, granted application of Colorado RG Inc., successor to Mid-Western Radio Corp., and dismissed application with prejudice (Docs. 186890-70).

RULEMAKING PETITIONS


CALL LETTER APPLICATIONS

KLKK(FM) McGreg Broadcasting Co., Long Beach, Calif., Requests KMNC(FM), WWL(FM) Van, Brownsville, Tex., and WPSS-WFJ(FM) Fort Lauderdale, Fla., Requests WSRP-FM, KWO(FM) Keys Corp, Canton, Ohio, Requests WQBN-FM.

CALL LETTER ACTION

KIKK-FM to KHUL(FM) Nor-Temp Bd., Corp., Houston.

Translators

KHS-74 Los Angeles—Broadcast Bureau granted mod. of CP for new TV translator station to change frequency from ch. 5 to ch. 6, Oct. 27.

Gorinville, Calif., Sacramento Valley Television Inc.—Broadcast Bureau granted new CP for new TV translator station to operate on ch. 8 by rebroadcasting programs of its station KCH-T, Redding, Calif., Oct. 25.

WQAB Bensemer, Ramsey and Wakefield, Mich.—Broadcast Bureau granted CP for new TV translator station to change frequency from ch. 5 to ch. 6, Oct. 26.

Catv

KCBS-41 Greenwood, Miss.—Broadcast Bureau granted new CP to VF TV translator station as follows: KCSB-41 Station at Thaile, Five Mile Creek, White Sulphur Springs, Fort Logan, and KQ9EL at White Sulphur Springs, Mont., Oct. 27.

VHF television translator broadcast authorizations cancelled and call letters deleted:

KVCL-11, ch. 7, 714-180 m.c.s., primary TV station, KCH-T, ch. 7, 1966 G, ch. 9, 186-192 m.c.s., primary TV station, KKH-T, ch. 4, Bus. 186-192 m.c.s., primary TV station, KKBB, ch. 5, Great Falls, 6, 806-812 m.c.s., primary TV station, KQH, ch. 6, Spokane, Wash., Oct. 31.

Catv other actions


Subjecting in process in Acquisition of Midwest Television Inc. (KFMB-TV) San Diego, Calif., for extension and permanent relief against extensions of service of CATV systems to Los Angeles stations into San Diego area, denied motion of Southeastern Cable Co. of Los Angeles stations into San Diego area, for continuance of hearing (Doc. 18788).

Continued on page 119

BROADCASTING, November 7, 1966
Announcers—(Cont'd)

Announcer with pleasant authoritative delivery for middle-music Texas station. Do not send tape.
Box K-379, BROADCASTING.

Country & western announcer for large market mid-western station. Want announcer with easy down to earth style. Must run tight board, be friendly, personal. Prefer 1st class ticket.
Box K-385, BROADCASTING.

Small market upper midwest station needs bright mature morning man. Top wages in wonderful community. Box K-397, BROADCASTING.

New Jersey—if you are an experienced announcer able to deliver news and commercials in top manner, send tape and resume. Interview required.
Box K-401, BROADCASTING.

Wanted: phone announcer with better than average news and commercial delivery. No mantenance day shift for MOR region station, near Atlantic City area. Start at $350 per mo. All replies confidential. Send name, resume, photo to Box K-403, BROADCASTING.

New major market Ohio top 40 fullfiller ready for Mornings. Imaginative talent now.
Box K-411, BROADCASTING.

Top-rated contemporary music station needs top-rated late night announcer. Good news and good working conditions in beautiful Western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

Radio-TV operation looking for announcer with knowledge of disc jockey. Also able to learn what it takes to do all phases of newspaper, company benefits. Send audition tape, resume and picture to Box L-5, BROADCASTING.

Morning man. Experienced only. Good music. Pleasing voice. Send photo and resume to Box L-23, BROADCASTING.

Immediate openings for two announcers in southwest market. Middle-of-the-road and top 40. Immediate. One year minimum experience. Send tape and resume to Box L-87, BROADCASTING.

Announcers wanted: First or third ticket. Resort area north central Minnesota. Salary open, send picture, tape and resume. Box L-45, BROADCASTING.

Announcer with first phone. Send tape and resume. State salary. Box L-51, BROADCASTING.

Excellent opening for combo man with first phone. Must have experience. No maintenance. Job is very exciting. Send photo and resume. Good voice and production necessary. Write Box L-69, BROADCASTING.

Immediate need—Afternoon or evening rock jock with 1st ticket, no maintenance. Must be a high energy, left-brained individual. Experience preferred. Beginners considered. Box L-69, BROADCASTING.

First phone for evening including 3 hour rock show. $100 weekly for beginner. More for experienced. Send audition tape to Kenneth Ferguson, KHFM, Sierra Vista, Ariz.


Immediate opening for morning announcer. Excellent place to live and work. Send tape and photo resume to Box L-10, WJAM, 210 W. 43rd St., New York, New York.

Immediate opening for announcer with little experience and much desire. Also some air. Excellent opportunity in growing market. Rush tape, resume and photo to Art Mann, WGCJ AM/FM, Mundelein, Illinois.

Immediate opening—staff announcer; light man wince acceptable; must be ambitious, have potential. Third phone endorsed. Tape resume complete details re education, employment experience. B.B. Cupp, KOFU, Ottawa, Kansas.

Alert, aggressive radio announcer wanted for middle of the road station in southwest. Applicants with working contracts and benefits, outstanding place to work. Send audio tape, resume, photo and references to Program Director, WZAZ, Boise, Idaho.

Top station in Ohio vacationland area needs experienced morning announcer to do play-by-play sports. Must be able to start whole football season Dec. 1. Send tape and resume immediately to WEEL Sandusky, Ohio.

We need a good all-around air man for our contemporary format. Unusually well man wired station in our own modern building, good working conditions among small coverage staff. Moderate winter climate, great recreation area in summertime. Send tape and full info including salary requirements, references and your phone number to WLPM, Suffolk, Virginia.

Middle of road pop format. Radio Station WBRW, Warner Robins, Georgia. No collect calls accepted.

Real comb looking for opportunity in production and personality air work with highly responsible and imaginative weekday morning (4 or 5 hour) station. Rush tape, pic, details to WROV, Roanoke, Virginia.

Announcer wanted with first phone. Excellent opportunity for AM/FM station. Excellent working conditions. Financially sound newspaper owned station. Send resume and recent auditions to Program Director, WADT, 1246 east 3rd St., Denver, Colorado.

Country DJ—Evening FM. No rotator. Good voice to settle and relax. WSRM-AM/FM, Hillsboro, Ohio.

Have opening for first phone who is interested in engineering also board work. Midwest location. Call 414-446-7000.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

• SITUATIONS WANTED 25¢ per word. $1.00 minimum. HELP WANTED 6¢ per word.

