The fields of UHF grow greener for syndicators. p31
FTC's Dixon warns media: avoid clandestine discounts. p34
Combat pay for newsmen? AFTRA seeks better deal. p56
Networks raced to call the vote—right or wrong. p62
Can a radio virtually any product's
Network match distribution pattern?

No. But a Blair Radio Plan can.

Let's say your product is regionally distributed. Or that it has different sales levels in different areas.

Then, if you buy network radio, you may be buying as many blanks as you are bullets. Is there a better way to buy radio? A better way to sales-manage your dollars?

There are two. One is the Blair Group Plan, by which you can buy multi-market radio on a much more flexible, more economical basis. It also lets you tailor your radio schedules both to fit your product's distribution, and to select its consumer market.

The other better buy is the Blair Spot Bank Plan, which gives you still further advantages in the areas of timing and economy.

Either way, the Blair Radio Plans are the most modern way to use the medium.

To find out which is best suited to your needs, call your Blair man. And try a Blair Plan on for size.
beautiful, color-full
sales scene...

WGAL-TV

Channel 8 is one of the country's most effective color stations. Its multi-city market—including Lancaster, Harrisburg, York, Lebanon—has reached 19%* color penetration. All local programs are colorcast live, on film, or via color tape recorders. It is an NBC full color affiliate.

*This statistic is based on June 1986 Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

WGAL-TV CHANNEL 8
Lancaster, Pa.

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

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

Discreet wait

FCC, to no one's surprise, has moved consideration of ABC-International Telephone and Telegraph Corp. merger to back burner. But chances of favorable vote eventually still looked good last week. Commissioners feel it wouldn't be wise to act now, in face of Justice Department Antitrust Chief Donald F. Turner's pointed advice to wait until his division has completed its analysis of antitrust aspects (Broadcasting, Nov. 7).

However, FCC majority isn't inclined to wait very long; action on ABC-ITT before end of year is considered likely, barring strong advice to contrary from Justice. And, if present mood of commission is any indication, nothing short of unequivocal statement from Justice is likely to head off favorable commission decision. Observers still count at least four votes for merger (Chairman Rosel H. Hyde, Commissioners Lee Loewinger, Robert E. Lee, and James J. Wadsworth); none seems to be wavering.

Double block

Radio and Television News Directors Association and Sigma Delta Chi, professional journalistic society, may get together in counterattack on American Bar Association's proposed restrictions on news coverage of crimes. To be considered last weekend at SDX convention in Pittsburgh was $10,000 contribution to jointly supported legal research. How much RTNDA can raise is still undecided. Target is ABA's Reardon report recommending right restraints on both release and publication of news about criminal apprehensions and prosecutions (Broadcasting, Oct. 3).

Noose of wire?

FCC is reportedly bucking to Federal Trade Commission complaint about fairly common CATV promotional activity whose effect, officials say, is to "lock in" viewer to CATV forever. Practice, which officials say may raise fair-trade questions, involves cable system's offer to potential subscriber of discount on installation charge in return for his TV antenna. Issue was raised by Springfield Television Broadcasting Co., which had asked commission to stop Pioneer Valley Cablevision Inc. from continuing such promotional activity in Ware, Mass., where broadcast company's WWLP(TV) Springfield provides service. Commission, in order due out this week, is expected to state that its jurisdiction doesn't extend to such promotional activity—but that it doesn't necessarily approve of it and that FTC may be more appropriate agency to handle matter. FCC staff, it's understood, has already contacted FTC.

In another CATV matter, FCC is due to meet some time next month on petitions for reconsideration of its CATV rules. Staff in recommending number of relatively minor changes in rules. But major ones are considered unlikely. Commission struggled two years with CATV issue before adopting Second Report and Order in March and isn't expected to be persuaded it made serious mistakes. Of at least equal importance is feeling that commission had better take its lead in amending rules from changes that Congress is expected to make in next session in copyright law.

Self service

Paramount Pictures Corp. is expected to get on syndication bandwagon shortly through formation of its own distribution organization. Company was once active in TV distribution of TV series, but new syndication unit would accentuate sale of feature films to TV, which have been handled by outside companies (MCA-TV and Seven Arts Associated). Paramount is said to be assembling package of post-1960 feature films.

Light fingers

Audience-research services are complaining of widespread duplication and use of their reports by non-subscribers. Most of pirating is said to be done by radio stations. (One firm, Media Statistics, has sued Miami station (see page 46.) High prices ($5,000 or more) now being charged for ratings services are given as prime reason for alleged upsurge in unauthorized copying.

U drive

Reflecting growing importance of UHF-station market to TV program distributors (see page 31), several leading syndication firms are reported to be building sales units that would service U's exclusively. These units would be available to U operators for programing advice and promotional and research assistance, and would be particularly useful to stations not on air but scheduled to begin operations within reasonable interval.

Return of salesman

As result of meetings held in New York last week with John Reynolds and other CBS-TV executives, Don Fedderson, Hollywood producer, has just about set deals for pilots of two untitled half-hour series for 1967-68 season. Unlike other Fedderson productions, these would not be situation comedies. Producer, however, is unwilling to divulge plots at this point. Mr. Fedderson also came away from meetings with go-ahead for filming of nine more episodes of A Family Affair to add to 17 shows already completed. That makes 26 shows firm with option to do maximum of 32 for this season.

Swezey to Iran

Robert D. Swezey, veteran network and station executive and until two years ago director of Code Authority of National Association of Broadcasters, in mid-November becomes adviser to minister of information of Iran, assuming volunteer assignment through International Executive Service Corps. Corps, privately endowed but with approval of U. S. government, has numerous missions in foreign countries to aid in their development. David Rockefeller is chairman and Frank Pace, former secretary of army, is president.

As adviser to Information Minister Ansari, Mr. Swezey will participate in reorganization and upgrading of Iran's broadcast services, which include two VHF stations and 22 standard and international broadcast assignments. He leaves for Tehran Nov. 16, with Mrs. Swezey, for minimum tenure of six months.

Horses' mouths

Under consideration by administration is proposal that military commanders, both U. S. and Vietnamese, in Vietnam report periodically direct to U. S. via TV and radio on status of war. One of difficulties in reporting conflict has been fragmentary nature of reports because war itself is unconventional. Field commanders, according to high-level finding, are only ones sufficiently knowledgeable to give public cohesive coverage of Vietnam war events.
there is only one way to change the most respected call letters in western broadcasting...

COLOR THEM

KLZ-TV

NOW-local live color

KLZ

TELEVISION—DENVER

represented nationally by
CLOSED CIRCUIT

UHF's drive for program strength seen as boon to program distribution firms. UHF market forecast at $14 million this year, up five times over 1965. Growth in number of UHF units also jumps in year. See ...

NEW SYNDICATOR PROSPECTS ... 31

Network coverage of election displays growing sophistication of computer techniques but overzealous use draws fire for incorrect, premature predictions. Some stations carry movies rather than coverage. See ...

RIGHT OR WRONG ... 62

Ranks of group owners grow by one as DeSales Harrison Jr. and associates purchase Atlanta, Indianapolis stations for $15 million. New group to be known as Pacific and Southern. See ...

NEW GROUP ... 44

Parties in FCC proceedings on establishment of national pay TV system make final written arguments. Commission indicates that although oral argument may be held, time for decision is approaching. See ...

FINAL BATTLE ... 51

Opponents attack Dal-Worth proposal to use microwave facilities to feed non-broadcast programing to CATV systems. Groups, stations answer charges they try to curb competition. See ...

DAL-WORTH REBUTTAL ... 55

Federal Trade Commission chief warns media that bargain discount rates for special advertisers may be next target. Action awaits determination of Clorox case. Robinson-Patman Act also cited. See ...

DIXON DRAWS LINE ... 34

Negotiations between Screen Actors Guild, AFTRA and industry going to the wire. Both unions have strike authorization from membership. Contract coverage of network newsmen is sought. See ...

NEW DEAL SOUGHT ... 56

Communications Satellite Corp. postpones launching of second Atlantic satellite until it determines reasons for Lani malfunction. Charyk still hopeful of seeing profit by 1968 or 1969. See ...

COMSAT HOLDING ... 84

NBC, CBS continue tight race for rating supremacy. CBS moves into lead for first time with slight edge. CBS to drop "Run, Buddy, Run" program while NBC cancels "Roger Miller Show." See ...

TWO MORE AXED ... 72

Several broadcasting figures gain top state offices in elections. Reagan, Williams, McCall voted as governors in three western states. O'Konski, Taft elected to House while Shapp, Reams, Smiley lose. See ...

RADIO-TV VICTORS ... 64

DEPARTMENTS

AT DEADLINE .......................... 9  MONDAY MEMO .......................... 28
BROADCAST ADVERTISING .... 34  OPEN MIKE .......................... 20
CHANGING HANDS ............... 54  PROGRAMMING ...................... 72
CLOSED CIRCUIT ....................... 5  WEEK'S HEADLINERS ................. 10
DATEBOOK .......................... 12  WEEK'S PROFILE ...................... 107
EDITORIAL PAGE ................. 108
EQUIPMENT & ENGINEERING .... 84
FANFARE .......................... 88
FATES & FORTUNES ............. 90
FINANCIAL REPORTS ............ 58
FOR THE RECORD ............... 94
INTERNATIONAL ............... 80
LEAD STORY ...................... 31
THE MEDIA ...................... 44

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BROADCASTING, November 14, 1966
KNOXVILLE RANKS 61ST IN AREA OF "DOMINANT INFLUENCE"*

WBIR-TV is the "REACH STATION" in Knoxville

WBIR-TV delivers the only full CBS service to East Tennessee and Southeastern Kentucky. The new tall tower, coupled with top CBS and local programming, has made WBIR-TV the "Reach" station in the Knoxville Area. Project your message over channel 10—Knoxville.

- One of the world's tallest towers, 1751 feet above ground, delivers 240,000 homes net weekly circulation.

- WBIR-TV is prepared to give you color film, color slides and color tapes.

*AS RATED BY ARB

Signal Coverage in the Southeast

SOUTHEASTERN BROADCASTING CORPORATION
Greenville, South Carolina

WBIR-TV
Knoxville, Tenn.
WFBC-TV
Greenville, S. C.
WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.
Irate fans may force Notre Dame showing

There's strong possibility that additional regions will be added in ABC-TV's telecast Nov. 19 of top-ranked Notre Dame-Michigan State football game, it was learned Friday (Nov. 11).

Asa S. Bushnell, director of NCAA-TV committee, said association has matter under study and, it was indicated, decision may be forthcoming this week. It was noted, however, that NCAA need not grant extensions. ABC-TV selects games for regional telecasts, following NCAA committee guidelines, but association sets regional patterns.

If extension is granted, sources said, likelihood is that game would be seen additionally in Northwest and all of Rocky Mountain regions. As now scheduled, game hookup generally covers East, Upper South, parts of Midwest, south of Rockies and Southern California.

Group owners mainstay of non-network programs

Council for Television Development, organized to oppose FCC proposal to limit expansion of group owners into major markets, has filed hefty document with commission designed to establish what they say is one of virtues of group ownership.

Document, based on survey of CTD members, most group owners, contains list of 2,033 different programs that they produced, either as specials or as parts of series during year. CTD said that if survey was projected for all 42 members, list would grow to 2,500 programs. Survey was made in spring and summer of 1966.

Argument that group owners constitute important source of programing is one of major points CTD makes in opposing commission proposal to prohibit broadcasters from acquiring more than three television stations (no more than two VHF stations) in top 50 markets.

Programs in list do not include news and sports shows. CTD said most are documentaries dealing with problems local to station or with matters of regional, national or international importance.

TV is main challenge to journalism: Chandler

Otis Chandler, publisher of Los Angeles Times, called television main challenge to journalism's future.

Speaking from newspaperman's point of view at Colby College, Waterville, Maine, Mr. Chandler noted that television has the advantage of the camera on the spot when it shows, for instance, the latest of a Gemini capsule.

Television also has "a high credibility factor," publisher conceded. "What one sees and hear one usually believes," he said.

"Improvement in color TV is an additional challenge to newspapers," he observed. "But television has many disadvantages, and chief among them may be its lack of depth and flexibility."

Publisher concluded that newspapers would survive "so long as they are willing to meet and master television, and neither television nor any other electronic device . . . will deprive good newspapers or good magazines or good books, for that matter, of an expanding audience."

Mr. Chandler received 15th Elijah Parish Lovejoy Fellow award for his "contribution to the nation's journalistic achievements."

NBC planning live news weekly from Europe, Asia

Growing importance of satellites in coverage by TV of international events was pointed up Friday (Nov. 11) by Julian Goodman, NBC president, who disclosed NBC-TV plans to begin early next year weekly TV programming consisting largely of live news reports from Europe and Asia.

Mr. Goodman, who was to speak at 57th anniversary convention of Sigma Delta Chi in Pittsburgh, said President Johnson's recent trip to Far East dramatized significance of that area and need to report and interpret developments in that region to American viewers.

He stressed that NBC-TV's international news program was contingent on assurances that satellites would be made available.

Satellites constitute only new tool that is becoming available to TV, he said, citing miniaturization of cameras and field equipment as example of another technological accomplishment in news area.

He provided glimpse into TV news of tomorrow, predicting that medium will accentuate sharp critical analysis of economic and political institutions, and place stronger emphasis on "fine writing" and improved visuals.

MBS affiliate council hears new program plan

Mutual Broadcasting System's new management team, headed by Matthew J. Culligan, former chief of NBC Radio, presented general programming plan to network affiliate advisory group meeting in Washington Friday (Nov. 11).

Mr. Culligan, who assumed post of president and chief executive officer of Mutual few weeks ago (Broadcasting, Oct. 17), termed plan process of "constantly refurbishing" rather than "renovating" Mutual programming.

Plan presented to 25-member Affiliate Advisory Council proposes more international news coverage, more remotes, more actualities, more use of experts from outside broadcasting field such as magazine writers or specialists in various areas.

Mr. Culligan said he received unanimous approval of group on thrust of his plan, and on strength of that feels confident in submitting plans to all affiliates at regional meetings. First regional
Sorry, we're in court

WGCB tells Hill committee

Red Lion Broadcasting Co., embroiled in court struggle with FCC over fairness doctrine, has written Senate Communications Subcommittee it cannot comply with questionnaire sent out by subcommittee seeking information for study of fairness doctrine.

Subcommittee mailed voluminous questionnaire to broadcasting licensees throughout nation for survey of station policies concerning public affairs programming (Broadcasting, Oct. 31).

Red Lion attorney Robert E. Manuel wrote subcommittee that since questionnaire involves matters now before courts, client could not comply with request. Red Lion Broadcasting, licensee of WGCB-AM-FM, Red Lion, Pa., has filed suit charging FCC doctrine is "vague, indefinite, uncertain..." and in violation of several amendments to Constitution (Broadcasting, April 11).

Issue arose when commission notified firm it was licensee's obligation to present both sides of controversial issue, especially when personal attack has been made. Reverend Billy James Hargis had attacked author of magazine article on so-called "hate" programs on air.

ABC affiliates meeting

ABC-TV affiliates board of governors and network officials open formal agenda in annual fall meeting today (Nov. 14) in Puerto Rico. Sessions continue through Nov. 17. ABC Owned Stations Division also is meeting there. ABC-TV's plans for second season that starts this January is major topic on agenda.

Network contingent is headed by Leonard H. Goldenson, president, and includes Simon B. Siegel, executive vice president; Edward H. Erlick, vice president-general counsel; Thomas W. Moore, ABC-TV Network president; John O. Gilbert, vice president in charge of affiliate relations; Theodore F. Shaker, ABC Owned TV Stations Division president. Chairman of affiliates board is Burton La Dow, KTXV-TV Phoenix.

WEEK'S HEADLINERS

Norman Louveau, VP and general manager of Screen Gems Broadcasting division, has been recently created post of president of Screen Gems Broadcasting Corp. Screen Gems owns and operates KCWX-AM-FM-TV Salt Lake City; WAPA-TV San Juan, P. R. and WWVE-TV New Orleans and has one-third ownership in WOLE-TV Aguadilla, P. R., which is operated as affiliate of WAPA-TV.

Lawrence R. Nelson, vice chairman of board for Campbell-Ewald Co., Detroit, elected board chairman. Other officers elected: W. Colin Campbell, vice chairman; and Thomas B. Adams, president and chairman of executive committee. Both Mr. Nelson and Mr. Campbell have been with C-E for 40 years. Mr. Adams, agency president for past eight years, has been with C-E for over 20 years. Promotions follow retirement of Henry G. Little, who was board chairman and who joined agency in 1944 (Broadcasting, Oct. 31).

For other personnel changes of the week see Futures & Fortunes

Join codes, Lee exhorts at St. Louis NAB meeting

FCC Commissioner Robert E. Lee had word of advice for radio broadcasters who claim they can't afford to subscribe to codes of National Association of Broadcasters because time standards are too strict: "Raise rates," Mr. Lee said.

Speaking at St. Louis NAB fall conference (Nov. 11), Mr. Lee termed "reasonable" most recent questionnaire from FCC to broadcasters on commercial promises. This was his prediction for FCC regulation, too, with advent of Rosel H. Hyde as chairman and George Smith as Broadcast Bureau chief.

Mr. Lee is considered staunchest advocate of establishing commercial time standards for broadcasters, but one of his recommendations—that FCC adopt NAB standards—was beaten down by Congress.

Mr. Lee termed "dialogue" between government and industry "healthy" sign; called on industry to support "self discipline;" said he was sure FCC wouldn't permit direct broadcasting from satellites to home "to supplant local broadcast stations;" predicted that by 1970 there'd be no distinction between VHF and UHF video.

Vietnam rebuttal

ABC News over weekend (Nov. 12) scheduled "rebuttal" on Scope news show to personal comments on Vietnam policy made last July on program by commentator Howard K. Smith.

Arthur Schlesinger Jr. and Richard Goodwin, both former presidential assistants, will use half-hour period to air their opinions on Vietnam.

According to ABC, Mr. Smith had left no question about his position in favor of United States involvement in Vietnam. Historian Schlesinger is pro-fessor of humanities at City University of New York graduate center, and Mr. Goodwin is fellow of Center for Advanced Studies at Wesleyan University. They had been invited to appear on ABC show though not necessarily against Vietnam involvement. Both former White House aides have views that differ from Mr. Smith's on some aspects of current Vietnam policy.

Pival drowned

John F. Pival, 52, former president of WXVZ Inc. and general manager of WXVZ-TV Detroit, drowned Friday (Nov. 11) in boating accident at Isle of Capri, Fla. Mr. Pival left WXVZ nearly year ago to form Pival Productions, Detroit (Broadcasting, Jan. 31).

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Call any WGN Continental group sales representative for exciting details on the colorful new view on Denver's Channel 2.

First in Denver LOCAL LIVE COLOR

KWGN TELEVISION DENVER

A WGN Continental Broadcasting Company station dedicated to quality, integrity, responsibility and performance.
DATEBOOK

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

Indicates first or revised listing.