• DISPOSABLE ALL-MEMBER ADVERTISERS FOR STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed R.O.B. rate.

• All other classifications, 35¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If types, films or packages submitted, $1.00 charge for each handling. (Forward reimbursement separately please.) All telephone, wire, etc., sent to box numbers are sent at sender’s risk. Responsibility for their custody or return.

BROADCASTING, November 7, 1966
Announcers — (cont'd)

Announcers earn extra money — agency needs. Cut commercials your studio. Good talent fees. Rush audition tape to theatrical enterprises, P.O. Box 981, Lexington, KY.

Permanent position with future for experienced announcer and production man. MOR AM-FM station in southeastern United States needs $100 per week. PM shift. Good insurance & vacation conditions. Call Fred Owen, 803-524-3650. Start right away.


Have opening for first phone who can do play-by-play midway location. Call 414-977-4469.

First ticket announcer, medium-small Ohio market, "middle of road" music, must be experienced. Good living conditions. Salary other benefits. Call 1-419-586-5134, Norb Poeppelman.

Ohio market needs deep Jay, first or third phone, middle of road, news and sports, good pay, phone Oscar Baker, 1-513-773-3512.

Eastern station has opening for announcer with 2nd ticket. This is a well established station in major market area moving into TV. Good working conditions plus fringe benefits. 215-698-3980.

Technical

Chief engineer for east coast major market top 40 direction. Excellent salary. Good living conditions. Box K-353, BROADCASTING.

First class chief engineer with AM-FM experience, would prefer XE. Have CP for FM. Single station market—Michigan lower peninsula. MOR music, local news, sports format. Qualified for short air shift. Housing available. Start $7,000.00 annual to qualified man. Position open. Box K-641, BROADCASTING.

Assistant chief engineer needed for station in busy six man staff in great midwestern area. Send complete resume Box L-54, BROADCASTING.

Cable TV system in northern Illinois has immediate opening for technician. First or second class licensed radio or TV engineers can qualify for starting salary of $520 a week. Excellent opportunity for advancement in rapidly expanding businessmen. Excellent working conditions. Reply in care station area. List age, marital status, experience, references. Box L-18, BROADCASTING.

Enginer-1st class license for maintenance, and capable of doing some board work. Sacred music station in great midwestern area. Send complete resume Box L-54, BROADCASTING.


Chief engineer for long established Virginia full service AM-FM market. Position offers security and many benefits. Announcers must be helpful but not essential. Theory, technical and practical ability a must. This is settled, hard-working, friendly operation, and we want a man with the same qualities. Box L-58, BROADCASTING.

Arizona radio chain has a position available for capable first with ability to assume responsibility and take charge. Good pay, good living conditions and announcing and/or sales not necessary. Write Pat Sell, KIKO Radio, Globe, Arizona 602-626-4471.

KMSN Radio—Remote control, directional, 1 kw needs first phone engineer. Excellent opportunity for broadcasting for college student. No announcing. Contact Harley Engle, KMSN Radio, E6 Pierce Ave, Sioux City, Iowa 51104 or call 712-256-0880.

Production—Programing, Others

Immediate opening for chief engineer for 2 tower directional, contact chief engineer or general manager KNOP-TV, North Platte, Nebraska. Some experience required.

AM-FM station needs first class maintenance engineer. No announcing. Contact Julius Van Oost, WHTC, Holland, Michigan.

Chief engineer needed. We are switching to full color and stereo. We need full time man capable of 24,000 watts FM stereo and going into background music multiplexing. We are looking for a take charge chief who can maintain all of our equipment and install background music systems. No announcing. Top salary offer. Call E. D. Baydus, WLPM, Suffolk, Va. 703-539-2292.

50 kw AM has opening for engineer with first phone. Excellent working conditions. New Equipment, license required. If Interested, contact Bill Gabbert, Chief Engineer, WOJIC Radio, Jackson, Misis. 666-861-2290.

WROK, Rockford, Illinois has chief engineer position available. Send resume to Vernon A. Noble or telephone 369-2239.

Immediate opening for reliable chief engineer, preferably with announcing experience. Send resume, complete details and references to WSWW AM-FM, Platteville, Wisconsin.

Engineers—First ticket-studio, transmitter shift. Excellent Station. Write WTPA, 9779, Harrisburg, Pa.

Experienced chief engineer: Must know maintenance. A better job if you can announce. Send complete resume 1st letter. Full time AM/going FM soon. Box 1190, Memphis, Texas.

Have immediate openings for new director, morning and p.m. DJs. Must be experienced. Good pay. Send resume and resume to Box L-34, BROADCASTING.

No. 1 Negro station on west coast seeks a No. 1 newscaster for a top, professional staff. Must know radio and TV. Must have ambition and ambition. Send tape (allcheck) resume Box L-38, BROADCASTING.

If you have a mature approach toward local news, want to be a news director, this is your opportunity as news director for you at an MOR station in an eastern capital city. First phone required. Some board work. Base salary plus opportunity. Send resume, box to L-71, BROADCASTING.

News director, Negro format station. Good pay, fringe benefits, working conditions. Box 102, on tape to Donald K. Clark, c/o WGIN, 106 Glenwood Avenue, Cincinnati, Ohio.

Newman with writing ability and mature voice wanted, good outgoing and audition tape to WSWW AM-FM, Platteville, Wisconsin.

Graduate assistantships available winter Quarter for graduate school. Must be degree candidates at Ohio State University School of Journalism. 18-20 hours week. Plus full tuition. Send resume and academic background to: Don Ferguson, Assistant to Director, School of Journalism, Ohio State University, Columbus, Ohio.

Production—Programing, Others

Experienced and creative copywriter for network station in beautiful lake country. Box K-381, BROADCASTING.

Midwest medium market, 5,000 watts, country & western station needs working program director. Box K-386, BROADCASTING.

Continued

Major market independent rock station looking for crew chief มีงานที่ดีและมีประสบการณ์. Write to Box L-11, BROADCASTING.

Opening for good program director. Channel 7, Oklahoma City, Oklahoma. Middle of the road format. Send resume and air check to Box 7291 Chickasha, Oklahoma. . . Good pay and fine opportunity to grow with the station.

Experienced radio copywriter. Starting salary $500 per month. 40 hour week. Excellent working conditions, paid vacation, paid insurance. Other fringe benefits. Call P. Teidie, Program director, WABJ, Adrian, Michigan.

Production chief—copywriter — Versatile, imaginative, with good sense of punch-writing and spot production. Exceptional salary, with benefits. Leading adult station. Send background, photo, and sample copy to WDFD, Flint, Michigan.

Program director for fast-paced MOR central east Florida coast station. Heavy on production sales. Send resume to: Jay, Box 276, New Smyrna Beach, Fla.

RADIO

Situations Wanted—Management

Experienced metro market general manager with outstanding record of upgrading station to highest income ratings. Sales increased 96%; ratings tripled to #1 position. Presently employed with national firm. Desire management or sales management with aggressive client relations. Call 214-816-6023 evenings or weekends write Box K-412, BROADCASTING.

Employed general manager change to larger market. Fully experienced in top forty, middle of the road and net radio. Top salesmen. . . tops in pull, ratings. Have first ticket. Must have potential to do all sports . . . can handle people. Fifteen years experience. All in management except first year. . . Available on 4-6 weeks notice. Also, experienced in TV sales. I can really sell. Box L-17, BROADCASTING.

Wanted: Opportunity to manage medium market radio station in Kentucky, Georgia, the Carolinas. 10 years experience—settled family man who knows small & medium market. Reply Box L-50, BROADCASTING.

General manager—27 years experience, all phases, 25 years in successful management. Desires medium to small Midwest market. Box L-55, BROADCASTING.


Sales

Los Angeles area. Excellent metro sales record. News new challenge. Box L-1, BROADCASTING.

For the busy manager, Florida family man for combo . . . $100-air trick and sales commission. Box L-13, BROADCASTING.

Situations Wanted—Announcers


Recent school graduate—3rd ticket—to complete college. Looking on opportunity in MOR format—college town—western states. Box K-386, BROADCASTING.

DJ, tight board, solid news, commercials, title phone. Box 4-317, Cicago, Illinois.


**Announcers—(Cont’d)**

Touchdown! Contemporary stations score every time! Offense: Experience, personality, versatility, originality. Defense: First phone, direct response. Little letters to Box L-12, BROADCASTING.

Grit announcer who reads—third endorsed, new. Box L-16, BROADCASTING.

First phone disk jockey, strong on news, seeks all night, personality middle of road station. Have talent, won't kill. Write Box L-25, BROADCASTING.

Bright air personality. Sincere. Not a floater or prima donna. Box L-34, BROADCASTING.

C&W specialist available now—"Nashville sound"—news also—family veteran. Box L-41, BROADCASTING.

Ambitious DJ-announcer with 1st phone, experienced in news and sales wants stable responsible position in central or northern Wisconsin. Single 29, service completed, 3 years in rock, prefer top 40. Call 312-858-7618 before noon. Box L-48, BROADCASTING.

Veteran broadcaster with 1st phone wants $125 per wk, morning or afternoon announcing, to make additional money in sales. Box L-47, BROADCASTING.

Non-screaming, bright sounding top forty personality seeks permanent position with weekends, nights, Fillmore. Heavy teen and young adult appeal. Seven years experience, presently employed. Box L-49, BROADCASTING.

Midwestern personality—Producing too! Sincere, ready to work. Please call me. $146.00. Box L-52, BROADCASTING.

Experienced knowledgeable play-by-play sportscaster, first phone. Top pay gets top man. Box L-69, BROADCASTING.

Experienced dj. Have 3rd class with broadcast endorsement. Bright sound. Tight board, dependable. Box L-74, BROADCASTING.

Young dj/announcer. Third endorsement. Commercial experience newscasting, talk show host. Box L-82, BROADCASTING.

PD—dj, Northeast. Progressive middle-road, Humorously professional personality. Over 7 years background, Programming, TV, copy, production, Sales, Military fulfilled. Box L-69, BROADCASTING.


Technical


Engineer, manager, sales production. Emphasis engineering. Twelve years experience. Radio and TV. No foreign locations except southern states. Box L-9, BROADCASTING.

Engineer, unemployed, experienced. Willing worker—all phases. 730-696-0668.

**NEWS**

Experienced newcomer. Strong local news coverage. College grad. Box K-414, BROADCASTING.

**NEWS—(Cont’d)**

Attention top twenty. Here's a news director with a winning and community image with vital local news presentation. Presently director of seven-man staff in one of the northeast's largest news operations. Box L-29, BROADCASTING.

Young man, 24, grad, draft deferred seeks news position can write, read, announce, tape news, produce. Commercial & production work, four years experience in news and broadcasting. Heed, local, state and national salary negotiable. Box L-30, BROADCASTING.


**Production—Programming, Others**

"Triple threat" broadcaster! Eight years experience all phases. Strong play-by-play, excellent production copy, productive salesman. Box L-7, BROADCASTING.

Experience—pd or production manager. Ratings. Ideas, gimmicks. Married. Florida broadcaster. Box L-14, BROADCASTING.

Successful program operations manager wants new challenge with opportunity to move up, 12 years TV experience, all phases. $1,450,000 bracket. Box L-39, BROADCASTING.

I'm ready. Ready for a good job with a good organization. Attractive young college graduate, married, service complete. Presently p.d. of two stations, news, sports, play-by-play, writing, production and sales. Box L-48, BROADCASTING.

Need a man interested in recording and production of film or television location. Presently with AM-FM stereo-S, MOR station. First phone and lots of two-way radio exp. Available now! Box L-84, BROADCASTING.

Top 40 pd and staff available, with plenty of ideas, talent, and ratings. Prefer south. Satisfaction guaranteed. Bob Reich, 612-287-1128, Chicago, Ill.


**TELEVISION**

**HELP WANTED**

Sales

Sales representative to represent videotape production and color TV mobile rental company in New York area. Previous experience required. Box X-598, BROADCASTING.

HELP WANTED—(Cont’d)

**Announcers—(Cont’d)**

Sports announcer needed immediately by WZMX. Send resume, salary requirements and SOF or VTR now to Neil Kuvat, WZMX TV, Box 896, Montgomery, Va.

**Technical**

Immediate opening for engineer with first class license in upper northeast full power VHF station, experience not required. Write Box J-123, BROADCASTING.

Who says you can't make money in south Florida? We need a good studio man with phone, and the right experience which includes VTR, some color and remote, and a competent technician to Box J-295, BROADCASTING.

Operating and maintenance technicans for VHF/UHF group operation in upstate New York. Experienced men with license desired. Experience and salary to Box J-296, BROADCASTING.

Midwest area—studio video, videotape recording and maintenance engineers. Good salary, fringe benefits and excellent working conditions. FCC 1st class ticket and previous experience required. Box K-357, BROADCASTING.

Maintenance engineer. Fine opportunity for first rate man familiar with maintenance, starting salary and advancement as merited. Color experience advantageous. One of most respected markets and living areas. All replies confidence. Box K-358, BROADCASTING.

Maintenance technician, union scale to $125.00 plus. Located ideal eastern recreational area. Permanent secretarial position for top-notch man. Send resume to Box K-364, BROADCASTING.

Excellent opportunity for two television transmission engineers with south Texas station. Box K-387, BROADCASTING.