**NOVEMBER**

Nov. 13-15—Annual convention-seminar of the Broadcasters' Promotion Association, St. Louis.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society of the National Association of Broadcasters, Vincent Wasilewski, NAB president, is the speaker, Waldorf-Astoria hotel, New York.

Nov. 14—Twelfth annual promotion seminar sponsored by Edward Petry & Co. The theme of the session will be "Promotion clicks of '66," Chase-Park Plaza hotel, St. Louis.

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

Nov. 14-16—1966 convention/seminar of the Broadcasters' Promotion Association. Speakers include Don Jamieson, CJON St. John's, Nfld.; Bill Swanson, KTUL-TV Tulsa, Okla.; Don Curran, KGO San Francisco; Laurence E. Richardson Jr., Post-Newsweek Stations; David J. Curtin, Xerox Corp.; and Frank W. Willis Jr., University of Missouri Chase-Park plaza hotel, St. Louis.

Nov. 15-16—Fall convention of California Community TV Association. El Mirador hotel, Palm Springs.

Nov. 15-16—12th 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-TV Department of Indiana University and WLW (TV) Indianapolis. Panel on "section 315 and elections" includes FCC Commissioner Nicholas Johnson and Henry Geller, FCC general counsel; Thomas O'Brian, 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. H. Lawshe, president of WTWO-TV Terre Haute, Ind. Indiana University, Bloomington.

Nov. 18—Pacific Pioneer Broadcasters luncheon meeting. Election of officers, with Phil Harris as special guest and Pat Buttram as host, Sportmans Lodge, North Hollywood, Calif.

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 incude Vincent Wasilewski, president of the National Association of Broadcasters. Conrad Hilton, Chicago.

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Nov. 29—Annual meeting of stockholders of Screen Gems Inc. to elect nine directors and to transact other business, 515 West 54th St., New York.


Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized
DEATHLESS DIALOG from MANY MOVIES ...#8 of a series

"They’re playing our song..."

It's the sweet music of big audiences and ringing cash registers — and the lyrics are by UAA, with 1500 Warner Brothers and RKO features.
It figured that Chet Huntley, David Brinkley and their NBC News colleagues would prove to be the most articulate, best-informed Election Night reporters on television. And they were.

It figured that NBC News, aided by EVA—its Electronic Vote Analysis system—would correctly call more winners than any other news organization in broadcasting. And it did.

It figured that NBC News would develop the most meaningful computer pictures, not only in terms of votes, wins and percentages, but in every significant ballot breakdown. And it did.

It figured that more viewers would watch the Election Night coverage on NBC than on any other television network. And they did.

It figured, didn’t it? All the way.

NBC NEWS

SOURCE: National Arbitron, 7-11 pm EST. All estimates subject to qualifications available on request.
The Promotion Manager And His Challenge

This week the promotion managers of the broadcast industry meet in St. Louis for the annual BPA seminar and it is to the individual promotion leader this piece is dedicated.

In your sensitive hands lies one of the golden keys to the keeping of that door between the station and viewer open and accepted in growing measure.

As a promotion manager you have an awareness and ability to use your eyes and ears far beyond the average, and it is important that you watch your station's output closely and completely.

The ineptly done commercial; the public service spot that hits wide of the mark or is, as is often the case, outdated and lacking thrust; the local program that needs tighter direction and more enthusiastic content; the scheduling of sustaining spots on a "fill up the holes" basis without regard to program content and placement; all these elements contribute to the personality of your station and one might submit that you are not doing your best if you are aware of these failings and remain silent at that next department head meeting, or are called by management to state your views on how the station can improve community acceptance "on the air."

One must be quick to state that no recommendation is made here for promotion managers to take over some other department head job, on the contrary what is being called for involves naturally expressed, deeply thought ideas and judgements that should be allowed full expression.

As our industry grows you will be called upon more and more to affect every area of station operation. All this will result in a happy event that will be repeated often in the years to come.

When you turn to "Fates and Fortunes" in Broadcasting you will see yet another industry leader accepting top management responsibility, a former promotion manager finally recognized for what he really can do.

GENE WILKIN
Vice President

GUY GANNETT BROADCASTING SERVICES

CBS TELEVISION

NAB • BPA • THE JOHN BLAIR COMPANIES

NAB FALL CONFERENCES

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
Nov. 21-22—Robert Meyer hotel, Jackson-ville, Fl.

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. 1-2—Foreign policy conference for editors and broadcasters sponsored by the 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 news services, Department of State, Washington 20550.

Dec. 5—New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

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

Dec. 6-7 — Annual meeting, Mississippi CATV Association. Holiday Inn motel, Jackson, Miss.


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. 3-4—Executive committee, National Community Television Assn. Madison hotel, Saratoga.

Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: news; entertainment; education; youth or children's programs; promotion of international understanding; and public service. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.


Jan. 14—New deadline for comments on reliability panel indicates first or revised listing.

BROADCASTING, November 14, 1966
"New York’s Great New Sound is WNEW-FM - ‘Where The Girls Are’ — backed up by our Scully 280’s."

MAX WEINER
Chief Engineer
WNEW, New York

WNEW-FM is only one of a growing parade of broadcasters who specify SCULLY recording equipment because its superior performance is proven by the toughest test of all; the daily grind of schedules that must be met without a hitch. SCULLY offers the finest solid-state instrumentation available plus exclusive plug-in construction . . . for minimum down-time, fast, easy repair when necessary, no complicated wiring disconnects or desoldering. Relays, modular sub-assemblies, electronic chassis solid-state amplifiers are all plug in.

"Seven Scully units in our FM control rooms give our recording crew the precision, flexibility and operational ease they demand."

Alison Steele, one of the three glamour gals who make the new sound on WNEW-FM 14 hours daily.

Mr. Weiner, left, demonstrates Scully 280’s to Program Director John Dale.

SCULLY RECORDING INSTRUMENTS CORPORATION
480 BUNNELL STREET, BRIDGEPORT, CONN. 06607 • TEL. (203) 335-5146
Makers of the renowned Scully Lathe, since 1919 symbol of precision in the recording industry.
Now from The Associated Press: The 35mm color slide news service for all AP-member television stations that brings you the people and places in the news, in color. Twice a week, ten slides are delivered by the fastest air service. It adds up to more than 1,000 top quality news slides a year.

For charter subscribers, the first shipment includes 50 slides of the most important people and places in the news today. Each slide is numbered and comes with a corresponding 3x5 fact file card for simplified cataloging.

AP PhotoColor slides will relate to current events, continuing stories and stories in the making.

Each slide is produced and edited by AP's skilled and experienced photo department.

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You'll be using your BEST HEAD too! Buy the station that's A-HEAD in the Market

Buy K-NUZ THE PRODUCER STATION

Best of Show - Cabbage
1965 Harris County Vegetable Day
Paul Senter & Son, Houston, Texas

Pension support


For years, I have been concerned over not only the lack of a good pension plan for the radio-television industry but also an overall life insurance plan for the industry. My idea is that both plans should allow an individual to transfer his plan if a job change is necessary. I happen to be a director of a national company which specializes in setting up pension plans and have been asked for help many times in setting up an individual plan for friends in the industry. However, our industry needs a plan that is available to all broadcasters without the expense of setting up individual pension plans, clearing with Internal Revenue Service, etc. I can help, and am willing to help, put a plan such as this in motion. It will have full IRS approval, will be interchangeable with any other station that has joined the plan (at no cost to them other than what they contribute to the plan for each employee or have each employee contribute), will be administered by a national company and will be handled by any one of the top five banks in the country.

All the biggest companies in the country have a good pension plan but, with the exception of a few forward-thinking group operations in the industry, the normal radio station shies away not because of lack of interest but because of lack of knowledge. I have written to Mr. Gordon and have offered my help free of charge because I, too,
A RE-EXAMINATION
OF THE WARREN
COMMISSION FINDINGS
A MINORITY REPORT

AN IMPORTANT TELEVISION EVENT

According to a recently completed survey of a cross section of the American public, only 32% feel that the full story of the Kennedy assassination was told in the Warren Commission Report. Two-thirds of all Americans have their doubts. Five doubters — each the author of newsmaking books or articles on the controversial subject — confront one another with their challenging, often startling findings in a three-hour taped program now available to stations across the country. Participants are • MARK LANE, attorney and author of "Rush to Judgment" • LEO SAUVAGE, American correspondent and author of "The Oswald Affair, an Examination of the Contradictions and Omissions of the Warren Report" • HAROLD WEISBERG, author of "Whitewash, The Report on the Warren Report" • PENN JONES, Texas newspaper editor and author of "Forgive My Grief" • JACOB COHEN, author of "The Missing Documents" • JIM BISHOP, author of the forthcoming "The Day Kennedy Was Shot" moderates the program. • DAVID SCHOENBRUN, author and foreign correspondent, hosts.

This important special on a subject making headlines throughout the world is available immediately!
Forget, for just a fleeting minute, avails and neilsens and catv and sets-in-use and high-band low-band videotape and the fcc the mst the nab the tio...and all your day-by-day worries.

Remember, all your days as a broadcaster, what a great instrument you have at hand for transmitting the sights and sounds and experience of your vital young community, and enjoy the privilege.

This is the look of a high school football game in Bakersfield, California, where KERO-TV does more than its share.
In Bakersfield, as in the other Time-Life Broadcast cities, it is company policy to cover the community, first and foremost.

Who else but a group broadcaster?

KERO-TV Bakersfield
KLZ-TV-AM/FM Denver
WOOD-TV-AM/FM Grand Rapids
WFBM-TV-AM/FM Indianapolis
KOGO-TV-AM/FM San Diego
measure FM Subcarriers AM Frequencies...

With International's Model II20 Secondary Frequency Standard

ALL TRANSISTOR CIRCUITS
SOLID STATE INTEGRATED DIVIDERS

Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of 1 x 10^8 for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of ±10 cycles over range 40°F to 100°F. Short term stability of better than 1 x 10^-3 can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 mc, 100 kc and 10 kc. Level of signal can be set with gain control.

Order direct from International Crystal Mfg. Co.

Keeping You On Frequency Is Our Business.

believe that a person who devotes a good portion of his life to an industry should be treated like the millions of other Americans who are covered by pension plans.—Peter Frank, president, The Peter Frank Organization Inc., Hollywood and New York.

Marketing insight

Editor: We would appreciate receiving a supply of reprints of the special report on the Negro market which appeared in Broadcasting, Nov. 7.

As one of the pioneer Negro-programmed radio stations, we marveled at your keen insight and understanding of this market. Broadcasting is to be commended for a very fine and comprehensive report.—M. H. Blum, president and general manager, WANN Annapolis, Md.

(Reprints of the Negro Market Special Report are now available. Copies are 50c each, quantity orders: 100 to 500, 25c each; more than 500, 20c each. Postage and handling is extra. Address requests to Broadcasting, 1735 De Sales St., N.W., Washington, D.C.

Big, but not that big

Editor: Your coverage of our Association of National Advertisers speech (Broadcasting, Oct. 31) had a slight error. When we used the figure of $55 million it was in reference to the projected total toy industry television advertising expenditure for 1966—not Mattel’s, with an estimated 1966 budget of $12 million.

Aside from this slight error, your coverage of the ANA was, as usual, perceptive and complete—Jack Jones, vice president-advertising, Mattel Inc., Hawthorne, Calif.

Editor: Although Mattel invests considerable advertising funds in the medium of television, its total annual expenditure is considerably less than the $55 million reported in your Oct. 31 story. Actually, that figure represents the expenditure of the entire toy industry. It is true, however, that Mattel Inc.’s TV expenditure is currently in the multi-millions, up from “virtually nothing” in 1954.—Denis Higgins, Carson/Roberts/Inc., Los Angeles.

(A sentence reading “Toy company spending on TV” etc. was inadvertently changed to “The toy company’s spending” etc. by a copy editor.)

Founded by another

Editor: Your story about our telegram campaign urging the William Esty Co. and others to keep NBC-TV’s The Hero series on the air despite its early ratings (Broadcasting, Oct. 24) reported that I had established the National Association for Better Broadcasting (under the
The Forward Look... COMES TO
SAN FRANCISCO'S NUMBER ONE ADDRESS
KYA and KOIT-FM
AVCO BROADCASTING OF CALIFORNIA

Proud, newest members of

AVCO BROADCASTING CORPORATION

TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio
Represented by QMI / KYA & KOIT San Francisco / Represented by Edward Petry & Co.

BROADCASTING, November 14, 1966 25
name of the National Association for Better Radio and Television) in 1949. Actually, the association was founded in that year by Clara S. Logan, and grew to national stature during the 16 years of her presidency. James V. Bennett, widely known as chief of the U.S. Bureau of Prisons for 27 years, has been president of the association for the past two years. I have been in my present job as executive director since April, 1964.—Frank Orme, executive director, National Association for Better Broadcasting, Los Angeles.

Architectural statement

EDITOR: Your Closed Circuit reference (Nov. 7) to the delay in construction of a headquarters building for the National Association of Broadcasters mentioned the cost results without giving the important reason why. Some people may be confused by the omission.

As the NAB board member who introduced the resolution calling for expert review, let me provide the reason. After reviewing the plan, a majority of the board had a real question as to whether the plan presented provided the architectural distinction we had hoped to achieve. Before settling for a "satisfactory office building" we wanted to see if within the restrictions of lot, zoning and money, a truly distinguished architectural statement could be made—one that would reflect both the character and the aspiration of American broadcasting in our nation's capital. Washington abounds in satisfactory office buildings. A majority of the board felt that, if possible, a pursuit as important as ours deserves something more as a home ... and I might add, so does Washington.

Although many of us on the board have had some experience in constructing broadcast facilities, no one would claim to be a design expert. Consequently it seemed wise to go outside for additional judgment. The board wanted the experts to say whether in their professional judgment the present plan is, all things considered, the best we have a right to expect; or whether with more time and thought something substantially better can be designed.

It was obvious to all of us that the delay would increase the cost. But this is likely to be the only home that broadcasters will ever build in Washington. We are going to have to live with it a long time. Whatever may be the final recommendation of the panel and the final decision of the board, the extra money will have been well spent if it contributes to a better decision.—Charles H. Tower, executive vice president, Corinthian Broadcasting Corp., New York.
The 44 gun Frigate Constitution, nicknamed "Old Ironsides" won forty battles without a defeat including her historic duel with the "Guerriere" during the War of 1812. Saved from destruction by Oliver Wendell Holmes' famous poem, she is still the flagship of the Commandant of Boston's Naval Shipyard and another of Boston's heart-stirring historical attractions. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color, without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5 • RADIO: AM 950 KC 30,000 WATTS FM 94.5 KC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO
A night to remember

For many of us who have labored long and hard in the wonderful world of television, Sunday, Sept. 25, 1966, will prove a never-to-be-forgotten date, one we shall always recall with varying degrees of dismay. For, in truth, this was a date which may well become known as the "Pearl Harbor" of creative television programming.

On that night ABC presented an old movie from 8 to 11 p.m., The Bridge on the River Kwai.

Though this picture competed directly with The Walt Disney Show (NBC), The Ed Sullivan Show (CBS) and with television’s most popular program, Bonanza (NBC), more than 60% of all the television sets in this country tuned in.

Nielsen shows an average audience of 21 million homes, more than 42 million viewers. And, in more than 28 million homes, more than 57 million people looked at some, if not all, of this feature attraction—the largest number of people who ever watched a single television program.

Blockbuster Acknowledged. The Bridge, always a box office blockbuster, is not typical of the motion pictures regularly shown on television.

But the long-range effects of its TV debut are tremendously important to all those having an abiding interest in the creative aspects of the medium or any deep desire to keep its fare fresh, exciting and inviting.

What has happened since The River Kwai was crossed by substantially more than half of the population of the United States?

NBC plunged into negotiations with Universal Pictures for still another $20 million block of old features.

ABC concluded deals with 20th Century-Fox and with Paramount Pictures for some 49 old features at a cost of approximately $40 million.

CBS committed some $53 million to MGM for 45 old, and 18 yet-to-be-produced motion pictures.

What will this heavy scheduling of motion pictures do to the network sales efficiency? No one knows for sure. And I guess, from the vantage point of the average viewer’s comfortable armchair, it doesn’t really matter.

What does matter to people in the advertising business is, I like to think, simply this: Television has abdicated a position of unique and tremendous strength.

TV advertisers at one time aimed for program ownership, either by every-week sponsorship or, if that was too rich for their budget, on an alternate-week basis. By so doing, they acquired that almost priceless extra of sponsor identification. And quite often, another great sales plus: the star-spoken commercial.

Today, with the entrenchment of the 90-minute and two-hour program, and with the emergence of motion pictures as a dominant factor, minute participation buys have become the average advertiser’s way of life. With few exceptions, there is no more program ownership, or even half-ownership. Thus there is little or no sponsor identification and—necessarily—few star-spoken commercials.

Product Protection Passe? To go a step further, there actually is no longer real product protection. Competitive brands now follow hard on each other’s heels within 10 minutes in the same network program. Although, I, for one, hope and pray that it will never happen, it may be only a question of time before American television adopts the cluster system used in British and European commercial television.

Though costs have spiraled astronomically and despite a sharp diminution in the sales and image-building powers TV possessed in its early years, honesty compels us to add that for most consumer products—particularly for package goods—TV is still our most effective advertising medium.

Then what’s all the fuss about? Well, as they say in the one-liners, I’ll tell you:

I am deathly afraid of a second mass exodus.

The first one has already taken place. Untold numbers of gifted creative people have long since departed to greener fields. It is simply that TV no longer provides the challenge it once did for experimentation, self-expression, and real artistic achievement.

In short, TV has lost its glamour, its sense of immediacy and of great opportunity. As a result, those who really cared about true creativity have left the medium—at least, far too many of them have.

That was the first exodus.

New Drop-off. And, if we can believe a few stray omens, give any significance to a straw or two in the wind, a second exodus may well be shaping up. Not a simultaneous mass departure, but an exfiltration, a gradual dropping away from TV viewing.

I have read on more than one occasion that the intellectual has long since washed his cerebral hands of TV, but I am not thinking only of the eggheads. I mean the guys and gals next door, even members of our own families.

Disenchanted? Ennui? Fatigue? All three? Whatever the answer, I am afraid that in all too many homes the set is not watched nearly so intently as it used to be. Sure, the set is turned on; the percentage is down only fractionally from last year. But fewer people may be really watching. Perhaps, not significantly fewer yet, but it is the future that concerns me—and the immediate future at that.

What if viewing slips more this year? And next? And next?

Then the second exodus will take place.

And, inevitably, advertisers will soon join the other modern emigres to constitute a third, and possibly final, exodus. Perhaps all of us should worry, at least a little, when we remember the night of Sept. 25, 1966.
wspa-TV...does it again!
First with live local Full color
in South Carolina and the greenville-
spartanburg-asheville market.

SELL...Where the Color is!
It's in the WSPA tradition to be FIRST...and now, the proudest "FIRST" of all.*

The new WSPA-TV color studios (shown above) house new Norelco color cameras, additional color video tape machines, new switching and lighting equipment to broadcast locally live color programs — first in South Carolina, first in the GREENVILLE-SPARTANBURG-ASHEVILLE market.

Now network and local-live color programs are seen in this huge prosperous market from WSPA-TV's high Hogback Mountain antenna, and ten operating translators in the rugged mountainous area of western North Carolina.

Go where the color is, and sell in this 45th† market in the nation on WSPA-TV — call your Hollingbery man.

*Also, WSPA was the FIRST radio station in South Carolina, FIRST with FM and Stereo and FIRST in South Carolina and the GREENVILLE-SPARTANBURG-ASHEVILLE market with local color film programs.
WKRG-TV
MOBILE, ALABAMA
FULL COLOR

Represented by H-R Television, Inc.
or call
C.P. PERSONS, Jr., General Manager
U's newest syndicator prospect

Share of market mounts to about four times that of 1965; total sales reach $14 million, promises to become even more important in next few months

The UHF television station market, a bleak whistle-stop on the program syndication circuit for many years, is emerging suddenly as the sunniest spot for distributors of series and feature films in 1966.

Since the pioneering development of ultra high frequency in the early 1950's, the average U station has had virtually step-child status in the broadcast family. It was the buyer of hand-me-down programs shunned or discarded by the Big Brother VHF.

But in 1966, the UHF outlet is beginning to exhibit robust signs of growing pains. There were stirrings this past spring that UHF would take off in a bid for programing strength, but the evidence became unmistakably clear as syndicators began to close their deals on syndication outlets, and to perceive a widespread interest for UHF product.

Syndication Plus • A canvass of leading program-distribution companies last week disclosed that they almost unanimously regarded the upward thrust by the U's as the single brightest development in the syndication industry in 1966. The sales pace exceeded even the optimistic projections they had framed at the outset of the year. Though figures varied from company to company, depending on the supply and type of programing available, indications were strong that in the neighborhood of 10% of total domestic syndication sales this year will be made to UHF outlets.

Industry specialists expect total syndication sales in the U.S. and abroad to reach $220 million this year, of which an estimated $140 million will be domestic. The UHF market accordingly is expected to account for about $14 million of the U. S. total, and this figure assumes significance because it amounts to four or five times the UHF aggregate in 1965.

Basically, syndicators stressed that UHF represents "a brand new market" to them, opening up outlets for product that, to a large degree, would have remained on their shelves in certain areas of the U. S. And it promises to become still larger and to make the marketplace for programing more competitive in an industry that has been plagued by a "buyer's market" syndrome.

What has sparked this UHF upsurge? Distributors cited these developments as factors:

- The growth pattern of UHF TV stations can be gauged by the increasing list of new U's coming on the air since the beginning of this year. In early January, there was a total of 109 UHF's (including commercial and noncommercial) in operation, while in early November there were 493 UHF stations on the air and earlier this month, there were 494 U's, a gain of only one.

- The steady growth in the number of UHF stations in key markets, starting in 1965 and scheduled through 1967 in such metropolitan areas as Philadelphia; Boston; San Francisco; Washington; Detroit; Atlanta; Baltimore; Buffalo, N. Y.; Houston; Providence, R. I.; Los Angeles, and Toledo, Ohio. Station owners are buying even for stations that will not go on the air until next year.

- The entry into the U area by such experienced broadcasters as the Kaiser, Storer, Oklahoma Publishing and the Overmyer organizations brings to the medium financial resources and stability on a level it has hitherto lacked.

- The advent of all-color UHF receivers is raising set circulation at a rapid pace, that promises to accelerate as black-and-white receivers become obsolescent, and will place UHF on a more competitive basis with VHF.

- More UHF operators realize that they cannot rely on "distress" program merchandise, as many had in the past, if they are to vie more effectively with their VHF competitors.

- There has been solid cooperation from distributors in terms of prices and program guidance with the objective of encouraging the growth of the UHF market.

What's Being Paid • Prices are, of

1967 year of the U's

An analysis prepared for Broadcasting by Medmark Research, New York, which specializes in the UHF and the independent TV station area, indicates that 1967 will be the year of "full bloom" for the U market. Albert Petgen, president, reported last week that a Medmark compilation shows that as of September 1966, there were 39 U stations on the air in the vital markets of four or more stations. In this same market type, there are 17 construction permits and 17 additional applications for UHF stations, he added.

In the past 18 months alone, the major markets have experienced an upsurge in the number of U outlets, Mr. Petgen stated. During that period U's have gone on the air in Philadelphia, Boston, New York, Chicago, Los Angeles, Washington, Birmingham, Ala., and Toledo and Dayton, both Ohio. By or before next fall, he said, additional U's are slated for such large centers as Baltimore, San Francisco, Pittsburgh, Atlanta, Cincinnati, Houston and Boston.

The UHF boom is not lost on advertisers and agencies, Mr. Petgen observed. In the past few weeks, he said, two major advertising agencies have held discussions with him on undertaking in depth studies on the UHF-TV market in the U. S.
U's Newest Syndicator Prospect continued

Jerry Smith, eastern sales manager and UHF specialist at ABC Films, reported that U sales have been progressing "very well." He voiced the view that some major-market stations are paying prices that are higher than they can afford now but he regarded this as "wise" in that proper programing will pay off for the future. He cited the Eighth Man cartoon series as one that has had "fine acceptance."

Jim Stern, vice president and general sales manager of Allied Artists Televisi, pointed that "less than 10%" of the company's business thus far has been to U's but felt it was because Allied's principal product is first-run features. He has made sales in several major markets but remarked that he looks to "a significant increase" as UHF-set circulation grows.

Stanley Dudelson, vice president in charge of distribution, American In Internacional Television, applauded the upward movement in UHF activity and envisioned a "bright future" for syndicators. He urged that syndicators offer U's all the support they can offer. He said he has been "greatly encouraged" by sales of large groups of features at prices he considered reasonable. He has sold to the Kaiser and Overmyer groups, among others.

See Importance • James T. Victory, vice president, domestic sales, CBS Films, called the UHF thrust "very sig-nificant." He noted that sales to U's by CBS Films, "negligible" in 1965, rose substantially this past summer and fall. Among series he has sold have been Perry Mason, Rawhide and Twilight Zone, indicating, he added, that UHF outlets realize that the key to success is "top programing."

Cy Kaplan, vice president for TV sales, Embassy Pictures Corp., said sales to UHF outlets have been running more than 12% of the overall total sales and have been capped recently with "large transactions" with Overmyer for six stations (four not yet on the air) and to several Kaiser outlets. He considers the UHF picture "very promising."

Ken Joseph, vice president, domestiec sales, Four Star International, noted that business with UHF's in the past year has grown from 4% to 5% and he called them "the future potential of TV." He stressed that some "discrimination" must be exercised in dealing with some U's that operate from a weak financial base in secondary mar-kets, but overall he is optimistic about the growth of such stations.

Abbe Mandell, president of Independent Television Corp., called sales to U's "encouraging" and noted that over the past six months they have been averaging 10% to 15% of overall business. ITC has made sizable sales of features in recent months to stations owned by Overmyer and Storer and has sold Secret Agent to UHF outlets in Philadelphia, Milwaukee, Houston and Hartford, Conn. He added that ITC negotiates additional runs of its products to U's so that these outlets may attract new viewers during sub-sequent showings.

Keith Godfrey, vice president and director of syndication for MCA-TV, reported that business with UHF stations over the past six months has jumped by more than 500% over last year. The growth of U's adds a "new dimension" to the buying picture, he observed, and MCA-TV intends to encourage and support the effort of UHF broadcasters in their undertakings.

Need Color • Jacques Liebenguth, vice president, sales, NBC Films, emphasized that U's like their V counterparts, are seeking quality programs, especially those in color. NBC Films has made a number of sales on its "Cinema Great" package of features and its Kinba color cartoon series, he reported. The UHF future will be even more promising, Mr. Liebenguth said, as stations begin to accumulate ratings stories.

Howard B. Koerner, vice president—operations, Official Films, commented that he is encouraged by the ability of UHF stations in recent months to afford "more realistic prices" for syndicated

Overmyer sells retailers

The UHF TV stations belonging to the Overmyer Communications Co. will make a strong effort to cater to the specialized needs of retailers, Frank Elliott, director of sales for OCC, told the Cincinnati Advertising Club last Wednesday (Nov. 9).

He pointed out that the Over-myer station in Toledo, WWHO-TV, has three of the largest department stores as advertisers and he added that WSCO-TV Newport, Ky., "will be priced for the local advertiser to an extent never before possible." He noted that OCC broke ground recently for WSCO-TV, which will cover the Cincinnati area.

"UHF television means that the retailer at last will have the opportunity to use the most perfect sales-advertising device ever created—color television," Mr. Eli-lott stated.
Chicago White Sox will move over to UHF in 1968

UHF made another gain in its quest for programing last week when the Chicago White Sox announced that starting in 1968 the games of the American League team will move from WGN-TV Chicago to WFLD(TV) there. WFLD plans a color network in several states for the Sox.

Earlier this year it was announced that the long radio association of the White Sox and WCFL Chicago was over. Starting next season the large regional radio network for the club will be originated by WMQ Chicago.

WGN-TV is carrying 65 Sox games once again in 1967 and also will again carry 81 games of the National League Chicago Cubs. Won-TV has aired the Sox since 1950. WGN radio continues to carry the Cubs.

When WFLD takes over the Sox telecasts in 1968 the air schedule will be expanded to a minimum of 129 games and possibly the entire season. WFLD also expects to carry the Sox on its new Milwaukee TV station for which application is now pending before the FCC. Milwaukee has no baseball since the Braves moved to Atlanta.

Large Hookup • The regional TV network that WFLD hopes to build for the Sox includes Illinois, Indiana, Iowa, Wisconsin and parts of Michigan. Other areas without league franchises also may be added. WFLD has purchased four Marconi four tube Plumbicon color cameras for use in the White Sox originations, continuing a color baseball tradition set there by WGN-TV.

The negotiation began Thursday noon (Nov. 10) and runs for five years with option for another five years. CATV rights are included. WFLD will pay the Sox about $1.25 million a year. It is understood the team now gets about $900,000 for both radio and television rights.

The only reason the White Sox decided to make the switch is because of the "limited" schedule on WGN-TV, which also carries the Cubs, according to Sox owner Arthur Allyn. He praised highly the cooperation and spirit of WGNTV over the years.

The White Sox contract with WGN-TV expires with the end of the 1967 baseball season. It includes a provision whereby there is to be renewal negotiation between June 1 and Aug. 31, 1967, according to WGN-TV, but Mr. Allyn explained that WGN-TV on its own had initiated this negotiation earlier and the terms were refused. Ben Berenson, WGN-TV vice president-general manager, explained that Mr. Allyn probably had reference to an informal luncheon talk.

He said as far as WGN-TV is concerned the conversation was not negotiation and the contract provision is still legally in effect.

Big UHF Figures • Sterling C. (Red) Quinan, president-general manager of WFLD, said that by the start of baseball in 1968 the UHF set saturation in the Chicago market should be "between 72% and 75%." WFLD operates on channel 32. Its prospective Milwaukee sister station will be channel 24.

Meanwhile last week Mr. Quinan reported that A. C. Nielsen Co. has supplied WFLD with its special tabulation of UHF penetration in the Chicago metropolitan area based on the regular rating survey ending Oct. 19. He said the Nielsen data shows 40% UHF penetration, "confirming the 42% figure of the American Research Bureau." Nielsen also found multiset homes in Chicago own own.

features and programing. Official has benefitted recently from sales to U's of such programing as Biography, Battle Line, Survival and Peter Gunn and its feature-film product. Sales by the Walter Reade Organization to UHF outlets have increased to more than 10% of its overall sales, according to Elliott Abrams, vice president, TV. He remarked that the stepped-up activity by UHF has had the effect of increasing sales to VHF outlets too, pointing out the competition has activated the market place generally.

Al Sussman, vice president and director of sales for RKO Pictures, predicted rapid growth of UHF-set circulation in key markets over the next five years, from the current 35% to about 90%. RKO Pictures has had "considerable success" with its sports programing and other product and has made good sales in Milwaukee, Chicago, Washington, Boston, Philadelphia and Detroit and has sales pending to Overmyer and Kaiser outlets, he revealed.

Sees Prospects • Richard Harper, vice president in charge of syndication for Seven Arts Television, is heartened by prospects of UHF but points out that prices now constitute a problem for a number of such outlets.

Mr. Harper characterized U's as being in the "growing pains" stage, but predicted they would be in a stronger position when they start making inroads on the established V's.

Don Klauber, executive vice president of Seven Arts Associated, which handles sales of feature films, reported a "healthy amount of business" from U stations in recent months. He noted that some U's today cannot afford the high-budget features, but he pointed out that these stations can benefit from buying "high-value" rerun motion pictures that still garner sizable audiences.

Dan Goodman, vice president in charge of syndication for Screen Gems, describes UHF as a "constantly growing area of our business" and one that has bought considerable series product from SG, including Dennis The Menace and The Flinstones. He cited the proliferation of stations scheduled to go on the air in major markets within the next year or two as an indication that UHF will become a "stronger and stronger factor." He felt most U's cannot afford the prime-time features SG sells but believes they can obtain value from the "many excellent reruns we have on hand."

Jack Lynn, vice president for syndication for Trans-Lux Television Corp., pointed to the growing number of sophisticated broadcasters entering the UHF arena (Kaiser, Storer, Overmyer) as proof that this medium holds out "high hopes." Trans-Lux is "just beginning to sell to U's," he said. The assurances that this market is bound to grow will encourage the company and others to experiment with different types of programing to reach the various audience segments that large number of U's are likely to attract, Mr. Lynn observed.

Clyde R. Spitzner, general sales manager of the Triangle Stations said sales of its syndicated product to UHF outlets are "progressing," but he acknowledged that they were "not so great as last year's predictions would have indicated." He added that UHF sales should increase as the market grows from year to year.

Bill Clark, general sales manager,
Mr. Dixon draws a line on rate cutting

DONT GIVE A PRICE YOU WOULD'NT MAKE PUBLIC, WARNS FTC HEAD

Broadcasters and others who sell advertising were on notice last week that the heyday of special under-the-counter deals with advertisers may be coming to an end. This kind of practice may be the next target of the Federal Trade Commission.

FTC Chairman Paul Rand Dixon said last week that if one broadcaster undercut his rate card in order to land an advertiser, and didn't make the deal public, he could be open to a charge of unfair competition.

In a speech two weeks ago to a group of media advertising executives, Mr. Dixon had been even more explicit: "Don't give one customer a price you'd be ashamed to disclose to your other customers."

Both remarks herald a new approach by the FTC, which, until very recently, had shied away from moving against media. The whole subject of discounts, private deals and unpublicized rate card cuts had been all too intangible, Mr. Dixon said last week. And, he added, a long time ago advertising had been found not to be a commodity (like soap) liable for policing under the Clayton and Robinson-Patman Acts.

But now, he stressed, there is a climate in Washington that maintains that advertising leverage is one of the elements in a monopoly. Since the FTC has an antitrust role to play, like the Department of Justice, Mr. Dixon sees the trade agency's move coming under Section 5 of the Federal Trade Commission Act. This forbids unfair competition. He did not foreclose action under the other statutes, however.

There's no media case at the commission at the present time, Mr. Dixon conceded. But, he added: "We're looking, learning and listening." He was referring, he agreed, to the hearing on Capitol Hill by the Senate Antitrust Committee that has stressed the advantages held by large advertisers in television.

The FTC's move into the complexities of advertising rates and discounts by broadcasters and other advertising media is being held in abeyance, Mr. Dixon acknowledged, while the trade commission awaits a ruling from the U. S. Supreme Court in its Procter & Gamble-Clorox case. This was argued some weeks ago and a ruling may come from the Supreme Court before the end of the year.

In the Clorox case, the FTC maintained that P&G's heavy advertising budgets could give it an unfair leadership in the bleach field. A principal contention by the FTC is that P&G's acquisition of Clorox gave it too great a dominance in the bleach field. One other element in this approach is that P&G could have gone into the bleach field itself, without buying Clorox.

If the Supreme Court vindicates the FTC, the trade commission will then move forward along these lines in other fields, Mr. Dixon declared. One case waiting in the wings in General Foods' acquisition of the S.O.S. Co. in the cleansing pads field.

"What we're going to have to do," Mr. Dixon said last week, "is to examine the advertising practices of large corporations and media to see whether any injury results. Then we can proceed under Section 5 of the Trade Act."

Obviously, he noted, the FTC's attitude will not be the "rule of reason." The trade commission knows, he stated, that prime time on television is worth more than fringe time, and that the front part of a newspaper is worth more than page 14.

Complaints Up - In his prepared speech at the media seminar arranged by Advertising Age two weeks ago, Mr. Dixon said that deceptive practice complaints to the FTC had increased 40% last year over the year before and that advertising accounted for the "great majority" of this "rather startling upsurge."

Under the Clayton and Robinson-Patman Acts, Mr. Dixon said, "it is my responsibility to see that anticompetitive price discriminations which are not justified by cost savings and which are not successfully defended under any of the other defenses provided in the statute are neither given nor received."

Under the Section 5 provision of the Trade Act, he added, the FTC's responsibility is "to prevent large buyers from receiving price concessions from suppliers that may cause injury to competition."

And, he went on, the Robinson-Patman Act's basic policy is "preventing a seller from according to the large customer favored treatment to the detriment or probable injury to the smaller competitors of either seller or customers."

Any system of pricing "which must
Atlanta is sold on WSB Radio

Atlanta . . . a major market on the move. Busy people going places, doing things and spending money. Almost $3 billion annually.* Right in the midst of it all is beaver-busy WSB Radio . . . meeting the needs, wants and desires of Atlanta's largest radio audience† . . . 93% adult . . . the audience with purchase power. Sell in company with America's top advertisers—put the WSBBeavers to work for you today!

† Mediastat, June-July, 1966

WSB RADIO ATLANTA
wsb-am 750 . wsb-fm stereo 98.5

COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHB AM-FM-TV, Dayton; WDGC AM-FM-TV, Charlotte; WGED AM-FM, Miami; KTVU, San Francisco-Oakland; WFTY-FM, Pittsburgh.

BROADCASTING, November 14, 1966
necessarily operate to favor a large buyer” who is capable of purchasing in volume “is immediately and properly suspect as violating the basic policy,” Mr. Dixon declared.

Referring to a U. S. Supreme Court decision in 1948 in the FTC litigation with Morton Salt Co., Mr. Dixon added: “The decision recognized that the FTC is not required to find that actual injury had resulted from the discount scheduled. The statute requires no more than a reasonable showing of the possibility that the discrimination may have a harmful effect.”

One of the major factors in a question of monopoly among antitrust lawyers—both government and private—is the element of entry into a market. If a firm maintains a position in a market that essentially prohibits newcomers from coming into the field, a situation is created that is ripe for antitrust prosecution. Mr. Dixon sees something like that in the media field.

“It seems clear to me,” he said, “that quantity discounts have an inherent ‘tying’ effect in that they encourage a purchaser to confine its purchases to a single seller or a small number of sellers so that he will obtain the maximum discount and that this is one of the principal purposes of such a discount.”