Texas station has opening for engineer trained on two man RCA class license. Box K-380, BROADCASTING.

We want a chief engineer who wants to work to a medium market. 42 years old man who is ready. Send us your complete resume. Stable VHF station in midwest looking for progressive, knowledgeable man to run department. Send full information and salary requirements. Box L-39, BROADCASTING.

Wanted: Television transmitter engineer. Experience desirable, but not necessary. Opportunity to gain all around experience. Contact Chief Engineer, WMBF-Television, Pembian, N. D. Telephone: 761-6952.

Television transmitter operator wanted for KMVI-TV on the Island of Maui in Hawaii. First phone needed, second phone desired but not essential. Send details and references by airmail to KMVI-TV, P.O. Box 596, Walulu, Hawaii 96783.

Switcher-engineer would consider trainee with 1st phone, immediate opening, contact Chief Engineer KNO-TV, North Platte, Nebraska.

We are interested in employing two television studio engineers that want to work for a progressive company in a typically midwestern Iowa community. Our studio facility is new from the ground up with all solid state RCA color. We have openings for full time maintenance work and another for operational work at jack- master control. Phone: 565-2905. E. M. Pink, KWTL-TV, Waterloo, Iowa.

Immediate opening Binghamton, New York. UHF Television. HFU Engineer, Technician with first class license. Experience desirable, but not necessary. Send resume to Chief Engineer, WBA-TV, Box 813, Binghamton, N. Y. 13902.

Engineer with experience in TV, radio or audio fields preferred. Must have 1st license. Excellent opportunity for experienced engineer. Contact Chief Engineer, WPSU-TV, Tallahassee, Fla.

Immediate openings for experienced color video technicians. Also need experienced Ampex color technician. Permanent jobs available in major market high power UHF station. Send resume and references to: Director of Engineering, WPHN-TV, 325 E. Mermaid Lane, Philadelphia, Pa. 19132.

BROADCASTING, November 7, 1966

115
Technical—(Cont'd)

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineering position, Reply by letter to Chief Engineer, P. O. Box 1482, Savannah, Georgia 31402.

Sarkes-Tartarian Broadcasting stations are in need of technical people with 1st class licenses to fill positions. Contact Elmer C. Snow, Engineering Director, WTVT, 3460 Bluff Rd, Indianapolis, Indiana 46208.

Chief engineer for one of our TV stations in Ind. Combination of experience, technical skill and executive capabilities required. For more information contact Elmer C. Snow, 3490 Bluff Road, Indianapolis, Indiana 46208, phone 317-221-11.

Chief engineer able to take full charge of 2 UHF television stations. Unusual opportunity. Call 317-EM-8-1902.


NEWS

Need experienced newsman to direct radio/TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box L-599, BROADCASTING.

Experienced news writer needed by south Texas television station. Box K-389, BROADCASTING.

Talent, company benefits, above average salary awaiting, mature staff newsman for northwestern Pennsylvania VHF. Most important: Applicant can deliver excellent commercial television newscast. Respond to Box K-418, BROADCASTING.

Young man wanting to learn all phases of radio/TV news operations. Prefer journalism school background. Experience not required. Chance to be busy ten man staff in a progressive medium market. Send full background & salary requirements. Box K-349, BROADCASTING.

Production—Programming, Others

Personable, attractive gal wanted to do kid show and women's show daily for midwestern group TV station. Will also be assigned office duties. Send VTR or film if possible, or photo plus audio tape, as first step leading to but not a substitute. Excellent opportunity. Most important: Minimum: Condition, fringe benefits. Reply in full immediately to Box K-183, BROADCASTING.

Producer-director needed inmidwest medium market. Heavy live and VTR schedule of news and public affairs. Opportunity is in a station with solid fringe benefits, a good staff and a chance to grow. Complete resume—include salary requirements on first letter. Box K-349, BROADCASTING.

Production manager to assume responsibility for live production at midwest VHF. Excellent chance to move up. Send resume and salary requirements to Box K-374, BROADCASTING.

Art director for medium sized VHF in midwest. Will have full responsibility for the art and promotional graphics. Send resume and salary requirements to Box K-378, BROADCASTING.

A director-switcher and a projectionist are needed by Texas Gulf coast station. Box K-208, BROADCASTING.

Do you have all the ideas, and some one else gets the credit? We need an assistant-director! Send your resume to Box L-199, BROADCASTING, P. S. The fishing's good, and the ski still always down we go on our way!

Production manager, East coast, major market. Fast growing community TV station also needs engineering manager. Applicants must have experience in producing, directing, scheduling, training. Excellent salary for experienced production staff. Only individuals of proven ability will be considered. Salary commensurate with experience. Send resume, photo, and other pertinent credentials to Box L-32, BROADCASTING.

Production—Programming, Others

Continued

Continuity writer—immediate opening for young college graduate capable of creating live program scripts and commercial copy. We are a major group operation offering excellent starting salary and fringe benefits. Send confidential resume and samples of your writing to Box K-652, BROADCASTING. An equal opportunity employer (male/female).

Art director—Experienced art director needed for new Kaiser-Boston Globe TV station. Bost. Stale and regional experience. Excellent salary and benefits. Send resume and photos to Box F-1020, BROADCASTING.

Director of television-radio. In charge of closed circuit system, teach production, produce video tapes. Advise faculty, be creative member of Educational services team. Must be degree required, salary $8,000 to $10,000 dependent on experience and degrees. Immediate opening. Live and work in dynamic Cape Kennedy area. Air mail resume and photo to: Dr. W. K. Cumming, Brevard Junior College, Cocoa, Florida 32922.

Production—Programming, Others

Need producer/director with program management potential to handle commercial experience in major market. Write Box K-119, BROADCASTING.

Presently employed, married, college graduate, 7 years TV experience, film director, administration of radio stations & production, film buying. Seeks challenge in programming or sales with opportunity for advancement. Call W-2-2311.

Production supervisor now in radio, wants to make switch to TV production. College degree in communications, Some TV experience. Write to Box L-8, BROADCASTING.

Presentation-Directing. Tough young competitor on the move, ideas backed by punch that produces. Radio & TV college grad presently employed top ten market. Box L-55, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 800, 1kw & 10 kw AM transmitters. No junk. Contact Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78046.

Used 5 or 10 FM transmitter needed for College radio station. Bay Cox, Southwestern College, Winfield, Kansas.

16 mm Dumont color Cinecom projector in good condition. $500. Box 1211, Fargo, North Dakota.

Good used video tape with reels . . . hours and various sizes. Call Miami Beach, Florida. 866-5043, write K-49th FLORIDA TV NETWORK, 1960 79th Street Causeway, Miami Beach, Florida.