Viewed in this light, he added, “a quantity discount could discourage competitors from either entering a new market or prevent them from securing more than an insignificant share of an existing market.”

This is the theme taken by Donald F. Turner, antitrust chief of the Department of Justice, who last June expressed for the first time the government’s interest in possibly limiting advertising by giant corporations. Mr. Turner’s position then was that the weight of heavy advertising by major corporations could bar newcomers from entering a market. Mr. Turner’s view has alarmed both advertisers and agencymen.

If barriers are placed in the way of new firms entering a given market through extensive advertising by existing firms, Mr. Turner said in a speech before the Federal Bar Association in Washington, then the normal processes through which increases in demand are met in part by new firms are impared.

And, he added, advertising by large firms gives them a competitive advantage through the economies they receive from large-scale advertising. Specifically referring to discounts given by TV networks. Mr. Turner questioned the “real cost savings” to the networks: “... I believe it highly doubtful that the savings should be passed along to purchasers of television time.”

And he concluded, “if the discounts have the effect of accentuating the growth of larger firms and of promoting a tendency toward concentrated market structures throughout consumer goods industries, it may well be appropriate public policy to prohibit, or at least drastically limit them, even if this means higher network profit margins for larger purchasers than for small.”

TV networks have drastically revised their discount rates since Senate and House committee hearings last summer.

Not What It Seems • But Mr. Turner’s implications are not as severe as advertisers have read them, according to Edwin M. Zimmerman, first assistant to Mr. Turner. Mr. Zimmerman stressed last week that the advertising fraternity had misread Mr. Turner’s as well as his own remarks to a House subcommittee last summer.

“...we are not talking about any across-the-board restraint on advertising,” he said. The only reference to such a bold move, he emphasized, was in Mr. Turner’s speech where the antitrust chief mentioned that where a company had been found guilty of antitrust violations it could be limited in its advertising as part of other penalties in order to encourage competition.

“What Mr. Turner said then, and what I told the House committee last August,” Mr. Zimmerman said, “was that there are alternatives for consumer information—for advertising principally is an informational service to consumers."

One alternative, he added, is the addition of other sources of consumer information. “We have been thinking about this for some time now, and we are most ready to recommend to Congress that it support a pilot study on how a self-supporting consumer information service can be initiated.”

This does not foresee the government going into this business, he added, except to supply the funds for the early research.

The antitrust division’s thinking at the present time, Mr. Zimmerman explained, is to seek funds from Congress to underwrite a feasibility study to be undertaken by a private, non-government organization. He also stressed that this idea has gone no higher than the antitrust division; it has not been approved officially by Mr. Turner and it certainly hasn’t gotten yet to Acting Attorney General Ramsey Clark. There has been some coordination with Mrs. Esther Peterson, the President’s aide on consumer activities, he acknowledged.

“Nothing in this approach,” he maintained, “is aimed at advertising per se. Even if this project materializes, by

## Network billing climbs with audience

Network-TV billing, along with the nighttime audience this fall, is up.

In a Television Bureau of Advertising report today (Nov. 14), the networks are shown with more than $964.7 million in estimated net program billings covering the first nine months of the year. This is a 12.3% gain over the 1965 period.

The September figure of 126,503,100 in the report represented a record billing month for the year, and a gain of 13.6% over September 1965. TVB noted the nighttime audience this fall compared with a year ago was increased by one million homes during an average minute.

September billing increases were up in all day parts: 18.1% in daytime and 11.4% in the nighttime. The networks began their new season during September.

### Network television net time and program billings

**By day parts and by network**

(Source: TVB/LNA-BAR)

<table>
<thead>
<tr>
<th>September</th>
<th>January-September</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daytime</strong></td>
<td><strong>Dayparts</strong></td>
</tr>
<tr>
<td>1965</td>
<td>1966</td>
</tr>
<tr>
<td>$36,766.5</td>
<td>$43,445.6</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>23,855.3</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>12,901.4</td>
</tr>
<tr>
<td>Nighttime</td>
<td>74,252.7</td>
</tr>
<tr>
<td>Total</td>
<td>111,312.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Network</strong></th>
<th><strong>ABC</strong></th>
<th><strong>CBS</strong></th>
<th><strong>NBC</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td><strong>$34,097.8</strong></td>
<td><strong>$45,317.2</strong></td>
<td><strong>$49,112.5</strong></td>
<td><strong>$128,527.5</strong></td>
</tr>
<tr>
<td>February</td>
<td>32,920.0</td>
<td>32,379.7</td>
<td>37,216.4</td>
<td>102,515.1</td>
</tr>
<tr>
<td>March</td>
<td>35,165.5</td>
<td>45,111.3</td>
<td>41,834.5</td>
<td>122,111.3</td>
</tr>
<tr>
<td>April</td>
<td>32,974.8</td>
<td>41,023.8</td>
<td>39,317.3</td>
<td>113,315.8</td>
</tr>
<tr>
<td>May</td>
<td>27,846.6</td>
<td>30,508.6</td>
<td>35,981.8</td>
<td>94,336.1</td>
</tr>
<tr>
<td>June</td>
<td>25,014.9</td>
<td>35,603.5</td>
<td>32,290.8</td>
<td>92,908.2</td>
</tr>
<tr>
<td><em>July</em></td>
<td>24,320.0</td>
<td>32,108.9</td>
<td>30,500.8</td>
<td>86,929.7</td>
</tr>
<tr>
<td><em>August</em></td>
<td>24,734.8</td>
<td>34,608.8</td>
<td>26,685.4</td>
<td>86,029.0</td>
</tr>
<tr>
<td>September</td>
<td>34,022.4</td>
<td>50,541.5</td>
<td>41,198.0</td>
<td>126,761.9</td>
</tr>
</tbody>
</table>

*July and August figures adjusted as of Nov. 4, 1966.*

**BROADCASTING, November 14, 1966**
Nothing sends sales winging faster, more efficiently than spot television.

Spot is market-by-market, local television that steers your advertising—in sight, sound, motion and color—exactly where you want it, when you want it.

With spot’s flexibility and radar-precise control, you select the markets you need—and only the markets you need.

Spot television always lands you right on target. You never pay for unnecessary mileage.

Plainly these are the reasons a seasonal, regional industry like airlines is giving spot television a bigger and bigger share of its advertising dollars. Last year, airlines spent a record $16,500,000 on spot television, up $4 million from the year before, and 14 times more than they spent ten years ago!

Take a tip from the airlines: take the quickest, most direct route to your market and your audience... via spot television. Then fasten your seat belt for the climb of your life!

© CBS TELEVISION STATIONS NATIONAL SALES
Representing CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis
large the persuasive power of advertising would be unimpaired."

Mr. Zimmerman agreed that much of the alarm among advertisers and agencies (BROADCASTING, Oct. 31) stemmed not only from Mr. Turner's and his own remarks, but also from the publicity given to the antitrust division's investigation of Procter & Gamble and other detergent and soap manufacturers. Advertising expenditures are among the information sought by the government from P&G and others, he acknowledged.

During his testimony before the House committee last summer, Mr. Zimmerman suggested that the cost of a product might be reduced if consumers had other sources for information on buying. This would come about, he estimated, because advertising for informational purposes might be reduced.

Help to Ad Council worth $236 million

The Advertising Council reports that approximately $236 million worth of advertising was contributed to its public service campaigns conducted during a year's period ending last June 30.

Though the council does not report estimated amounts as represented in individual advertising, it was learned unofficially that radio-TV's share came to nearly $95 million to the total. Other major contributors were newspapers, magazines, direct mail, business press, outdoor and transit advertising.

During the fiscal year, the council conducted campaigns in support of 102 projects. Nineteen of these were major campaigns to which all media contributed time and space, but broadcasters in addition supported almost entirely the effort behind the other 83. A major campaign to which radio and TV networks and stations donated millions of dollars of time were these council projects: equal employment opportunity, aid to higher education, the American Red Cross, boys' clubs, Boy Scouts, Girl Scouts, mental retardation, Peace Corps volunteers, traffic safety and united community campaigns.

The council reported that 19 major campaigns received more than 17 billion TV home impressions through network programs alone. Almost a billion radio impressions were provided through network radio and that figure was easily doubled in local radio station donations, the council indicated.

Contributions to the ad council include volunteer advertising agency task forces, advertiser support and donations by broadcasters and publishers.

ABC wins court battle with sponsor

Even though a sponsor thinks his image is being hurt by identification with a TV program and the network presenting it, that's no justification for canceling a contract. This is the meaning being read into last week's action by the U. S. Supreme Court in refusing to review a lower court decision upholding a claim of $265,047 plus interest by ABC against the Kemper Insurance group.

Technically the Supreme Court denial of review was on a claim by Kemper that it was required to buy 130 ABC affiliates for the program, Evening Report, when all it wanted was 95 stations. This, Kemper claimed, was a tie-in sale, thus violating the antitrust laws. A lower court had ruled, however, that this was no defense, since Kemper had not objected originally and had in fact paid for three programs before it canceled.

ABC sued Kemper in 1963 after the insurance firm canceled its sponsorship of the network's Evening Report, after the fourth program. It had signed for 26. Originally, ABC asked for $432,693, but this sum was reduced to the $265,047 figure in the final New York State court judgment. With interest, this amounts to $298,800. Kemper's complaint was that it didn't care to be associated with a program and a network that became the object of criticism due to a second program which was critical of Richard Nixon, former vice president of the United States, and on which convicted perjurer Alger Hiss appeared. The program occurred in November 1962 with Howard K. Smith, ABC news commentator as narrator. Mr. Hiss attacked Mr. Nixon, who was head of a House committee during the Hiss-Chambers confrontation. It was Mr. Hiss's testimony before this committee that resulted in his conviction for perjury.

The Hiss appearance and his criticism of Mr. Nixon aroused a storm of controversy aimed at Mr. Smith and the network.

Two days after the Nixon program, Kemper canceled its sponsorship of Evening Report. The Kemper firms did not sponsor the Nixon program.

In 1965, a New York State judge allowed damages to ABC (BROADCASTING, March 22). The state court of appeals affirmed the award last summer.

Also in advertising...

Change of address • Spade and Archer, the new advertising agency named after the detective firm in Dashiel Hamnett's "The Maltese Falcon," has moved to 866 Third Avenue, New York. The phone number remains the same: 753-7407.

Shotgun or rifle? • Why scatter your shot with network TV when you can use spot to pick off your target customers with the accuracy of a rifle? It's an oft-told tale of spot having local, specific attributes that's still being told—now in a new presentation to advertisers by Triangle Stations. The station group owner's sales campaign is entitled "Sell More." It points out the futility it claims advertisers have in reducing their local sales problems via network TV and notes that spot not only establishes a rapport with consumers but has promotional and merchandising advantages as well.

Top names dominate TVB Chicago agenda

The 12th annual membership meeting of the Television Bureau of Advertising in Chicago this week will focus on the influence of television advertising on the present and future economic status of the nation.

Among the speakers at the meeting, which will be held at the Continental Plaza hotel Tuesday through Thursday (Nov. 15-17) will be Peter Allport, president, Association of National Advertisers; Tom McCabe Jr., vice president and group executive, Scott Paper Co.; Alfred Plant, vice president, advertising, Block Drug Co. These executives will discuss "The Business of Advertising."

The subject of "The Business of Advertising Agencies" will be examined by John Crichton, president of the American Association of Advertising Agencies; Tom Adams, president of Campbell-Ewald Co., and Dick Pinkham, senior vice president in charge of media and programs, Ted Bates & Co.

Panelists discussing "The Business of Media" will be Herb Manelove, vice president and media director, BBDO; Bill Oberholtzer, manager, media planning, Leo Burnett Co.; Bern Kanner, senior vice president and director of media management, Benton & Bowles, and Jack Davis, senior vice president and media director, Honig-Cooper & Harrington.

Business briefly...

International Association of Holiday Inns, Memphis, through Beard, Lawson, Potter, also Memphis, has begun "Nighttime," five hours a night, seven nights a week, in 16 markets on 19 stations throughout U. S. and Canada. The program is a cooperative project between the local Holiday Inns and the
Meet the fine executives behind United Broadcasting Company...

Successful men like Herman Sitrick of WSID-AM-FM, Baltimore.

Double your billings in five months, and competition takes notice. It happened recently among the three radio stations competing for Baltimore's important Negro audience. WSID doubled billings, just five months after Herman Sitrick became general manager of the AM-FM station and affiliate WMET-TV. Advertisers like the responsive WSID audience. Listeners like the lively sound of WSID music and personalities, and its public service policies. One example is "Church Calendar," which airs as many as 250 announcements free for area churches each week. WSID's progressive policies and advancing position in the ratings attest to Herman Sitrick's determination to win the lion's share of Negro listeners in Maryland's port city.
From spot to pop

A radio commercial tune produced by Warwick & Legler, New York, for Helena Rubinstein Inc., same city, has been recorded as a pop single by ABC-Paramount artist Kathy Keegan. The song, "Suddenly," was broadcast in October 1965, in commercials on a 50-station line-up.

Music for the new recording was arranged and conducted by Don Costa; Sonny Hayes, Warwick & Legler business manager and musical director collaborated on the lyrics. Kathy Keegan is best-known for her more-than-million record selling "It's the Good Life."

FCC okays air want-ads without naming buyer

The FCC has waived its sponsorship-identification rule to permit wvvp-AM-FM Mt. Kisco, N. Y., to conduct a daily want-ad program.

The waiver permits the stations, which carry the one-hour program daily, to broadcast the want-ads without identifying the person buying the ad. The waiver was granted last week for an indefinite period and may be rescinded if developments indicate that it would not be in the public interest, the commission said.

Precedent for the waiver was established three years ago, when the commission on Dec. 11, 1963, waived the sponsorship-identification rule in connection with a want-ad program broadcast by WBFY Baltimore. That waiver was extended last June.

FCC has 44 spots in hour

An hour program filled almost fully with 44 TV commercials was aired Oct. 28 by noncommercial educational WTTW(Chicago) Chicago so that viewers could vote and help judge entries in second annual international film festival there. The TV spots were finalists in a competition. Once time FCC Chairman Newton Minow, interviewed on the show, related impressions of viewing Italian commercial television while on a recent trip abroad. He said the U. S. should follow the Italian lead and bunch commercials at the opening and closing of shows and leave programs uninterrupted.

ETV has 44 spots in hour

The commission voted on the denial was 5 to 0. Commissioner Robert Bartley abstained from voting; Commissioner Lee Loewing concurred in the result and Commissioner Nicholas Johnson did not participate.

KFOX short-term renewal upheld

The FCC reaffirmed an earlier grant of one-year license renewals to KFOX-AM-FM Long Beach, Calif., for overcommercialization as it denied last week the stations' request for reconsideration of the decision.

The Long Beach stations were given one-year renewals last February for exceeding their proposed limit of 18 minutes of commercials per hour in 26% of the hours checked by the FCC staff (Broadcasting, Feb. 28).

The commission vote on the denial was 5 to 0. Commissioner Robert Bartley abstained from voting; Commissioner Lee Loewing concurred in the result and Commissioner Nicholas Johnson did not participate.

Rep appointments

Fighting bad guys
is only part of "The Wonderful World of the Good Guys."
and still more...

The demographic information shown above is also shown for...

- **Day part audience summary**—showing average week estimates...and

- **Detailed average quarter-hour audience estimates for selected long duration programs** (45 minutes or longer).

- **TV station circulation** gives you current estimated total households reached during average week, by each station, by day part for both Metro and Total Areas (where applicable).

- **Latest estimates of color tv ownership** are reported, market by market, with color programs identified.

- **All in a convenient format** with larger type for easier reading and color-keyed by report period for quick identification.

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### AVERAGE WEEK ESTIMATES

<table>
<thead>
<tr>
<th>HOUSEHOLDS USING TV · RATING · SHARE OF AUDIENCE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF HOUSEHOLDS</td>
</tr>
<tr>
<td>TOTAL ADULT VIEWERS</td>
</tr>
<tr>
<td>WOMEN VIEWERS—total, 18-34, 18-49 yrs.</td>
</tr>
<tr>
<td>MEN VIEWERS—total, 18-34, 18-49 yrs.</td>
</tr>
<tr>
<td>TEEN VIEWERS—total (12-17 yrs.), girls only</td>
</tr>
<tr>
<td>CHILD VIEWERS—total (2-11 yrs.), 2-5 yrs.</td>
</tr>
<tr>
<td>LADY OF HOUSE—total, under 35 yrs., under 50 yrs.</td>
</tr>
</tbody>
</table>

| % TOTAL VIEWERS 21 YRS. OR OVER |

### ADJACENT 1/2 HR. AVERAGES

(1/2 hours)

Showing Time Period, Rating, Number of Households, Women Viewers, Men Viewers, Teen Girls, Children, and Lady of House.

---

For details, write, wire or phone your NSI Sales/Service Representative.

---

**Nielsen Station Index**

**NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE**

NEW YORK (10019) · 1220 Avenue of the Americas · 956-2500

**NSI SALES/SERVICE OFFICES**

CHICAGO (60601) · 360 N. Michigan Ave. · 372-3810

HOLLYWOOD (90028) · 1680 N. Vine St. · Hollywood 6-4391

SAN FRANCISCO (94104) · 66 Post St. · Yukon 6-8437

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a service of A. C. NIelsen Company
Reduced price set for KFWB

WBC and Crowell Collier sign new sales pact, pending FCC payola action

If the FCC is willing, Westinghouse Broadcasting Co. will acquire KFWB Los Angeles for $1,650,000 less than it offered to pay for the station last January.

WBC and Crowell Collier Broadcasting Corp., licensee of the station, informed the commission last week that they had agreed on a new purchase price for the station—$9,100,000.

The parties, in an amendment to their application for transfer of the station's license, said "unforeseen developments and changed circumstances" led to their agreement to reduce the price from the $10,750,000 figure that had been set last January.

The changed circumstances were not spelled out, but WBC has charged that KFWB has permitted the station's economic condition to deteriorate (Broadcasting, Oct. 24). In an exchange of letters with Crowell Collier president Raymond Hagel last month, Donald H. McGannon, president of WBC, said the station had not been operated in the "normal and ordinary manner" and that revenues had declined more than 60% during the year.

And Joseph Baudino, WBC vice president, in a letter accompanying the amendment, told the commission the reduced price would leave WBC with added funds to "strengthen and improve" the station's operations.

However, the question of whether the WBC will get the station at any price is still uncertain. Not only has the commission not yet acted on the transfer application, but it is scheduled to consider first a proposal to set the KFWB license down for a revocation hearing.

Order Being Drafted * The commission last month, during its initial consideration of the assignment application, had instructed the staff to draw up a revocation-hearing order as a result of the alleged involvement of station personnel in the commission's payola investigation.

It was the commission's investigation that was the principal cause in the lengthy delay in action on the application. The WBC efforts to lower the price for the station began before the commission asked the staff to prepare a revocation order.

The original sale contract permitted cancellation of the agreement if a final commission order was not issued by Oct. 31. Mr. McGannon had told Mr. Hagel that WBC would cancel unless Crowell Collier agreed to renegotiate a lower price for the station.

Mr. Hagel had initially denied that the station had been operated in other than the ordinary manner, and blamed declining revenues on uncertainties resulting from the pending of the transfer. He also indicated Crowell Collier would not agree to a lower price for the station.

In the amendment filed last week, both parties reserve the right to terminate the agreement if FCC approval is not received by Jan. 31, 1967.

Miami station named in Mediastat suit

A Miami radio station owner has been sued by a radio rating service for making unlawful use of a radio report. The suit was filed in the U. S. District Court in Miami by Media Statistics Inc., a Washington-based ratings firm, against WINZ Miami.

Mediastat charged that WINZ, without subscribing to its service, had duplicated a copyrighted radio ratings report for the period Feb. 2 through March 1 and that the radio station's salesmen had used the report. The suit was filed two weeks ago, but was made public last week.

Mediastat also claimed that the material used from the ratings report "was incorrectly and falsely copied so that a false, fraudulent and misleading result was attained."

Under the terms of its copyright, Mediastat said, any nonsubscriber who uses the reports becomes liable for the full subscription rate. Mediastat charges $6,000 for its service. The complaint said that Mediastat had sent a bill for this amount to WINZ in May and subsequent letters demanding payment. Payment was refused, the ratings firm said.

Mediastat asked that WINZ be required to pay the $6,000, and also that "exemplary damages" be assessed against the station.

Frank S. Craig, general manager of the station, said that the use of unper- chased copyrighted material by the station is forbidden, but that one salesman had used some figures from the February-March Mediastat report on a WINZ letterhead for one client. The sales- man, Mr. Craig said, did so without management's knowledge or consent.

A pattern for educational FM

FCC asks comments on proposed allocations aimed at fostering growth

The FCC moved last week toward a conclusion of a long-pending FM rulemaking proceeding by asking for comments on a proposal to create a table of assignments for the 20 educational FM channels.

The rulemaking, issued by the commission on July 5, 1961, led to adoption of a table of assignments for the 80 commercial FM channels in July 1963 (Broadcasting, July 29, 1963). The table envisaged in the notice of inquiry issued by the commission last week would be similar to that table, as well as to the one in use for television. Educational groups and the Department of Health, Education and Welfare have encouraged the commission to adopt a table for educational FM stations. These outlets are assigned to channels 201-220. In addition, the commission feels a table would be helpful in view of a need to negotiate a broader agreement with Canada on educational FM assignments.

The notice of inquiry seeks information on criteria to be used in making
OMAHA:
A DIVERSIFIED,
GROWING CITY
IN THE MIDDLE
OF THE RICH
CORN BELT

Omaha has developed a strong, vigorous, and diversified economy: the nation's fourth largest railroad center; home of more than 600 manufacturing plants; home of 37 insurance companies; major center of government offices, services, and military facilities; headquarters of Strategic Air Command; world's largest livestock market and meat packing center. It adds up to a rich market with an average effective buying income over 14 percent greater than the national average.

In 1854 Omaha was settled in the midst of the rich black land that was to become famous as the corn belt. Today it's a broad-based municipality where people buy and sell, manufacture and ship, and prosper by providing the nation with a multitude of goods.

LIVESTOCK TO LIFE INSURANCE

It's a dynamic, growing city with a solid and substantial base. The world's largest livestock center and the home of 37 insurance companies at the same time. A city whose 600-and-some manufacturing plants turn out everything from TV dinners to telephone equipment, from beef steaks to box cars.

Omaha's setting is the richest, most productive farmland in the country, with a food center almost automatically; its own foresight, planning, and hard work provide the balance for present and future stability.

Omaha's stockyards are the biggest and busiest in the world. More than $1 billion worth of foodstuffs move from Omaha to the nation's dining tables every year, and famous Omaha steaks lead the parade.

Mutual of Omaha, the largest health and accident company in the world, has home offices in Omaha (companies that employ over 5,500 people with a combined payroll of $34,000,000).

HEALTHY AND GROWING

You see Omaha's insistence on stability clearly in this century-old city's progress. Omaha grows in a way that's steady and sure. In the last 10 years the totals put Omaha's population up 30 percent, its bank clearings up 68 percent, its retail sales up 40 percent. Employment, income, and construction keep up with measured pace.

Downtown Omaha is changing. An estimated $100 million worth of construction is planned in the next five years, bringing with it a new round of extensive, solidly-based growth.

BUYING INCOME IS HIGH

Today more than 520,000 people live in Metropolitan Omaha. People who believe in buying what they need today and saving for what they'll need tomorrow. And who have the money to do it. The average effective buying income per household is $8,095 (U.S. average is $7,816). Omaha's preference for endurance and stability has paid off. It's made the city a rich market.

It's made it a good test market, too. So have a couple of other things. The dominance of Omaha media over the entire market area, for instance. At the fact that you have no problem setting up a test, because Omaha is a wholesale center and a major chain store headquarters. These are the reasons why Omaha is the 12th most frequently used market for tests.

Omaha has 2,600 retail stores serving customers in 11 counties in Nebraska and seven Illinois counties, a market of 740,000 people with an annual buying power of $1.74 billion.)
Code frowns on Swiss Colony ads

Two 60-second television spots for Italian Swiss Colony wine cocktails, that allegedly taste like well-known hard-liquor drinks, will come off the air on Dec. 17. That date was set last week by Honig-Cooper & Harrington, San Francisco, agency for Italian Swiss, and the National Association of Broadcasters Code Authority.

Although the spots were being carried on network TV and by stations in 75 markets, the code authority found them to be in violation of its liquor guidelines that ban language primarily associated with hard liquor in beer and wine spots.

There are also unconfirmed reports that the Alcohol and Tobacco Tax Unit of the Internal Revenue Service may get in the act. The alcoholic beverage industry is regulated by IRS, and a spokesman for the service said last week that one of IRS's aims is to see that products are not deceptively advertised or packaged.

He said IRS was particularly interested in seeing that "in one way or another the public is not misled." If the product name may confuse the public into thinking it is a hard-liquor drink, he said, the IRS could get in the act. He added that IRS "doesn't want to interfere with advertising in any way."

The Italian Swiss spots claim that their new Collins, zombie and cuba libre wine cocktails resemble the taste of the respective hard-liquor drinks.

The commercials had been running for several weeks on the networks and in spot before some code subscribers questioned their propriety under the guidelines. On Oct. 22, the code authority notified the agency that the spots were violating the code.

Uncompensated spots still count, FCC says

The FCC decided last week that affiliates of the Mutual Broadcasting System must count the network spots on news programming as commercial matter for which the affiliated stations do not receive any direct payment. MBS had previously requested that all such commercials be exempted from the commission's definition of commercial matter, which says that licensees must report uncompensated network spots as commercial time.

The commission suggested, however, that affiliates with "special problems' should explain their situation when answering question C of the appendix on the FCC's new commercial questionnaire, sent to all licensees last month (Broadcasting, Oct. 17). The question asks each licensee to explain how its commercial coverage is in the public interest if the hourly maximum of a station's commercials is over 18 minutes for radio or over 16 minutes for TV.

Agency appointments....

- Atlantic Savings & Loan Association, Los Angeles, has appointed Anderson, Morgan, DeSantis & Ball Inc., Hollywood, to serve as its advertising and public relations agency, effective Nov. 15.
- Ted Bates & Co., New York, appointed Yardley & London to handle U.S. advertising for the company's women's products, including fragrances, makeup and bath products. Billing on the account is estimated at $2 million.

THE MEDIA

Station sales create new group

Honolulu owners buy Atlanta, Indianapolis outlets; another sale: Atlass and associates buy WAAF Chicago

A new broadcast group has entered the multiple broadcast ranks. The purchase of WATL-TV Atlanta and WIRC-AM-FM Indianapolis by DeSales Harrison Jr. and associates for $15 million was announced last week.

Mr. Harrison, who entered broadcasting only last year with the purchase of KHYN-TV Honolulu, will be the principal stockholder of the buying company, Pacific & Southern Broadcasting Co. Other stockholders are Arthur H. McCoy, former president of John Blair & Co. and now president of the Honolulu station, and Richard M. Fairbanks and family.

Also announced last week was the purchase of WAAF Chicago from Corn Belt Publishers Inc., by Ralph L. Atlass and group for about $1 million.

All purchases are subject to FCC approval.

Pacific Southern Lineup - Mr. Fairbanks is scheduled to serve as chairman of Pacific & Southern Broadcasting. Mr. McCoy will act as president, and Mr. Harrison, as chairman of the executive committee.

Ownership of Pacific & Southern Broadcasting will initially be held by Mr. Harrison and his family, 66 2/3%, and Mr. McCoy, 33 1/3%. Mr. Fairbanks and his four cousins, who now own the Atlanta TV station and the radio stations in Indianapolis, will have an option for a substantial minority position.

Pacific & Southern will consist not only of the new acquisitions, but also of KHYN-TV. This will be sold to the new company through an exchange of stock. KHYN-TV and its satellites, KHAW-TV Hilo and KAI-TV Wailuku, both Hawaii, were bought by the present owners in 1965 for $2,598,000 from the Honolulu Advertiser and John D. Keating.

Mr. Harrison stated that the policy of the new Pacific & Southern Broadcasting Co. is to acquire and to operate broadcasting properties in "outstanding, growth communities. . . . ."

WATL-TV, which began operating in 1951, is on channel 11 and is an ABC affiliate. It was originally founded in 1951 by the Atlanta Journal as WSN-TV. When the Journal and the Atlanta Constitution merged in 1950, the station's permit was sold to a local group for $525,000, since the Constitution already had channel 2 there. The local group sold the station, under the call letters WLTW (TV), to Crosley in 1953 for $1.5 million. In 1962, Crosley sold the station (then WLWA[TV]) to the Fairbanks group for $2,251,000 plus book value of working capital. At the same time Crosley retained its grant of WLWT[TV] Indianapolis by paying the Fairbanks group $100,007 for out-of-pocket expenses during an eight-year-long battle for the Indianapolis channel 13. Originally, Crosley had received the permit over the Fairbanks application, but in 1961 the grant was remanded to the FCC by the U.S. Court of Appeals in Washington because one of the commissioners had participated in the 1957 grant without hearing oral argument. The 1957 grant was on a 4-3 basis. In 1961 the commission, again splitting 4 to 3, voted the grant to the Fairbanks group.

WIBC has been operating since 1938; it is fulltime on 1070 kc with 50 kw daytime and 10 kw nighttime. WIBC-FM, which is six years old, operates on 93.1 mc with 24 kw.

Pacific & Southern Broadcasting Co. will headquartered in New York.

Atlass Back - Midwest pioneer broadcaster Ralph L. Atlass, who retired this fall as area vice president for Westinghouse stations wmdn Chicago and wowo Fort Wayne, is majority stock-
Some people know about the outstanding work by ABC News.

Now others are beginning to find out.

"I thought ABC clearly achieved parity with the other networks in every respect... Howard K. Smith was impressive as anchorman... Bill Lawrence and Edward P. Morgan performed valiantly."

Bernie Harrison, Washington Star

"If only because ABC traditionally has been a runner-up in election reporting, its over-all record was in some ways the most interesting. Howard K. Smith, the veteran commentator, was in excellent form with his firsthand impressions of the results and was exceptionally well supported by William H. Lawrence and Edward P. Morgan. Moreover, ABC was reporting projected results sometimes faster than both its rivals and was on the button more often than not.


"Most improved—and where most improvement was needed—was the coverage of the American Broadcasting Company (Channel 7). Just as soon as the networks signed on at 7 PM, Correspondent William H. Lawrence began calling off the winners. Throughout the long night, ABC continued to use its RSVP with great boldness. The boldness, however, was accompanied by caution in the closely contested, difficult to call races.

To this viewer equipped with a three-screen television receiver (and instant sound selection) it seemed obvious that ABC-TV has finally come into full competition with its richer rivals... It was obvious last night for the first time that ABC-TV had met its rivals in planning, spending, executing and projecting."

Larry Laurent, Washington Post

"ABC recruited a team of political scientists from every section of the nation to interpret results in their own areas of expertise. The result was generally excellent. And as usual, the network anchormen turned in impressive reportorial jobs—Howard K. Smith of ABC with a healthy mixture of result and reaction."

Joe Sullivan, Boston Herald

"It was apparent that ABC... was making it a good three-way fight, instead of allowing the other webs to dominate the picture."

Percy Shain, Boston Globe

"But the fact is that with an occasional exception, give or take a few minutes, they were about even. All of them did first-rate jobs. One expected this of NBC and CBS but the topnotch work of ABC came over as a real surprise... At ABC, William H. Lawrence, Peter Jennings, Edward P. Morgan and Howard K. Smith did credit to their company."

Ben Gross, New York Daily News

"...and Howard K. Smith leading ABC to its best, most fluid, most informative election outing ever."

Barbara Delatiner, Newsday

ABC Television Network
Omaha has been acknowledged by the U.S. Dept of Labor as one of only four major markets in the U.S. that have not had a recession or depression since World War II. The reason: a diversified economy with a balanced labor market. The trademarks below represent only a sample of the variety of services and products made in Omaha by a workforce that earns a total payroll of well over $1 billion.

Omaha is an important river market, with the Missouri River linking the city to the ports of the world. River tonnage carried by the five barge lines serving Omaha has tripled in the past 10 years and will double again within the next five. Other transportation keeps up with the city's growth, too. Five major airlines now operate in and out of Omaha's ultramodern Eppley Air Terminal. And nine Class I railroads operate more than 100 freight trains in and out of Omaha every day.

Omaha has increased its medical facilities at a rapid rate, investing more than $200 million in buildings and equipment since World War II with millions more on the drawing boards. It is the only city of its size with two Class A medical schools. Other educational facilities add to the ranks of young people with money to spend; enrollment at Omaha's five universities and colleges total 14,500.

11,600 military and civilian employees of the Strategic Air Command add another $76,900,000 to the city's payroll.

In the past 10 years, more than $100 million has been spent for construction of seven million square feet of new manufacturing space in Omaha. Western Electric, with over 5,000 employees, is Omaha's largest manufacturing employer.
TV WOW radio, The WOW call letters have been a part of the Omaha story for a good long time. Forty-three years for WOW radio, 17 for WOW-TV (it was Omaha's first TV station), and seven years for WOW-FM.

In those years, the WOW stations have grown as steadily as the city itself, in audience and influence, in merchandising ingenuity and production capabilities. In all the special areas of broadcasting and in technical advances.

Regional Radio WOW sends the "Friendly Sound of Omaha" and CBS over a 103-county area, programming to the tastes of the area. And that programming policy is paying off: WOW's ratings nearly doubled in six months (Pulse Metro Area Sept.-Nov. 1965 vs. Jan.-March 1965).

Radio WOW has earned a reputation for innovation (the originator of the Traffic-Copter in Omaha). And a reputation for leadership. For instance, in the 14 years that Arnold Peterson has been on the air, he's become "Mr. Farm Broadcaster" and made WOW the recognized leader in farm programming in the area. Jack Payne, a 16-year veteran and the 1966 Nebraska Sportscaster of the Year, has done the same for WOW sports.

WOW-TV has another record of excellence. The station is equipped with complete all-new color facilities to brighten the 374,000 homes in the 49-county area it covers. And a new 1,377-foot tower will broaden coverage to over 425,000 television households (over 11/2 million in population) in Iowa and Nebraska by Fall, 1966.

Its programming is outstanding. In addition to the CBS network, it carries the leading syndicated shows, including Mike Douglas and Jack LaLann. It owns Seven Arts Volumes 1-11 plus other excellent feature film packages. It enjoys news leadership, getting the nod for "most complete new and experienced staff" according to the Mag Study. And it was the winner of the regional Emmy Award in 1965 for its documentary, "The Outsider."

Together, WOW AM and TV have earned three Peabody Awards and innumerable community service awards. And members of the staffs have been honored with countless citations for their individual accomplishments. Certainly the Meredith stations have earned the right to be called the top bananas in the Midland.

The WOW stations, represented by: Jo Blair for Radio and 1 Quality Group for TV; Phoenix KPHO AM TV; Syracuse WHEN AM; Kansas City KCMO AM FM TV; Bulls Island.

WOW's new 1,377-foot tower, over 1/4 mile high, will bring the tops in Midwestern broadcasting to even more homes in an even bigger area.
channels available to various communities and educational institutions, as well as on the technical standards to be used drafting the proposed table.

Queries On Networks • The inquiry also seeks information on the needs and plans for statewide networks and asks for comment on dealing with problems posed by 10-w stations and by the potential interference of educational FM stations to TV channel 6.

The commission's principal aim in establishing the table, the note of inquiry said, is to provide for educational FM signal coverage of as much of the nation's population and area as possible to permit states to establish statewide and regional networks. Beyond that goal, the proposed table should seek to meet needs of local county educational institutions, the inquiry says.

The commission will seek to make assignments on the basis of the following standards: 1 million population or over, 5 assignments; 250,000 to 1 million, 4 assignments; 50,000 to 250,000, 3 assignments; 50,000 to 100,000, 2 assignments; less than 50,000, 1 assignment.

The commission's concern with 10-w stations grows out of the view such low-power stations do not represent the most efficient use of the spectrum. Accordingly the commission asks whether it should continue to authorize such stations, require existing 10-w stations to seek higher power at the conclusion of their license period or delete such assignments in favor of regular assignments elsewhere. About half of the nation's 314 educational FM's operate with 10 w or less.

The technical problems involving television channel 6 have long been troublesome. That channel occupies spectrum space between 82 mc and 88 mc, and educational FM assignments start at 88.1 mc/s.

FCC's sour note stops 'symphony network'

A proposal to reserve 94 FM assignments in the noncommercial educational band (88.1-91.9 megacycles) for a nationwide "National Symphony Network" would be "contrary to the nature of the educational FM broadcast service," the FCC said last week.

In denying the 1965 petition filed by Symphony Network Association Inc., applicant for a UHF station in Birmingham, Ala., the FCC held that, in addition to being technically and economically impractical, the proposal would also "prevent the growth" of the educational service in many areas.

Symphony Network had asked that the FM assignments be reserved for a three-year period.

Last shots in pay-TV fight?

Reply comments filed by 3 proponents and 3 opponents; FCC may hear oral arguments but decision time looms

Opposing sides have made what will probably be their final arguments—at least in writing—in the long-drawn-out and controversial FCC proceeding involving the proposal to establish a nationwide system of pay television. The arguments in the main were familiar. But the stridency quotient was up, particularly on the part of the proponents.

The pleadings filed last week, three by supporters and three by opponents, were replies to the 49 comments submitted last month (Broadcasting, Oct. 17), in the proceeding which began 12 years ago. The commission has indicated that although an oral argument may be held on the proposal, the time for a decision is fast approaching.

The controversy continues to center mainly on the question of whether pay TV constitutes a potential supplemental service to free television which should be given a chance in the market place—or whether it would offer the public nothing new and, in any case, represent a threat to the existence of free television.