FOR SALE—Equipment

Co-axial cable—Heliax, Styrfoflex, Spincord etc. New and used. Reasonable. Write for list. Sierra-Western Electric, 2nd and Streets, Oakland, Calif. Phone 415-433-5357.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pickoff. Will be available January 18th. John A. Carroll, Chief Engineer, WNYTV-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

New QRK turntables, all models available. Cash or trade for any type of used equipment regardless of age or condition. Audiovox, 4310 S.W. 7th Ave., Miami, Florida.

UHF television transmitter, One kw-8500. Immediate delivery. Box K-182, BROADCASTING.


Mitchell camera, Arriflex stop motion motor lighting outfitment, recorders, write for full list. NORTHEASTERN, INC., 111 S. W. Hooker St., Portland, Oregon 97201.

Well maintained 230 ft. self-supporting tower and lighting equipment. Excellent buy. Box K-420, BROADCASTING.

For sale: Two (2) RCA type RT-17-T-A tape cartridge play back machines. Excellent condition, original cost $350.00 each. Priced to move at $275 each, F.O. B. pagors, Jimmie Harlan, WPFW Radio, Jackson, Miss.

Houston Fearless LM16R 16 mm film processor, good condition, presently in use. Available at color. Write: Box L-69, BROADCASTING.

Commercial Crystal and new or replace- ment crystals for RCA, Gates, W. E. Illey etc. Also BC-604 crystals; also service on AM monitors also BC-604 crystals; also service on AM monitors. Write Wide for unsolicited testimonials praise our products and services. Write to Box K-96, Electric Company, Box 96, Temple, Texas.

Copper in stock—Sheet, plate, bar, rod, strip, strap and wire. Swinger Tower Corp., Fremont, Indiana.
FOR SALE—Equipment

Continued


Check our listings for your equipment needs.

Radio Supply Co., Box 3141, Bristol, Tennessee.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gigs for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music. Mail $3 to (Cash) Show Biz Comedy Service 1725 E. 30th Street, Brooklyn, N. Y. 11205.


Deejays! 6000 classified gag lines. $5.00 Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91665.

Available: Publishing Trademark, "TELE-BRIEFS". Box J-46, BROADCASTING.

30 minute tape—"quickie" pop-in voices—di-hundreds of different voices-effect. $10 tape shipped return purchase. David Entenfus, P.O. Box 108i, Lexington, Kentucky.

Music-locks-news-promotions. This is the format guide that covers everything. Written by top pro's. "Music Locks Fox 5.00. B. J. Productions, P. O. Box 1082, Cincinnati, Ohio.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper, you are serious about better technical education and Grand book, correspondence and/or resident courses. G.I. Bill approved. Seattle, and Washington, D. C. F.C.C. license in 4 months. ASEE degree in 16 months—we do not believe in the "quickie" method or philosophy." Now in our sixteenth year, Grandham School of Electronics, 1602 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, program production, newscasting, sportscasting, comedy, editing, and all phases of broadcasting on the nation's only completely resident F.C.C.-approved school. The masters. Elkina Radio License School of Minneapolis offers the unmatched success of the famous Elkina Laboratory and Theory Classes in preparation for the First Class F.C.C. license. Elkina Radio License School, 4139 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkina Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 8 weeks Elkina training for FCC First Class License. Outstanding theory and laboratory instruction. Elkina Radio License School of New York, 533 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success story week First Class F.C.C. License courses. (Well over ninety percent of all enrollees receive their licenses.) Fully G.I. Bill approved. 1946-1947 Inwood Road—Dallas, Texas 75235.

Elkina Radio License School of Chicago-Six weeks quality instruction in laboratory methods leading to First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)


America's pioneer, 1st in announcing since 1926. National Association of Broadcasters, 1505 E. 14th Street, N.W., Washington, D. C.

"Warning" accepts no substitute. RRI is 1 in—Success—A guaranteed tuition—highest reliability of all five (5) week schools. FCC license course in five (5) weeks. Tuition $245. Rooms and apartments $15-215 per week. Over 90% of RRI graduates pass the FCC exams. Classes begin Nov. 14-Jan. 2-Feb. 6-Mar. 15. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, La., for advertising careers.

R.E.I. opens in Denver. The same famous (5) week course for the first class Radio telephone license that is available in Sarasota, Florida will also be available in Denver, Colorado. The first class begins January 4, 1947. For details and reservation write to home office, R.E.I., 1336 Main Street, Sarasota, Florida.

Help: Our placement dept. has more jobs than we can fill for 1st class F.C.C. license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition talks for announcers at special rates. Contact: A.T.S., 25 W 46 St., N.Y.C. 8-0552.

Your 1st Class License in six weeks or less—America's foremost school of broadcast training, the Don Martin School of Radio and Television servicing the entire Broadcasting Industry since 1937. Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personal instruction and methods. Lowest costs—finest accommodations available close by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (121) HO 2-3281.

RADIO—Help Wanted—Management

ADVERTISING MANAGER

Leading broadcast equipment manufacturer seeks dynamic individual to take charge of Advertising and Public Relations programs. Applicant must be familiar with AM/FM and TV equipment, preferably 5 years experience with a similar manufacturer. Knowledge of the equipment field, good writing skills and administrative ability essential. This is a "Take charge" position with good starting salary for the right individual and substantial growth opportunity.

Send complete background resume, in confidence:

Box L-34, Broadcasting.

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded, aggressive man who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories manufactured by our broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. B.S degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER-

BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the magnificent south-west. Immediate opening for sales engineers to travel and sell technically complex audio-visual equipment 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 experience in field of radio broadcasting. Excellent salary plus commission. Travel and major paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

NEWS

NEWSMAN

Alert morning newsmen, mature voice, well paced delivery. Must be a go getter, must be willing to travel. Need apply. Send tape & resume to:

F. Michael Franklin
WNOE
529 Galleria
New Orleans, Louisiana 70130

Production—Programing, Others

RADIO PROGRAM DIRECTOR

Major market AM-FM outlet, affiliated with major group, seeking a young experienced and well educated Program Director capable of assuming full station management responsibility within two years. Starting salary $15,000 plus. Excellent growth. Send complete strictly confidential resume to Box K-288, Broadcasting

An Equal Opportunity Employer.
Situations Wanted

Production--Programing, Others

PROGRAM DIRECTOR AVAILABLE

Currently with 50,000 watt major market top 40 station. Desires position of top level program director with major market. Desires full responsibility with modern radio operation in major market. Track record shows extensive success as P.D. and consultant. Special interest in group P.D. position two or more stations.

Write Box L-28, Broadcasting.

TELEVISION

Help Wanted

Sales

SYNDICATION SALESMAN

Experienced both TV and Radio--Excellent opportunity with leading syndicator. Good territories open. Salary and commission.

Write Box L-30, Broadcasting.