But last week, proponents of the measure spiced their arguments with particularly strong denunciations of their opponents—who are principally the networks, the National Association of Broadcasters, Association of Maximum Service Telecasters and a theater-owners group. Zenith Radio Corp. and Teco Inc. pictured them as vested interests seeking only to protect a favorable status quo.

'Selfish Needs' • Zenith-Teco, referring to the support of some of their opponents for commission action to regulate CATV, said their conception of commission power varies according to their "selfish needs"—"expansive when they want protection against change... and niggardly when the commission has proposed to permit changes, as here." Zenith-Teco noted that 80% of the comments favored the rulemaking proposal.

The current rulemaking was issued at the request of Zenith and Teco, which have been associated in a test of Zenith's Phonevision system of over-the-air pay television on Channel 9 (CTV) Hartford since 1963. Teco is licensee of the system.

International Telemeter Corp., which conducted a test of its own wired system in Etobicoke, Canada, singled out the Joint Committee Against Toll TV—the theater-owners group which has been fighting pay TV for 10 years—for its sharpest barbs. Telemeter said that the committee has waged a "vendetta against subscription television" and that its "campaign of vilification reached its peak" in the 1964 referendum fight in California against pay television.

Telemeter referred to "the unreasonable and vicious nature" of the committee's attacks on pay television and said that, "short of its pretexts as champion of 'free' television, the arguments of the Joint Committee are no more than the wholly self-serving efforts of the motion picture exhibitors to foreclose and eliminate legitimate competition."

Teleglobe Pay TV System Inc., developer of several pay-TV systems, talked of the opponents' "intransigent dog-in-the-manger policy toward pay TV," and derided the quality of free TV programming. "The telecasters have now had almost 20 years of absolute control of the home screen, and mediocrity is still the rule and not the exception," Teleglobe said. It added that pay television would be the competitive stimulus to awaken the networks from a "Rip Van Winkle" sleep.

Joint Committee • For its part, the Joint Committee attempted to score points off both the Hartford and the Etobicoke tests. The committee pointed out that although the Hartford test has been underway since 1962, Zenith and Teco have provided data on it only through 1964. "It may very well be, of course (and, indeed, the Joint Committee suspects that this is the case)" that the proponents are not "particularly proud of the programming which was presented during the past two years."

The committee also maintained that the Etobicoke test was a "failure" which Telemeter "abandoned" after an apparent drop in viewer interest. Telemeter maintains the test was an experiment and nothing more—not an effort to represent the ultimate value of which pay television may be capable.

Both Zenith-Teco and Telemeter, however, sought to rebut their opponents' major argument that the tests indicated that pay television would not provide viewers with programming different from that available on free television. Both said it was unfair to compare the programming of the first years of experimental pay television with, as Zenith-Teco put it, "the aggregate conventional programming of the three networks which have had free access to the nationwide market for almost 20 years."

Tough Old Days • Telemeter noted that applicants for television facilities
in the early days of television made "lofty" promises concerning programming that they weren't able to keep until years later—after they had made money. For the early years, Telemeter recalled, were tough; in 1949, TV networks and stations lost $15 million.

Telemeter, furthermore, argued that pay television has the potential of bringing to the home entertainment not now available on television—including first-run movies, sports events, such as at-home pro football games, where the gate is protected against free television.

Telemeter and Zenith-Teco also sought to paint as an asset what their opponents had pictured as a debit—the heavy reliance in both tests on films for programming. Opponents had noted that networks and stations are now providing increasing number of films in their schedules. But Telemeter and Zenith-Teco said pay TV could exhibit the films years before they were available on free television.

And Zenith-Teco asserted that pay television would actually benefit free television by providing the additional box-office support they say the motion-picture industry needs to replace films rapidly being devoured by television.

Nothing New • But the Joint Committee, AMST and ABC, in their reply comments, continued to stress the argument that pay television would offer the public nothing new in programming—that pay-television operators would seek the same mass audience that free television does, and that free television would suffer, as a result.

AMST argued as it did in its initial comments that the Hartford test offered no evidence that pay television could not succeed without hurting free television. Pay television, it said, "would simply take over the programming material the public now receives free, and this diversion would spread to other types of programs of proven mass appeal now available for free."

ABC sounded a similar warning. It noted that pay-TV proponents argue that viewers won't pay to see what is available at no cost. But, the network said, "once pay-TV outbids the free television system for the exhibition rights to program materials . . . the public's choice . . . those materials are no longer available on free television. The public's choice is not whether to pay or not to pay; the choice is whether to pay and thereby see the program or not to pay and not see the program."

Wait for Congress • ABC and the Joint Committee also urged the commission to choose not to authorize a pay-TV system without seeking congressional "guidance." The Joint Committee said this was particularly necessary in view of the pay-TV proponents' argument that the commission may not regulate the rates that would be charged the public. The committee said Congress should provide the power "to protect the public against rate gouging."

Congressional guidance isn't all that the committee would have the commission wait for. The committee said the commission shouldn't act until further information was available from the Hartford test and until further experience had been gained with another force affecting the broadcasting industry—CATV.

Meanwhile, hope for "a favorable decision" early next year was voiced last week by Joseph S. Wright, president of Zenith. Mr. Wright said the FCC's proposal "can obviously benefit the public through the new programs and new stations that subscription TV would support." He said the opponents of pay TV fear competition, and added, "We think members of the public can be trusted" to determine whether or not the service is wanted—"by buying the service or rejecting it."

Restrain Bell, CATV's plea

Interim statement asked of FCC by cable-TV group pending hearing on tariffs

The Community TV Association of New England, concerned over what it sees as growing telephone company involvement in the CATV industry, asked the FCC last week to issue a policy statement concerning such involvement while the commission decides if CATV tariffs filed by the Bell systems are lawful.

Community TV of New England specifically asked the commission to issue an interim policy statement saying that it is against the public interest for the telephone companies to "impede, delay, or refuse to grant and renew" pole attachment agreements with CATV systems. The association also asked for "reasonable" terms for all such agreements and urged the commission to say that it is contrary to the public interest for "telephone companies to discriminate against applicants for grants or renewal of pole attachment agreements in favor of applicants for lease or tariff offerings."

The New England trade association also lent its support to the complaint against AT&T and associated Bell companies filed last month by the National
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Community Television Association. NCTA had asked for an investigation and a hearing, charging that the telephone companies' activities in serving CATV were unfair and threatened the survival of CATV as an independent industry (Broadcasting, Oct. 17). The commission then ordered the matter for hearing to determine, among other things, if the telephone tariffs were unreasonable and discriminatory (Broadcasting, Oct. 24).

Bill of Particulars • The CATV industry has complained that the telephone tariffs, which CATV operators pay to lease telephone circuits or to use telephone company poles for their cables, result in unreasonable restrictions on the kinds of service the CATV systems may provide. CATV's also argue that control of access to the poles on which they must string their wires permits the telephone companies to discriminate between community antenna systems.

Several CATV trade associations asked the commission last week for permission to participate in the hearing on the Bell system CATV tariffs. They were: NCTA, the Pennsylvania Community Antenna Television Association, the Southern CATV Association and the California Community Television Association.

Michigan CATV riff ends in a merger

A CATV feud between two south central Michigan broadcasters has been ended with the two broadcasters merging their CATV systems.

The remaining CATV operation is Jackson (Mich.) TV Cable Co., which was founded last year by stockholders of the Knorr Broadcasting group. A minority interest in Jackson TV Cable Co. is being taken by Cascade Cable Television Co. (owned by Time-Life Broadcasters Inc.).

The battle erupted in the spring of 1965 when the Knorr group (which owns WKHM Jackson) asked for and received a franchise for CATV from the Jackson city council. Shortly thereafter, Time-Life announced it had signed an agreement with Michigan Bell Telephone Co. to supply CATV channels in Jackson without a franchise (Broadcasting, May 24, 1965). The feud became so bitter that Knorr withdrew from membership in the National Association of Broadcasters because, it claimed, Willard Schroeder, then chairman of NAB, was involved in a conflict of interest. Mr. Schroeder is a Time-Life vice president and manages WOOD-AM-TV Grand Rapids, Mich. Knorr has since rejoined the NAB.

The merger announcement on Nov. 2 was issued by Walter Patterson, Knorr Broadcasting president, and Mr. Schroeder. It said that the two companies are merging their systems immediately and that Ed Huse, executive vice president and general manager of WKHM and of Jackson TV Cable Co. would continue as chief executive of the Jackson CATV operation. It also stated that the CATV system would utilize the cable network already installed on telephone poles in Jackson and that the contract between Cascade and Michigan Bell would be terminated. Michigan Bell had not completed its installation, but it's understood, it has put in two miles of test cable. Cascade had 16 subscribers on this section. Time-Life contended that it required no franchise from the city because Michigan Bell was franchised to furnish communications services by the state.

Jackson TV Cable Co. is operating a 12-channel system over 105 miles of cable serving 2,500 subscribers. It charges $10 for installation and $4.95 a month for service. Its potential is about 8,000 families. It is now carrying three VHF stations from Detroit, one from Windsor, Ont., one from Kalamazoo, and two from Lansing, plus time and weather. The company has asked the FCC for permission to carry two UHF stations from Detroit that do not put a Grade B signal over Jackson, as well as two V's from Toledo and one from Grand Rapids (WOOD-TV).

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Changing hands...

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

- WAIL-TV Atlanta, WIBC-AM-FM Indianapolis: Sold by Richard M. Fairbanks and family to Pacific & Southern Broadcasting for $15 million (see page 44).
- WAAF Chicago: Sold by Corn Belt Publishers Inc. to Ralph L. Atlass and associates for about $1 million (see page 44).
- KCII Washington, Iowa: Sold by George Volger to Dick Jones and associates for $95,000. Mr. Jones' group formerly owned WLAF Lafayette, Tenn. KCII operates daytime only on 1380 kc with 500 w. Broker: Blackburn & Co.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 94).
- KRMG-AM-FM Tulsa, Okla.; KLFO

Broadcasting, November 14, 1966
Wichita, Kan., and KQBO Albuquerque, N.M.: Sold by George A. Bolas, Gilbert C. Swanson and associates to W. Clarke Swanson Jr., Gerock H. Swanson, each 42%; Kenneth R. Greenwood, 10%; Carol Swanson Rhoden, 5% and Webster E. Pullen, 1%, for $1,359,360. W. Clarke Swanson is owner of a CATV system in Sebring-Avon, Fla.; Gerock Swanson is a student; Mr. Greenwood was executive vice president of licensee corporation and also a stockholder; Mrs. Rhoden is a housewife, and Mr. Pullen is in real estate and consultancy. KRMG, founded in 1949, operates daytime only on 740 kc with 50 kw. KRMG-FM is on 95.5 mc with 2.95 kw. KLEO began operating 30 years ago and is fulltime on 1480 kc with 5 kw daytime and 1 kw nighttime. KGEO, which is 20 years old, operates fulltime on 920 kc with 1 kw daytime and 500 w nighttime.

KOWB Laramie, Wyo.: Sold by Charles R. Bell and group to Curtis Gowdy, NBC sports announcer, for $94,000. Mr. Gowdy already owns WCCM-AM-FM Lawrence, Mass., and has a 2.6% interest in KBBC-AM-TV Cheyenne, KXAS Rock Springs, both Wyoming, and KSDF-TV Scottsbluff, Neb. KOWB, founded in 1948, operates fulltime on 1290 kc with 5 kw daytime and 1 kw nighttime.

FCC gets rebuttal to Dal-Worth

Opponents of Dal-Worth Microwave Inc.'s proposal to use microwave facilities to feed nonbroadcast origination to Texas CATV systems last week answered the charge that they constitute a 'conspiracy to restrain...competition' and to 'deny the free exercise of constitutional freedoms'.

The National Association of Broadcasters, the Texas Television Broadcasters Association, the Association of Maximum Service Telecasters and KCEN-TV Temple-Waco, Tex., again urged the commission to deny Dal-Worth's applications in response to the charges made by the Dallas company last month (Broadcasting, Oct. 24). NAB, AMST, TTBA, KCEN-TV and the owners of 10 other Texas television stations had filed earlier oppositions to the Dal-Worth plan (Broadcasting, Sept. 12, 5).

Dal-Worth proposes to provide three channels of nonbroadcast service, from an as yet unidentified source in the Dallas area, to five common carriers for relay to their CATV customers. The opponents have charged that the proposal constitutes a plan for pay television based on CATV program originations.

Free Speech = AMST, NAB, TTBA and KCEN-TV all said that the large number of petitions opposing the Dal-Worth proposal did not indicate a 'conspiracy' on the part of broadcasters to 'restrain...competition.'

"Dal-Worth complains that those who oppose its applications are 'ganging up' to try to deprive it of its First Amendment free speech rights," KCEN-TV said. "Yet it fails to perceive that the telecasters also have the constitutional privilege to peaceably assemble for the purpose of exchanging ideas and discussing the problems affecting their present and future operations." Dal-Worth had previously stated that the opposition represented an "acknowledged combination of vested interests dedicated to but one basic objective—maintenance of the status quo and preservation of their own limited monopoly."

NAB charged that Dal-Worth had made an "unwarranted and unjustified" attack on its opponents and had "completely" misconstrued the association's position. "It was not suggested that the applications be denied out of hand, but only that FCC policy on both CATV program originations and pay TV must be established before applications such as Dal-Worth's could be considered," NAB said. The commission also has the "right and the obligation" to determine the final use of Dal-Worth's proposed facilities, NAB stated. Dal-Worth had previously asserted that the FCC lacked jurisdiction in the case because the proposed common carrier circuits were to be located only in Texas and would not carry broadcast matter.

The commission is currently considering in a rulemaking proceeding whether to establish pay television as a regular service. In addition, Congress is considering FCC-recommended legislation that would prohibit CATV's from originating programming except in categories specified by the commission and for which no extra charges would be made.

The broadcasters also disputed Dal-Worth's contention that its constitutional right of free speech would be violated if its applications were denied. "The courts have repeatedly held that freedom of speech and liberty of press are not absolute and unqualified rights, but that these rights are subject to the greater right of the public interest and can be reasonably restricted to safeguard the public interest," KCEN-TV stated. Both AMST and TTBA cited a Supreme Court ruling that said a denial of a station license is not a denial of free speech if the licensing standard is the "public interest, convenience, or necessity."

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Contact—DeWitt "Judge" Landis in our Dallas office

(Information on this property and other broadcast facilities will be available from our representatives attending the NAB Fall Conferences in New York City and Charlotte, N. C., this week.)

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Broadcasting, November 14, 1966 55
New deal for newsmen?

AFTRA says they're forgotten men, tries for wage-fee scale

Negotiators for management and the Screen Actors Guild and the American Federation of Television and Radio Artists are expected to continue contract talks until midnight tomorrow (Nov. 15) when several pacts covering actors, performers and newsmen expire.

Spokesmen for both industry and the unions were agreed that negotiations would "go down to the wire," and that on many issues, including wages, working conditions and fringe benefits, they were still far apart.

AFTRA and SAG were set to resume talks today (Nov. 14), armed with strike authorizations from their memberships.

The unions are seeking increases in compensation that amount to about 20% in many key areas and other benefits (Broadcasting, Nov. 7).

In the TV-commercial sector, management is represented in the negotiations by an assortment of organizations, including the three TV networks, the American Association of Advertising Agencies, the Film Producers Association of New York and the Joint Policy Committee on Broadcast Talent Union Relations, which consists of representatives of the 4A's and the Association of National Advertisers.

Management officials would say only that "we are still negotiating."

Separately, AFTRA is negotiating various TV-radio program codes with TV-radio networks and transcription codes with radio producers. AFTRA is reported to be seeking a 20% increase in wages and fees, claiming this figure is consistent with the rise in the cost of living since 1963.

Network Newsman - For the first time, AFTRA also is seeking a contract to cover network newsmen on a national basis. Donald Conaway, AFTRA national director, last week called these employees "the forgotten workers."

AFTRA is asking a minimum weekly base of $225 per week for these newsmen plus $225 minimum weekly fee guarantee for a total of $450 weekly; additional compensation of $50 a day or part of a day when a newsmen (on domestic assignment) is required to travel more than 50 miles from office to assignment; a minimum of $600 a week for newsmen assigned outside of the continental U.S. on the basis of a five-day week and an additional payment of $200 a week if he has to work a sixth or seventh day.

AFTRA is demanding "hazard pay" for newsmen working in a war zone or those assigned to cover "acts of violence," such as riots, revolutions and police actions.

The union also is asking for a death- and-accident insurance policy for newsmen working outside the studio under which the staffer would be paid his weekly guarantee if he is unable to perform his duties as provided in the contract and, in the event of his death, his beneficiary would receive a lump sum of $100,000.

Other AFTRA demands include: first-class transportation must be provided to newsmen required to travel (tourist jet is not considered first class); newsmen have the right to take additional four weeks' leave without pay per year to "fulfill speaking engagements, lecture tours etc.;" wardrobe fee shall be paid for each on-camera performance.

In another labor development, the International Brotherhood of Electrical Workers conducted a mail referendum last week among more than 1,100 technicians asking them to approve or reject a contract proposal made by CBS. The union and the network had been in negotiations for more than a year to replace a pact that expired last Jan. 31. Neither the union nor CBS would reveal details of the proposal.

SAG, conducting a nationwide strike referendum in the field of television commercials, announced late last week that some 95% of the more than 6,000 mail ballots received as of Nov. 10 were in favor of a strike against the TV networks and other commercial-makers. The actual count was 6,064 votes to authorize a strike and 338 votes against such authorization.

Mexican chores add up for NAB directors

The regular working sessions of the National Association of Broadcasters board of directors will be extended when the board holds its winter meeting in Mexico City, Jan. 22-27.

Ordinarily, the joint board meets Tuesday afternoon and Friday morning with separate TV and radio board sessions on Wednesday and Thursday.

However, a joint meeting with the Mexican Association of Broadcasters has been scheduled Tuesday afternoon, so the NAB board will meet in its opening session that morning.

To give the U.S. broadcasters a chance to see events that are typical of Mexico, the NAB board members will be guests of the Mexican broadcasters at a Sunday bullfight and at an evening performance of the Folkloric Ballet.

Also on the agenda is an interview with Mexican President Gustavo Diaz Ordaz.

Helping in arranging the Mexican sessions are Guillermo Morales Blumenkron, president of the Mexican broadcasters' directive committee; Francisco Ibarra Lopez, former president, and Jose Luis Fernandez, vice president.

FCC smiles on CATV requests

The FCC continued to dig away at its large backlog of CATV work last week, disposing of four cases—all of them, as it happens, in a manner favorable to the CATV systems involved.

In one case the commission refused to require a CATV to afford nonduplication protection to a station that puts a predicted grade A signal over the CATV's community. In another, it turned down a UHF applicant's request that it reconsider a microwave grant permitting service to a CATV in the market the applicant intends to serve.

And in two other cases, the commission granted CATV systems temporary waivers of the nonduplication rule.

The commission votes indicate that Commissioners Kenneth A. Cox and Robert E. Lee will be the headliners in CATV cases. They were the only dissenters, voting for a cease-and-desist order in the first case and for reconsideration in the second. The vote on the temporary waivers was unanimous.

Others Like It - The case involving the cease and desist order probably presages a score or more of similar decisions by the commission. Agency officials say some 20-25 cases like it are awaiting commission action.

The request on which the commission acted last week was asked by Springfield Television Broadcasting Corp., in an effort to stop Mohawk Valley TV, a CATV, from duplicating in Athol, Mass., the signals of the company's WRLP-TV (ch. 32) Greenfield, Mass.

Springfield said WRLP-TV puts a
The Bumsteads do not take TV lying down.

They go to work for you... give you a promotional impact like you hardly ever see these days.

When you sign up for the Blondie movies, you immediately have available: A 10-minute preview for on-air promotion and sales meetings, 12 made-for-TV film promos, 10 radio spots, tapes of the new Blondie theme song, an open-end deejay interview of Penny (Blondie) Singleton.

Also, posters (2 sizes), post cards, Dagwood sandwich recipes, a Blondie Nostalgia Test, a premium anthology of favorite Blondie strips.

Also, you can arrange cross plugs with local Blondie newspapers. And you can arrange a visit from Penny in person.

Most of this is for free or for a small charge. And it's all in addition to the regular Blondie promotion kit, a rich assortment of photos, slides, ads, etc.

No, when they get to TV, the Bumsteads aren't resting on their laurels. They'll run themselves ragged for you.

King Features

West: Maurie Gresham 213-769-0232
East: Ted Rosenberg 212-682-5600
grade A signal over Athol and, therefore, is entitled to nonduplication protection.

However, the commission has found in previous cases that the station's signal is not viewable in Athol. And commission rules provide that nonduplication is not required in such situations.

Besides denying the request for a cease-and-desist order, the commission granted Mohawk's request for a waiver of the nonduplication rule. The system relays the programs of 13 stations, including WRLP-TV.

The commission turned down the request for reconsideration of the microwave grant on the ground the impact on development would not be serious. Desert Empire Television Corp., applicant for a UHF in Palm Springs, Calif., had opposed the microwave grant that permits a CATV to relay seven Los Angeles VHF signals into nearby Desert-Hot Springs. Palm Springs, with a population of 13,468, is already served by CATV. Desert-Hot Springs has a population of 1,472.

The temporary waivers of the nonduplication rules were granted to Cableview of Selah, Wash., until April 1, 1967, and to Southern Television System Corp., operator of a system in Cisco and Eastland, both Texas, until Nov. 24. The extensions will enable them to acquire the equipment they need to comply with the rules.

FINANCIAL REPORTS

CBS chalks up record profits

9-month sales up 16%;
cash dividend upped;
stock dividend declared

CBS enjoyed record revenues and profits through the first nine months of 1966 with sales moving 16% ahead of the same period last year and per-share earnings jumping ahead 27%.

The company's report said all of the major businesses in which the corporation is involved have continued to make gains through the year to date.

National advertising revenues, it noted, were up 10% through the first half and national television expenditures were up 12% for the same period while national radio revenues were climbing 13%.

At a board meeting last week CBS directors increased cash dividends on the company's common stock to 35 cents a share. The dividend is payable to shareholders of record Nov. 25 on Dec. 9.

CBS also declared a 2% stock dividend payable Dec. 19 to stockholders of record Nov. 25.

For the nine months ended Oct. 1:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.90</td>
</tr>
<tr>
<td>Sales</td>
<td>557,109,078</td>
</tr>
<tr>
<td>Income</td>
<td>78,418,734</td>
</tr>
<tr>
<td>Net income</td>
<td>41,027,720</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>20,603,709</td>
</tr>
</tbody>
</table>

*Adjusted for 1965 stock dividend.

Financial reports...

* Grey Advertising Inc., New York, has declared a regular quarterly dividend of 12 1/2 cents a share, payable Dec. 15 to stockholders of record Dec. 1.

The board of directors of Storer Broadcasting Co., Miami, has declared a regular quarterly dividend of 25 cents per share on its common stock, payable Dec. 9 to stockholders of record Nov. 25. The board also declared a quarterly dividend of 12 1/2 cents a share on class B common stock. Storer Broadcasting has been notified that the holders of 1,449,180 class B common shares intend to exercise their rights to convert the shares into common stock before Nov. 25. The firm has outstanding 2,623,854 common shares and 1,540,946 shares of class B stock. The shares of class B stock to be converted include all shares owned by George B. Storer, George B. Storer Jr., individually and as trustee, The Detroit Bank & Trust Co. as trustee, and by The George B. Storer Foundation.

Seven Arts Ltd. posts 1st-quarter comeback

Seven Arts Production Ltd., Toronto, bounced back from a loss in the first quarter of the last fiscal year to a net income of almost $3.4 million in the first quarter of the present fiscal year, ended Sept. 30.

Samuel H. Haims, Seven Arts vice president and treasurer reported to shareholders attending the annual meeting in Toronto last week. He told the meeting that results of the current first quarter are not indicative of prospects for the full fiscal year ending June 30, 1967 because of "the fluctuating nature of the business."

Eliot Hyman, Seven Arts president, told stockholders that the company, as of June 30, 1966, had available for release 365 features which "were virgin for television in the U. S." He said Seven Arts also can sell to TV stations in the U. S. an additional 122 films that have some TV exposure. The company now has 780 features in TV distribution in the U. S., Mr. Hyman reported.

For the three months ended Sept. 30:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.92</td>
</tr>
<tr>
<td>Net income</td>
<td>2,892,971</td>
</tr>
<tr>
<td>Net sales</td>
<td>16,732,979</td>
</tr>
</tbody>
</table>

ITT sets new record for nine-months

International Telephone & Telegraph Corp., New York, has reported new highs in sales and profits for the first nine months of this year. All 1965 figures have been restated to include operations of companies acquired since Sept. 30, 1965.

ITT advised its stockholders that the company's merger with ABC Inc. is still awaiting approval by the FCC.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.65</td>
</tr>
<tr>
<td>Sales and revenues</td>
<td>1,442,605,000</td>
</tr>
<tr>
<td>Net income</td>
<td>61,678,000</td>
</tr>
<tr>
<td>Average common shares</td>
<td>20,489,000</td>
</tr>
</tbody>
</table>

BROADCASTING, November 14, 1966
How can anyone forget that tender love scene? You won’t let them.

Your schedule drags a little at some point. So you figure the best way to turn on a female audience is to put on a great lover. Well, that’s one way. But it’s not the only way. WBC Program Sales has come up with another solution for weak spots. Bright stars. Like Merv Griffin. And Mike Douglas.

Now neither of these fella’s is a pretender to Gable’s throne — but they have a way of attracting women that would make a lover blush. They run involvement shows. They talk to women sort of person to person, in a way that makes husbands tune in to find out what they’ve got. So while we wouldn’t dream of asking you to give up movie classics (with so many hours a day to fill), we don’t think you ought to try and survive on the classics alone. Why not call the man from WBC, and let him show you how more than 150 stations have cornered a woman without any help from Charles Boyer.

WBC PROGRAM SALES, INC. 240 West 44 Street, N.Y., N.Y. (212) 736-6300.
Screen Gems Inc. issued a proxy statement last week accompanying notice of its annual meeting of stockholders to be held in New York on Nov. 29.

The proxy disclosed that Jerome S. Hyams, executive vice president of Screen Gems, has an employment contract with aggregate payments totaling $104,000 a year and including deferred payment of $750 a week for 52 weeks after April 4, 1970, or at the end of any further contract. John H. Mitchell, vice president, has a similar pact calling for $59,800 in annual compensation plus deferred payment of $500 a week for 522 weeks after Sept. 4, 1969, or at the termination of any further contract. Jackie Cooper and Charles Fries, both SG vice presidents, earn $130,000 and $65,000 respectively on an annual basis.

The election of nine directors to SG's board will be held during the annual meeting.

In another development, Screen Gems and its parent company, Columbia Pictures Corp., filed notice of a motion for a hearing to be held on Nov. 15 in the U. S. District Court of New York on its request for an injunction against disdident stockholders who claim to own more than 50% of Columbia's outstanding shares. Columbia is seeking both a temporary and permanent injunction against the groups to prevent them from voting any common shares at any meetings of stockholders (Broadcasting, Oct. 31). Columbia's annual meeting will be held in New York on Dec. 21.

French Bank Stock — Meanwhile, the French bank involved in the stockholder's dispute has informed the FCC that the bank owns no more than 20% of the company's stock.

The percent of ownership is critical, since aliens are prohibited by law from owning more than 25% of holding companies owning broadcast licenses and more than 20% of licensees themselves. Columbia owns Screen Gems, which owns or controls six stations.

Columbia management cited the law in its court suit attempting to block the take-over attempt by the dissidents, who include the Banque de Paris et des Pays-Bas.

The bank, in its letter to the commission last week, said it owns 394,000 of the 1,966,000 shares of Columbia stock "thought to be outstanding." The bank said it was filing the letter in view of "rumors" that its interest "is greater than is the fact."

Meanwhile, the commission was still awaiting a response from the counsel for the dissidents to Columbia management's claim that his clients are seeking to take control without prior consent of the commission. The commission said such a take-over would violate the law and commission regulations (Broadcasting, Nov. 7).

Richmond Newspapers earnings up a bit

Richmond Newspapers Inc., Richmond, Va., has recorded increases in both revenues and earnings for the first nine months of 1966.

Richmond Newspapers and its subsidiaries own and operate the Richmond Times-Dispatch and News-Leader, WRLN-AM-FM Richmond, the Tampa (Fla.) Tribune and the Tampa Times, WFLA-AM-FM-TV Tampa, and the weekly Largo (Fla.) Sentinel.

For the nine months ended Sept. 30:

- Revenues: $28,883,291 vs. $26,679,097
- Net Income: $1,826,446 vs. $1,761,194

Cawles group reports lower 9-month net

Cowles Communications Inc., New York, group broadcast owner and publisher, has announced a decline in earnings for the first nine months of 1966. Gardner Cowles, chairman of the board, said that earnings had been adversely affected by a decline in advertising and by higher operating costs for Family Circle magazine.

Cowles stations are KRTN-AM-TV Des Moines, Iowa; WESH-TV Daytona Beach-Orlando, Fla., and WREX-AM-FM-TV Memphis. The firm also has a CATV system in Winter Haven, Fla.

For the nine months ended Sept. 30:

- Earnings per share: $0.28 vs. $0.35
- Revenues: 101,693,059 vs. 98,698,000
- Net Income: 1,947,000 vs. 2,076,000
- Average shares outstanding: 3,247,849 vs. 3,181,915

Bartell net up 48%, stock dividend set

Bartell Media Corp., New York, has reported a 48.9% gain in net income for the nine months of this year over 1965's comparable period.

Lee B. Bartell, president, attributed part of the profit spurt to Bartell's radio and television operations. He also indicated that company directors have approved disbursement of a 4% stock dividend, payable Jan. 6, 1967 to stockholders of record Dec. 23.

Bartell is active in a number of CATV systems in Maine and has filed application for a facility in Brooklyn, N. Y. (Broadcasting, Sept. 12).

Among its broadcast properties, Bartell lists WADO New York, WOKY Milwaukee and KCBQ San Diego, and Telecuracao and Teleuraba, both in the Netherlands West Indies. It also owns properties in consumer and trade magazines, books and various publishing activities.

For the nine months ended Sept. 30:

- Earnings per share: $0.48 vs. $0.34
- Revenues: 22,785,566 vs. 22,478,341
- Net Income: 914,178 vs. 812,824
- Shares outstanding: 1,968,645 vs. 1,787,522

Reeves has its highest nine-month period

Reeves Broadcasting Corp. reports nine-month revenues and sales at record levels.

Earnings for the period were up 95% on a sales advance of 65% over the comparable nine months of 1965. Third-quarter income, at $155,900, more than doubled that of the same quarter last year.

J. Drayton Hastie, Reeves president, said improvements in sales and earnings could be attributed to contributions of recently acquired operations and substantial improvement in the company's major division, its sound and video-tape recording studios.

For the nine months ended Sept. 30:

- Earnings per share: $0.32 vs. $0.18
- Net Income: 7,053,160 vs. 4,283,600
- Shares outstanding: 1,907,471 vs. 1,815,863

Audio Devices has its highest quarter

Audio Devices Inc., New York, maker of magnetic tapes, has reported its highest third-quarter sales figure of any quarter in its history. Sales for the nine month period jumped 42% ahead of 1965.

For the nine months ended Sept. 30:

- Earnings: $6,821,000 vs. $4,767,000
- Net Income: 12,549,451 vs. 8,117,342
- Shares outstanding: 788,261 vs. 618,983

*Not including a special nonrecurring credit of $108,750 granted in 1965 for paid-up licenses for patent rights.
Smooth as silk with a GATES turntable

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment.

Both turntable models achieve new lows in rumble, wow and flutter - without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.
A TV first—right or wrong

Networks do outstanding job of covering off-year elections, but eagerness to lead sometimes caused mistaken predictions of the final outcome

The television networks brought out some flashy new gear to brighten their election coverage last week, but some of the glare it produced was the glare of mistaken prediction.

Direct computer-to-screen systems showered viewers with instant vote analyses, and commentators offered rapid predictions of winning candidates—in at least eight cases, too rapid.

The efforts of some 100,000 News Election Service personnel, nearly 14,000 stringers and analysts, and batteries of computers and visual systems produced quantities of accurate election analyses but not enough to offset the embarrassment of a number of serious mistakes.

In one case, that of the Georgia gubernatorial election, where national interest had centered on the unusual political fortune of the so-called “white backlash” candidate, Lester Maddox, all three networks predicted his victory only to find the race so close that a final decision is still to be reached. In a similar case CBS, early in the evening, predicted a probable win for George P. Mahoney who actually lost to Spiro Agnew in the Maryland gubernatorial race.

Speed Above All = Despite their in-correct predictions the network news organizations and the joint News Election Service turned in the fastest, most comprehensive election coverage and analysis in their history. Inter-network competition for “first calls” tends to confuse the issue. The occasional—but prominent—errors might be traced back to the construction of computer models and forward to the zeal for first calls.

Among the mistaken predictions were six for ABC. They were in gubernatorial races in Oklahoma (Dewey Bartlett—Preston Moore), Minnesota (Karl Rolvaag—Harold LeVander), Alaska (William A. Eagan—W. J. Hickel), New Mexico (T. E. Lusk—D. F. Cargo) and Arizona (Sam Goddard—Jack Williams) and in the Wyoming senatorial race (Teno Roncalio—C. P. Hansen). Three errors were corrected before the network went off the air: Oklahoma at 9:45 p.m. EST, Minnesota at 2:45 a.m. EST, Arizona at 11:19 p.m. EST.

CBS made an additional error in the “probable winner” call in the Maryland gubernatorial. It was corrected at 11:12 p.m.

ABC led the networks in uncontested correct first calls (11 governors and 15 senators). NBC first called eight senators and 10 governors correctly. CBS first called three governors, including Nelson A. Rockefeller in New York a half hour after the polls closed, and three senators including Senator-elect Charles H. Percy in Illinois, according to the Associated Press, although all three networks claimed to have scored a beat on the Percy call.

As to ratings, NBC continued its leadership since Arbitron began overnight national election ratings with a 43 share of the three-network audience between 7 and 12 p.m. EST. CBS’s share was 39; ABC’s 18.

Great Depth = On the point of coverage, however, a total of 505 Senate, House and gubernatorial races were reported in unparalleled depth. Major innovations in digital-to-video converter visuals were made by networks.

All three networks went on the air with election coverage at 7 p.m. though several first calls were made during cut-in bulletins before that time. CBS and NBC signed off at 2 a.m., while ABC plugged on until 3 a.m.

It was indicated last week that as many as 10 ABC affiliates did not clear the network feed on election night. Among the stations that had not acknowledged clearance were WTVN-TV...
Columbus, Ohio; KMBC-TV Kansas City, Mo.; WLBW-TV Miami; KONO-TV San Antonio, Tex., and KETV-TV Omaha, Neb.

The stations for the most part ran feature films, interspersed with reports of national, state and local election returns. WTVM-TV ran a movie, 8-10:15 p.m. and the Merv Griffin Show, 10:30-midnight. News specials and election returns were run from 6:30 until the movie's start and at 10:15-10:30.

KONO-TV and WLBW-TV said they used crawl effects on the screen during their telecast of movies to give returns of elections. KETV set up its own election studio with a three-man team on camera to announce returns. It ran movies through the night and up to 3 a.m., with reports from its election headquarters telecast on the half-hour and hour.

To Please the Viewers Station officials who commented on the reasons for refusing network service and substituting local programming said they were obliging viewers in presenting something other than what one called "similar-looking network handling of the elections." Several of the stations noted that they received "excellent" viewer reaction.

ABC on an average Tuesday clears 136 stations live. CBS said it held its average 185-station clearance, including the 10-11 p.m., EST period when it customarily dips to 150. NBC reported a 191-station clearance on a night when it usually clears from 161 to 173 stations.

ABC manager of election planning Arnold Snyder had already "rediscovered sleep—intoxicating," and gone to work analyzing the network's RSVP system when he was interviewed last Thursday (Nov. 10).

"On the balance, our key precincts were sound. Improvement of the models, constant updating and continuous research are, of course, necessary. You're never satisfied with your model. But on the balance, I think we were highly successful."

In the area of visuals, Mr. Snyder thought ABC would be "using more, Divcon and others."

At NBC - NBC's Electronic Vote Analysis (EVA) system performed well; Frank Jordan, manager of election planning, was enthusiastic, but he stressed "the difficulty of not calling winners. Somebody ran down that night and told us CBS called Mahoney in Maryland. The model wasn't in; we couldn't call. Later, somebody came down and told us ABC had (correctly) called Agnew. Well, there we were."

Mr. Jordan had high praise for RCA's Divcon visuals. "They're a lot more than just a gimmick. We had better than 3,000 displays programed, and we still had to 'write' a couple."

The Divcon (digital-to-video con-
Radio-TV names dot victor list

3 win gubernatorial bids;
Taft elected to House;
Shapp loses in Pennsylvania

Five candidates associated with broadcasting were elected to top offices in their states in last week's balloting. At the same time three other industry figures met defeat.

The winners were all part of the Republican party's nationwide advance. Perhaps the most prominent of the victors was former actor and television personality, Ronald Reagan, who immediately was cast in a leading role within the GOP on the basis of his re-sounding win over incumbent Edmund G. Brown in California. Governor-elect Reagan, who disdains labels but has been identified with the Goldwater wing of the GOP, was the announcer and master of ceremonies on TV's General Electric Theater and Death Valley Days as well as a popular figure in late-night movies. He also led the Screen Actors Guild fight for television residual rights in 1959 after a long tenure as an officer of the union. Mr. Reagan, before turning actor in 1937, was a sportscaster at WJZ, Des Moines.

His Democratic foe during the campaign tried strenuously to use this background to embarrass Mr. Reagan. Governor Brown referred to him as "that actor" and one of the Brown campaign spots on television issued the warning: "Remember it was an actor who shot Abraham Lincoln."