Help Wanted--Technical

BROADCAST TV SYSTEMS

BSEE required and experience in design of studio controls and equipment, or application of TV equipment. Experience in preparing technical proposals helpful. Send resume and salary history to:

R. J. Finley

F & M SYSTEMS CO.
Division of Flitchback & Moore, Inc
P.O. Box 20778 Dallas, Texas 75220

ATTENTION

CATV FIELD ENGINEERS

and

SYSTEM ENGINEERS

ARE YOU:
1. Feeling insecure because of recent slow-downs and days off in CATV manufacturing?
2. Fed up with traveling to different communities by the dozens?
3. Disgusted with never having more than a superficial knowledge of the system on which you are working, because of "hit and run" assignments?
4. Weary of "grinning and bearing it" while customers scream about equipment shortcomings, delayed shipments, incorrect billing, etc., etc., etc., and threaten to buy elsewhere?

CHANGE SIDES!

Become a customer yourself by joining one of the largest and certainly the most dynamic multiple system owner. We're bursting at the seams with new projects, and growing by leaps and bounds. Several positions are open which will relieve the above disadvantages.

HOSPITALITY AND LIFE INSURANCE COMPANY STOCK PLAN

MINIMUM REQUIREMENTS:
Five years direct personal experience with CATV system design, construction, trouble shooting, maintenance, head-end antenna work, Radio-telephone first or second-class tickets. Some micro-wave experience. This offer open to any qualified CATV technician. Send resume or call MR. ROGER WILSON.

TELEPROMPTER CORPORATION
50 West 44th Street--New York, New York
212 2-3800

Franchise Distributorships for Background Music Systems

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box L-10, BROADCASTING

Franchise Distributors Wanted

Opportunity

North American Phillips Co., Inc.

FLORIDA EAST COAST

Leading manufacturer of electronic music systems, projects its growth with exponential expansion to more than 500 stations. Requires experienced distributor in Florida to develop sales in East Coast area. Must be experienced in sales, account development, and be capable of setting up own distributor operations. Good salary and commission. Send resume and back-up references to: G. E. WOLFERT, Republic Building, North American Phillips Co., Inc., 100 East 42nd Street, Room 1027, New York, N. Y. 10017.

Write Box L-30

WBM0-TV

Channel 36
Atlanta, Georgia

A new TV Station needs full engineering staff including transmitter and studio engineers. Three are needed immediately to assist in construction and future operation. Salaries are above average. Please submit resume in confidence to:

LEE KAPUT, Chief Engineer
WBM0-TV
MONOLITH Building
1655 Peachtree St., NE, Atlanta, Ga.

SALES ENGINEER

Norelco Plumbicon Color TV Cameras

Requires either an experienced TV Camera Sales Engineer or an experienced TV Broadcast Engineer with a desire for a Sales Career. Norelco offers salaried, commission, and profit sharing. Send resume:

Norelco
"Norelco"
An Equal Opportunity Employer

PRODUCER-DIRECTOR

Immediate opening at WLW-T, Cincinnati, Ohio, for an experienced Producer/Director, to fill all aspects of directing assignments, including professional baseball, basketball and football games. Good starting salary and complete fringe benefits program. Send resume to:

Employment Manager
Avco Broadcasting Corporation
140 West Ninth Street
Cincinnati, Ohio 45202

An Equal Opportunity Employer (M/F)

STAFF YOUR STATION WITH THE RIGHT PEOPLE!!

ALL POSITIONS —— ALL MARKETS

Dial 312—337-7075 For Our Fee Schedule!
NATIONWIDE BROADCAST PERSONNEL CONSULTANTS

645 North Michigan Avenue—Chicago, Illinois
RON CURTIS—PRESIDENT

Television Help Wanted

Technical—(Cont'd)

CATV

Help Wanted

Management

CATV SYSTEM

GENERAL MANAGER

Florida East Coast

About to begin construction in report area; built by growth-minded company. Salary and profit sharing. Send resume:

Room 920, 100 East 42nd St., New York, N. Y. 10017.

BUSINESS OPPORTUNITY
FOR SALE—Equipment

Two type G-24 Stainless 365.5 ft. Radio Towers guyed and insulated designed for 25 lb. 100 mph wind load, including insulated guy wires, CAA “A-3” lighting kit and mercury flashers. These towers are in excellent condition, dismantled and ready for shipment. $4,000.00 each.

400 feet type T453 Andrew 61¢, 51.5 ohm rigid coax.—$550 per 20 ft. section.
Two 1053M 6½” Miter Elbows 90 degree—$180.00 each.
Two 2053 end seals for T433 Line—$95.00 each.

400 feet type G-52 Andrew 3½” 51.5 ohm rigid coax.—$450 per 20 ft. section.
Two 1052M 3½” Miter Elbows 90 degree—$65.00 each.
Two 2052 end seals for G52 line.—$32.00 each.
Forty horizontal supports for 6½” line—$20.00 each.
Forty horizontal supports for 3½” line—$8.00 each.

Above line in excellent shape and all bullets and hardware will be furnished with line, including connectors.

For information on any of the above equipment, please contact:
Gene Callison, Director of Engineering, Intelliwave Corporation, Dallas, Texas 75211.

STATION WANTED:
Qualified community-minded young operator, experienced sales, programming; seeks marginal small, medium market AM or FM radio, located in busy, fast-moving group. Rate and space, as well as location, are of prime concern. No long lease or purchase. Prefer Southwest or Midwest. Write in confidence to Box L-61, Broadcasting.

FOR SALE—Stations

A $40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station.
No travel. No gimmicks. No jingles or syndicated programs, or any of that. It’s solid. Documented. And “no baloney.”

It calls for $15,000 investment plus $5,000 operation capital. Classified only.

Box: J-85
Broadcasting Magazine
1735 De Sales Street
Washington, D.C.

FOR SALE—Stations

Station for Sale
N.E. Oklahoma. Over 40,000 pop., within 10 miles of tower, 250 watts, and money maker, priced at $45,000, $25,000 down. If you don’t have the money don’t call. Single station market.
Gene Humphries, Box 169, Vinita, Oklahoma.

TV TRANSMITTER
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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Nov. 2. Reports include applications for permission to install and operate CATV's, franchises and sales of existing installations.

Indicates franchise has been granted.

- Nashville, Ark.—Nashville TV Cable Co. (Dale Hart and Joe Davis, both Tulsa, Okla.) has been granted a 25-year franchise. The company plans to offer subscriptions for annual gross receipts of $520 per customer under a franchise agreement of 5% of the gross receipts of all customers over $65. Other applicants were Joe M. Stone of Turenia, Miller of Texas, and both Arkansas.

- Copley, Ohio—Copley Communications Co. (multiple CATV owner) has applied for a franchise. Installation charge will be $24.90 with a monthly charge of $5. The company has franchises in Marysville, Yuba City and Butte County, and has applied for franchises in Gridley and Biggs, all California.

- San Dimas, Calif.—Foothill Community Antenna Television Inc. (Bert Stolpe, president) has applied for a franchise. Monthly charge will be $1.25, with an excess fee of 5% of gross receipts.

- Rochester, Minn.—First Illinois Cable TV Co. (multiple CATV owner) has been granted a franchise.

- Pittsfield, Mass.—Pittsfield Perfect Picture TV Inc., a subsidiary of J.F.D. Electronics Corp., has applied for a franchise.

- Boston, Mass.—South Shore Cablevision Inc. (A. McFerran, president) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $550 per customer under a franchise agreement of 5%.

- Southbridge, Mass.—Quinebaug Valley Cablevision Inc. (Vincent A. Capretto) has been granted a franchise. The company will pay the city $1500 for the 50-year franchise.

- Middletown, N.J.—National Cablevision Inc. (multiple CATV owner) has been granted a franchise. The company plans to operate under a franchise agreement of 7.5% of gross receipts.

- Deer Lodge, Mont.—Deer Lodge Cable TV Co. (Bob Schulte, manager) has been granted a franchise. Two channels are being offered for a franchise.

- Beachwood, Ohio—Beachwood Cablevision Co. (multiple CATV owner) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $5000 per customer under a franchise agreement of 5%.

- Clinton, S.C.—Clinton TV Cable Co. (multiple CATV owner) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $5000 per customer under a franchise agreement of 5%.

- Greenfield, Mass.—Greenfield Cablevision Inc. (multiple CATV owner) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $5000 per customer under a franchise agreement of 5%.

- Delano, Calif.—Delano CATV Inc. (multiple CATV owner) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $5000 per customer under a franchise agreement of 5%.

- Santa Paula, Calif.—Santa Paula CATV Inc. (multiple CATV owner) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $5000 per customer under a franchise agreement of 5%.

- San Antonio, Tex.—San Antonio CATV Inc. (multiple CATV owner) has been granted a franchise. The company plans to offer subscriptions for annual gross receipts of $5000 per customer under a franchise agreement of 5%.
FOR about the first three dozen years of Arthur E. Meyerhoff’s advertising agency career he made a speech perhaps once a decade or so. But things are different now.

Ever since Coward-McCann Inc. published his book, “The Strategy of Persuasion,” last year relating how the proper use of advertising skills could win the cold war with Communism, the proverbial cries of “author, author” have brought him to the rostrum of many organizations, including broadcaster groups and a congressional committee. He tackles each appointment with the youthful enthusiasm that characterizes the broadcast advertising for a principal client, the Wm. Wrigley Jr. Co.

It’s the same enthusiasm he has practiced so quietly and consistently through the years in applying the principles of advertising and public relations in behalf of agency clients and public-service organizations, those who know him well say. The big difference now, they explain, is that he is focusing his zeal on having the U. S. adopt this same degree of advertising professionalism in its foreign-relations programs.

“Tell Plus Sell” * Arthur Meyerhoff Associates Inc.’s board chairman proposes a completely new government agency, a Department of External Relations which “would be headed by an experienced advertising administrator who would have cabinet rank. He would be directly responsible to the President and would cooperate with all departments of government on matters involving propaganda and public relations.”

Mr. Meyerhoff, for example, proposes that the U. S. Information Agency “get out of the news business and into the selling business.” It is his belief that news emphasizes the negatives of American society too much while advertising can point out the positives more effectively and still be factual and truthful.

Often these opinions have placed him in the light of “fighting” the USIA, but as the agency’s director, Leonard Marks, observes, “he’s on our side. We just have differences over the details.” Mr. Meyerhoff undertook an overseas mission for the USIA earlier this year.

He believes in action as well as words. This summer the American University, Washington, dedicated what it described as “the first educational center designed to train students in the skills of political psychology and mass persuasion to combat Communism and propaganda.” Known as the Meyerhoff Center of Political Psychology and Communication, this graduate facility is being underwritten by the Meyerhoff agency.

Way of Life * Selling has been in Mr. Meyerhoff’s blood since childhood, whether it was promoting ideas for commercial products or ideals for patriotic and charitable causes. Arthur Meyerhoff Associates has been deeply involved in helping advertise multiple educational, religious, medical and other public-service causes all through the years as well as those of its regular clients.

The agency’s total billing presently is running about $21 million with over 90% going into the broadcast media. Over two-thirds is invested in TV. Besides the Wrigley account the agency handles B. T. Babbit Co., E. J. Brach & Sons, Gibraltar Foods, Krim-Ko Corp. and the STP Division of Studebaker Corp. among others.

“I believe radio and television have helped to dramatize products in a very important way and have contributed significantly to our economy by making people aware of products and what they could do for them,” Mr. Meyerhoff says. Television especially, he holds, “brings a product to life in a three-dimensional manner.”

Personal Impact * Both radio and TV, Mr. Meyerhoff notes, are good because “they are people talking to one another, the way that people really communicate with each other, and they make their point much more vividly than the printed page.”

Mr. Meyerhoff was born on Chicago’s South Side in 1895 and during his youth sold papers and magazines around the stock yards area and worked in the Loop for retail stores “selling everything from shoes to fish.” After his first year in high school he went to work fulltime for Swift & Co. The next year at age 16 he became a traveling salesman for the Hood Rubber Co.

“My principal customer was Waukegan, Ill.” he recalls. “It was Morris Kubelsky who ran a general men’s wear store. He always was quite busy so his son Bennie would take inventory for the order. Then Ben and I would do the town together. Later, on one trip, Morris told me with tears in his eyes that Bennie was a great disappointment to him—instead of following a classical music career he had taken his violin, started calling himself ‘Jack,’ and gone into vaudeville.”

After several years helping build up the circulation of Hearst’s Wisconsin News, Mr. Meyerhoff in 1929 joined in partnership with Walter Neisser to form the Chicago agency bearing his name. It began with billings of about $100,000. Mr. Neisser now is president of Wyler Soup Co., a Borden Co. division.

The year 1932 is also significant to the Meyerhoff career. It is the year he won the Wrigley account with a bold presentation proposing advertising on the pages of the newspaper comic sections, an innovation that long had been resisted by the papers.

Project: The U.S.A. * During World War II Mr. Meyerhoff supervised public service radio advertising, financed by Wrigley, in behalf of the Army, Navy, maritime service and the government’s manpower program. It was the start of extensive public-service work leading up to his book and present efforts for propaganda reform by the U. S.

“Our agency recognized early the lack of understanding and the resistance that government departments and public-service agencies have toward using people skilled in advertising and selling,” Mr. Meyerhoff says. “The resistance has always come from the ‘intellectual elite,’ he notes, and for this reason efforts for greater advertising professionalism in government continue to be opposed because of the ‘Maddison Avenue myth.’

For this reason Mr. Meyerhoff feels the time is long past for advertising to sell itself as well as it has been selling its clients.
EDITORIALS

Gut issue of 1967

No matter what the outcome of this week's elections, the next Congress is destined to take some very hard and long looks at the journalistic function of radio and television. Wise broadcasters will begin preparing now to make a positive assertion of their rights as purveyors of news and commentary.

Last week the Senate Subcommittee on Communications sent to every broadcast licensee a detailed questionnaire inquiring into policies and practices in the broadcast of all kinds of news, editorial and public affairs programs. The returns, which promise to provide the most comprehensive survey ever taken in this field of broadcasting, are intended to provide the basis for an extensive investigation of government regulatory policy.

On a much narrower scale, the House Commerce Committee is all but committed to get into an investigation of broadcast editorializing. Rep. Harley O. Staggers (D-W. Va.), chairman of the committee, with the reported backing of House Speaker John W. McCormack (D-Mass.), has challenged the right of broadcasters to take editorial positions favoring specific candidates. Mr. Staggers has promised that if he wins reelection for a 10th term he will call for an investigation.

In neither the Senate nor the House may broadcasters expect to find a very friendly forum. As more and more stations invigorate their news coverage and their editorializing, more and more politicians become alarmed. It is the natural reaction of all politicians to fear a loss of control over media with the power and penetration of TV and radio.

When the action starts next year, broadcasters may be in deep trouble if they have not prepared a persuasive case for more freedom rather than for less.

Undue interference

Anyone familiar with the folkways of Washington knows that senators do not erupt spontaneously on such prosaic matters as company mergers. Yet that's precisely the scene in the capital where the FCC is considering the ITT-ABC merger. Three senators have written half-a-dozen letters to the commission protesting what they imply would be hasty action if the FCC approves the merger now.

The facts are that the merger agreement has been widely publicized for a year and the actual transfer applications were filed eight months ago. After due public notice an oral hearing was held in September, satisfying the requirements of FCC procedures. The antitrust division of the Department of Justice was practically implored to participate in the proceedings but didn't. Its statement of last week that it is studying the matter came a little late and only after prodding from the Hill.

Then why all the tumult after the record had been closed? The legal fact is that those senators, obviously goaded by one or more members of the professional staff involved in antitrust matters, actually are in violation of the rules of conduct. If other than members of Congress were involved, there would have been no question about what the FCC would have done routinely; the letters would have been returned as "untimely filed."

But, ex-parte or not, the letters obviously have had an upsetting effect. Contrary to some news reports, less than one in a thousand transfer cases goes to hearing. Most are decided on the basis of appropriately filed transfer applications. Because of the magnitude of the ABC-ITT transaction, the FCC went to the unusual extreme of holding an oral hearing providing more than customary time for any parties in opposition to come forward. Since both ITT (in the international field) and ABC are qualified licensees, no question of qualifications can be raised. Assurances were given that ABC would function autonomously.

The only possible issue remaining was any tendency to ward monopoly. The antitrust division had its chance. It can have another, we assume, by going to court if it's so minded, after the FCC approves the transfer, which it should do forthwith.

Aliens shouldn't vote

There should be a simple, tidy way out of situations such as that posed by the acquisition of stock in broadcast licensee companies by aliens beyond the limitations imposed in the Communications Law.

The question has arisen most recently in contested negotiations of a French bank for more than a 30% interest in Columbia Pictures Corp., which owns control of Screen Gems Inc. SG is the licensee of radio and television stations in New Orleans, Salt Lake City and in Puerto Rico. Under the law aliens may hold up to 25% of holding companies, but only 20% of licensees.

Without discussing the merits of the Columbia fight and without regard to its conclusion, the way out, it would seem, would be to provide that stock held by aliens be non-voting, thus eliminating the prospect that licenses, whether broadcast or common carrier, might fall under foreign control.

The FCC coped with a somewhat analogous situation arising under its multiple-ownership rules, which specify that even as little as 1% holding in a licensee company is considered a "unit" in determining whether a group owner exceeds legal limits. The problem was presented by holdings of mutual funds in public licensee companies. The FCC, on an ad hoc basis, merely required commitments from mutual funds entities that they would not vote their stock in the licensee companies.

The alien-ownership issue raises a different legal issue since the law itself spells out the limits of holdings. Routine amendments to the Communications Act of 1934 are enacted at nearly every session of Congress.
Talent — Texas Style

Frank Mills, Drake University '36, is a thirty-year veteran of broadcast communications. Frank is equally at ease doing news, weather, sports, public affairs documentaries, interviews, and commercial messages. Frank is an anchor man in communication by design at WBAP AM-FM-TV.
SUPERFUN fits any type of programming format.

Why not listen to our audition tape of SUPERFUN and then stop laughing long enough to figure how it can hypo your sales and ratings.

SUPERFUN is hundreds of comedy capsules timed to cure the common sound.

SUPERFUN is tiny chunks of hilarity (from 10 to 150 side-splitting seconds) that cover the gamut of radio comedy.

SUPERFUN is the nonsense of "Return to Paper Plates."
SUPERFUN is the parody of Creative Homemaking With Rebecca Sunnybrook. SUPERFUN is the zany OPEN FORUM, Boyd Poindexter's off-beat interviews. The Sweat shop With George and DeDe, and "The Story Lady."

And SUPERFUN is custom-made promos for your station, and only for your station.

SUPERFUN does for radio what cartoons do for such magazines as New Yorker, Post and Playboy.

SUPERFUN can change your station's sound or sparkle it where it needs sparkling.

SUPERFUN creates total audience involvement, from the go-go housewife to the long-gone motorist to the way out teenager.

And SUPERFUN fits, no matter what your format.

Among the many radio stations, with different programming formats, that have already purchased SUPERFUN are these 12 fine stations:

- WJBK Detroit, Michigan
- WJW Cleveland, Ohio
- WIBG Philadelphia, Pennsylvania
- KPRC Houston, Texas
- KIRO Seattle, Washington
- KIFM Bakersfield, California
- WHIO Dayton, Ohio
- KBAT San Antonio, Texas
- KDWB Minneapolis, Minnesota
- WRTA Altoona, Pennsylvania
- KXOK St. Louis, Missouri
- WQAM Miami, Florida

SUPERFUN is created and produced by MEL BLANC ASSOCIATES and performed by a cast that tops the list of who's ha in Hollywood.

SUPERFUN IS AVAILABLE TO ONLY ONE STATION IN EACH MARKET. SO A WORD TO THE WISE:

CALL!
DON'T WRITE. DON'T WIRE. Call Dick Morrison for your FREE AUDITION TAPE OF SUPERFUN

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CALL COLLECT
And call today. Just for laughs.