Winner in Arizona - Another broadcasting figure associated with the Goldwater movement in the Republican party won the governorship in the former GOP standard-bearer's home state of Arizona. State Senator John R. (Jack) Williams, former mayor of Phoenix and an executive and minority stockholder of KOY Phoenix, took advantage of scandals within the Democratic governor's administration to take over the statehouse. He had been a strong backer of former Senator Barry Goldwater, and his campaign manager was Stephen Shadegg, biographer of Mr. Goldwater.

Republican Tom McCall, a newscaster from 1946 to 1954 on KGW Portland, Ore., gained the governor's seat vacated by Mark Hatfield in his successful bid for the U. S. Senate. Governor-elect McCall had been Oregon's secretary of state in the Hatfield administration.

Representative Alvin E. O'Konski (R-Wis.), president of WABO-TV Rhinelander, Wis., was another Republican winner as he was re-elected to his 13th term. He has been in the House since 1942 although he represents a strongly Democratic district. He is also the former owner of WOSA in Wausau and WILN in Merrill, both Wisconsin.

Reams Loses, Taft Wins - In Ohio, one broadcasting executive was the victim of Republican Governor James A. Rhodes' landslide victory while another captured a congressional seat.

Governor Rhodes' opponent was Frazier Reams Jr., vice president and general manager of Reams Broadcasting Co., parent company of WCMN-AM-FM Toledo. Mr. Reams, whose father owns the broadcasting firm bearing their name, was at 36 the youngest gubernatorial candidate in his state's history. The lop-sided victory of about 700,000 over Mr. Reams, one of the largest pluralities in the nation, catapulted Governor Rhodes into consideration for a place on the GOP national ticket in 1968, possibly as a vice presidential candidate.

The Ohio victor with broadcasting interest was Robert A. Taft Jr., the heir to one of the best known names in American politics whose family operates the Taft Broadcasting Co. Mr. Taft, a former member of the House of Representatives who was defeated when he aspired to a Senate seat in 1964, regained a congressional seat in this election. He defeated Representative John Gilligan, one of the freshman Democrats who was swept in two years ago in the Johnson landslide. However, the Cincinnati district he lost to Mr. Taft has a history as a Republican stronghold. Mr. Taft, former general counsel and director of Taft stations, is the son of the late Senator Robert A. Taft and grandson of President and U. S. Supreme Court Chief Justice William Howard Taft.

Setback for Shapp — However, re-buffed in their bid for office were Milton J. Shapp, Democratic hopeful in the Pennsylvania governor's race, and Richard Smiley, who sought the Montana congressional seat held by Democrat Arnold Olsen. Mr. Shapp, founder of the CATV and electronics firm, Jerrold Corp., was defeated by Republican Lieutenant Governor Raymond P. Shafer in a race that was seen as a victory for the record compiled by Republican Governor William Scranton. Mr. Shapp, after a bitter Democratic primary, failed to gain support of many of his party regulars. He reportedly spent $1.4 million of his personal fortune in a heavy television and billboard primary campaign in his first attempt for public office. The total amount he spent during the primary and general election campaign is not yet known although opponents and observers put his
"During a recent holiday weekend, 23 persons were killed in traffic accidents in Illinois.
Is there anything we can do to cut down this tragic loss of human life?
WBKB-TV thinks so.
A recent article in the Journal of the American Medical Association points out that highway deaths increased ten per cent from 1950 to 1960 in states that have no regular compulsory safety inspection of autos, while deaths decreased ten per cent in those states that do have such inspections as a matter of law.
Illinois (and the Chicago area) do NOT require such safety examinations.
WBKB-TV suggests that our state legislature investigate the feasibility of establishing periodic checks for all Illinois vehicles.
We must do everything possible to cut down this tragic carnage on our highways."

This editorial was originally aired by Richard A. O'Leary, vice president and general manager of WBKB-TV, Chicago, one of the ABC Owned Television Stations. To date this year, our five stations have taken positions on almost 300 vital community issues.
total from $3 million to $4 million. His campaign manager said simply: "The bills haven't all come in yet." In his race he was confronted by the Scranton-administration popularity, heated personal attacks on him and his campaign style and the opposition of some segments of his party.

Mr. Smiley, president and general manager of KXXX Bozeman, Mont., and a veteran Montana legislator, was defeated by Representative Olsen in their contest. Mr. Smiley has led the fight for broadcaster relief from the demands of the music copyright groups while Representative Olsen, who won his fourth term, has been a strong backer of longer license terms for broadcasters.

A new Congressman with family ties to the broadcasting industry was elected from Ohio's 10th District. He is Republican Clarence E. Miller who is the brother of Paul Miller, station manager at WCXV in Cincinnati.

WCCO-TV tries an easier way

Minneapolis station feeds figures direct from the computer to home screen

Election coverage, which has been getting increasingly complex, became simpler last week at WCCO-TV Minneapolis-St. Paul, when the vote boards disappeared. In their place the station had 102 races from Minnesota and Wisconsin. In their place the station had 102 races from Minnesota and Wisconsin.

At WCCO-TV Minneapolis only a few people were needed to man the computer-to-final-figure operation as compared to the many needed at the networks. Here is the entire team that was used to let WCCO-TV viewers get actual readings on the vote, plus a percentage total for the race involved. Figures came direct from the computers to the home screen.

Directly from the computer, that is the way the WCCO-TV tabulations appeared on the screen to viewers. Sin just a fingertip away, locked within a computer from the Control Data Corp., Minneapolis. The whole operation was described by the station as an attempt to give viewers "a clean, uncluttered report of vote totals." The coverage also marked WCCO-TV's return, after a nine-year lapse, to local live color.

Dubbed the "Computer Vote Total" the unit would bring on the viewer's screen any of the programmed races, showing number of precincts reporting, candidates, their vote and their percentage of vote at that moment. The unit made no predictions.

The figures were inserted in the computer by five girls manning visual display units. As they received the votes, via phone, they would type the figures and see them on their display unit. Then, at the pressing of a button, the figures were added to the computer memory bank and were on call for showing to the audience.

When anchorwoman Dave Moore or analyst George Rice wanted the figures for a particular race, the girl manning the outgoing visual display unit, would hit two keys and the figures would be on the screen. WCCO-TV had a camera locked in position on one of the display units.

Small Staff - The new procedure also resulted in a smaller election night staff than the station had used in the past. Eight girls who used to handle the vote boards were no longer needed and WCCO-TV used only one newsmen, Mr. Moore. In the past at least three newsmen handled various segments of the reports.

However, the station did find one drawback in the operation. Since the anchor himself didn't take the calls, he had no idea of what area the votes were coming from. Like the viewers, all he saw were the running totals.

What is effect of election?

Increased GOP ratio in House may put brakes on radio-TV regulation

The shift in the composition and orientation of the House of Representatives may have a profound impact on future legislative activity in the broadcasting and communications field.

In the House, where Republicans gouged out 47 seats from the Democratic majority, the effect may be a reluctance to accept legislation enlarging the role of the federal government and a tendency toward rejecting or at least trimming expenditures. In the Senate little change is expected as a result of three new GOP members.

The greatest impact in the House of Representatives, however, will probably occur in the committees where the composition of the membership will have to be altered to reflect the added strength of the GOP. In many committees the Democratic majority held only a slim and sometimes elusive margin over a coalition of Republicans and conservative Democrats. This reign on the majority can be expected to tighten because of the new GOP muscle in the House committees.

This will probably occur in the all important House Commerce Committee where there were several close votes on communications in the past session.

Key Posts Sought - Also of great significance will be the outcome of the contests for the committee chairmanship and the leadership of the Communications Subcommittee, vacated by the retirement of Representative Walter Rogers (D-Tex.). Committee Chairman
Wanna see
the world's fastest b&w reversal film?

Ask your Du Pont man to hold tight to a reel of new 932 so you can get a good look at it. That flashy ASA rating of 320 daylight is actually deceptively slow! This greased-lightning film can be forced up to 1250 daylight.

What else?
- hardened emulsion, lubricated in manufacture for smooth camera action in any weather.
- antihalation safety base.
- ultra-rapid processing capability.
- great exposure latitude.
- exceptional definition and clarity.
- availability in 16 and 35mm sizes.

What else!
Strong ratings for non election shows

Several feature films and syndicated reruns of former network shows attracted greater television audiences to independent stations in New York than to network outlets carrying election coverage on Nov. 8. In some instances the average audience in a half-hour period watching an entertainment show on an independent station was greater than that of any network station.

With three—WABC-TV, WCBS-TV and WNEW-TV—of six commercial TV stations in New York showing a full night of network election coverage on Nov. 8, it would be expected that viewing would be heavily concentrated on politics.

But overnight ratings in New York, made available last week, showed the individual network stations' ability to hold audiences was spotty. New York Instant Nielsen showed the off-network syndicated "McHale's Navy" with a 17.0 rating in the 7-7:30 period on independent WNEW-TV. Election coverage scored 15.6 on WNBC-TV, 10.6 on WCBS-TV and 5.0 on WABC-TV. Another syndicated rerun, "The Wackiest Ship in the Army," on independent WPIX (tv), registered the top rating in the 8-8:30 period, and again at 8:30-9:30, holding out the WNBC-TV ratings in both half-hours. In the 8:30-9 period, WNEW-TV showing a motion picture displaced WCBS-TV in third.

At 7:30-8, Nielsen showed WNBC-TV in first position, WPIX, showing the off-network "Gidget," second, and WNEW-TV, with the syndicated "Truth or Consequences," third.

WOR-TV's movie rated second at 9-9:30 behind WNBC-TV, but ahead of WCBS-TV. The rerun "Perry Mason" on WPIX was rated second at 9:30-10 with election coverage on the NBC and CBS stations holding first and third ratings in the time period. In the 10-10:30 period, WOR-TV's movie and WPIX's syndicated "Defenders" rated second and third behind WNBC-TV. From 10:30 on, ratings were uniform; greater on the NBC and CBS stations, with the third spot going to WPIX's "Defenders" (10:30-11) and to a WOR-TV movie (11-midnight).

Itchy computers in Georgia race

Stations, on the scene, criticize networks for jumping gun

Early predictions by the three television networks of a Georgia gubernatorial race that is yet to be settled provoked an attack on network procedures of projecting election results.

The attack came not from a disgruntled politician, but from WSB-AM-FM-TV Atlanta. The NBC affiliates suggested that "as responsible journalists, it might be wise for network newsmen to avoid jumping the gun simply to beat the competition and be as concerned about being right as being first."

WAB-TV Atlanta registered an informal complaint about ABC-TV's call of the race and WAGA-TV Atlanta said it did not intend to criticize the CBS-TV coverage.

Don Elliot Heald, WSB-TV manager, and Elmo Ellis, WSB-AM-FM manager, in a joint letter to Julian Goodman, NBC president, expressed their "extreme dissatisfaction and disappointment in the network's showman-like approach to computer projections and its arrogant finality in predicting the outcome of the Georgia governor's race so early election night. WSB is obviously in favor of election projections, since we too have been conducting our own in Georgia, but they must be responsibly handled."

The managers added they "have no quarrel with the projection being made, but we feel that all three networks showed poor judgment in presenting it with an air of absolute finality instead of what it was—a sophisticated prognostication."

An NBC spokesman said the network had not received the letter and could not comment on its contents.

At the heart of the matter is the
To: Market
Decision-Makers

Increase in efficiency on Iowa farms has brought a prosperity unparalleled in the history of the state. Tax collections for the year ending June 30 totaled $419.6 million compared with $326.4 million the year before—an increase of 29%. While there was a gain in every major state tax, the biggest increase was a $41-million boost in state income tax collections. Some of this came from a new withholding system, but a major share was due to increased prosperity.

In recent years industry has been even more important to Iowa than agriculture, particularly in the Cedar Rapids—Waterloo area. The largest single employer in Iowa is Cedar Rapids' Collins Radio, with 11,000 employees. The largest multi-plant employer—with units in Waterloo, Dubuque, Des Moines and Ottumwa—is John Deere & Company, with 17,000 Iowa employees. Deere & Company, a billion dollar corporation, sells "... customers [who] are not the hardpan farmers of a generation ago, scratching the earth to make a bare living; they are businessmen whose capital needs for equipment would put many a small businessman to shame."

The typical Deere customer who owns 500 acres of Iowa land, according to a list the company gave us, has 3 tractors, a six-row cultivator, a six-row planter, a disc harrow, 2 five-bottom, 14" plows, a field cultivator, a self-propelled grain combine with corn attachment, 2 manure spreaders, a mixer-grinder, and additional miscellany which brings his equipment investment to $51,300. He raises corn and soybeans, feeds some hogs and other livestock, and lives in a home most city-dwellers would be proud to own.

Because of coverage and competitive factors, WMT-TV gets into a great number of farm and city homes in Eastern Iowa—significantly more than Stations X and Y in our market. The difference adds up to more than two million more viewers hours per week than either X or Y.

Of Iowa's eight largest population centers, four (Cedar Rapids, Iowa City, Waterloo and Dubuque) are included in WMITland, which constitutes 60% of Iowa's population and purchasing power.

Welcome aboard.

WMT-TV
CBS Television for Eastern Iowa
Cedar Rapids—Waterloo
Represented by the Katz Agency
Affiliated with WMT; WMT-FM;
K-WMT, Fort Dodge

Iowa's Favorite Farmer's Daughter, Miss Kaye Pritchard, winner of the ninth annual contest, sponsored by the Iowa Electric Light and Power Company and the WMT Stations. She was selected from 200 nominees representing 60 Iowa counties. Her parents operate a 550-acre Tama County farm, with emphasis on grain production. Miss Pritchard represents her sponsors at leading agricultural events during the year of her reign.

*Station X: 1,782,700 hours per week; Station Y: 2,338,400 hours per week; WMT-TV: 4,478,700 hours per week. Data quoted or derived from audience surveys are estimates subject to sampling or other errors. See complete survey report (ARB TV Coverage/1965 Study, Iowa Station Report) for details.
Mastermind behind NBC's system of analysis and projection for last week's election coverage was Richard Scammon, former director of the U. S. Census, who served the network in the same capacity in 1964—while he was still on his government job. Above Mr. Scammon is shown in the NBC studio during last week's program.

call by ABC-TV, CBS-TV and NBC-TV early on election night that Lester Maddox would win the race over Howard (Bo) Callaway.

At 11:20 p.m. that night, the Wsb stations' research manager, James Landon, projected that neither candidate would have a majority and the decision would go to the legislature. Earlier in the evening, at 8:30, another Atlanta radio station, Wcst, said its computer predicted that Mr. Maddox would have a slight lead, but that neither candidate would gain a majority of the vote.

Contrary to the local forecasts, the Wsb stations noted, "NBC did not concede that the race might be thrown into the legislature until nearly 2 a.m., and as late as 1 a.m., CBS was still proclaiming Maddox a definite winner."

Joseph Higgins, general manager of wahi-TV said he had complained verbally to ABC-TV about the call. "I'm all for computers and think the information they give the public is fine," he said, "but the information should be better."

H. W. (Buddy) Ray, general manager of wagga-TV Atlanta said he had not contacted CBS-TV and had no definite plans to complain to the network. "Looking at it on the basis of sound news reporting," he said, "we feel CBS didn't really call Mr. Maddox a winner until early morning—if it really did then."

He said he could not remember a flat statement of victory on the network's part. He added that he felt CBS "did a great job of coverage on election night."

Computer experiment proves successful

The day after the election, the national tabulation center of the joint wire service-network News Election Service looked like a messy warehouse for teletype paper. And if a man who has just finished working under exceptional pressure for 40 hours straight cannot look really happy, NES head J. Richard Eimers head J. Richard Eimers looked deeply satisfied with his organization's mammoth effort.

The night before, returns from 100,000 precincts across the country flowed into the center for verification, tabulation and transmission to NES's five subscribers.

In addition to their basic job, Mr. Eimers and his headquarters staff of 170 had sweated out the first practical test of a new 11-state computer project. A western regional center in Los Angeles computed returns from 24,000 widely scattered precincts and reported them to New York at 1,000 words per minute via dataspeed teletype. The other 74,000 precincts in 39 states reported by telephone.

The New York center staff was composed about 60% of Columbia, New York University and Barnard College students, backed up by RCA, Itt, U.S. Naval Reserve, retired Western Union telegraphists, General Services Administration and New York telephone operators.

Mr. Eimers says "it's too soon to evaluate" either the conventional operation or the Los Angeles computer project. But the overall success of the latter could mean a system of four-to-six regional computer centers, connected with New York by dataspeed teletypes, handling the collection and tabulation of all returns in the 1968 presidential election.

Gallup scornful of TV's predictions

George Gallup, the pollsters whose American Institute of Public Opinion serves 125 newspapers, regards broadcast projections of election results by computers as a "big laugh."

Mr. Gallup said last week that he could do the projections faster "by long division" with perhaps the aid of an adding machine. "A few high-school students could do as well," he said.

The pollster made his observations during a news conference with student journalists at the annual convention of Sigma Delta Chi, professional journalistic society, in Pittsburgh. Earlier he made a formal address in which there were no references to radio and television election coverage.

In his news conference Mr. Gallup also gave his formula for modernizing political campaigning. He said networks should be required to donate at least six-and-a-half hours to each major presidential candidate (with less time to others) and on a pooled basis. "Everything else should go off" while the candidates were on the air, he said.

Pig farmer's last hurrah

A perennial splitter candidate, who has been an equal time problem in presidential races for radio and television stations since 1952, Henry Krajewski, died of a heart attack on election day, Nov. 8, in Secaucus, N. J.

The New Jersey pig farmer, who ran for the Presidency in 1952, 1956 and 1960 and frequently complained to the FCC about equal time, organized the Poor Man's party in 1949 while seeking office as a candidate for councilman in Secaucus.

"Farmer Krajewski" used the pig as his symbol to show that "the Democrats have been hogging the administration at Washington for 10 years, and it's about time the people began to squeal."

During the 1964 presidential race, Mr. Krajewski offered his services to President Johnson as Vice President, but received no reply.

70 (SPECIAL REPORT: ELECTIONS '66)

BROADCASTING, November 14, 1966
The Ubiquitous Molecule

Take a synthetic sweater, some imaginative modification of its molecules, and you have dynamite! Or a resist-almost-anything carpet. A strong-as-steel ship's hawser that floats or a rubber wrapper for a skyscraper foundation. The special breed of scientists and engineers at Humble's research centers have found hundreds of ways to turn the basic hydrocarbon molecule to bold, new uses. Their imagination is almost limitless, ranging from the ocean to outer space, defense to dolls, and of course to concentrating a powerful Tiger into your tank. These activities eventually benefit people everywhere with improved products for individuals as well as industry. Imagination plus intelligence—the combination that has made HUMBLE OIL & REFINING COMPANY AMERICA'S LEADING ENERGY COMPANY.
Two more shows axed

NBC drops 'Miller', CBS tells 'Buddy' to stop running

Though the CBS-NBC proximity in the ratings this season was continued in last week's third regular Nielsen report, CBS-TV for the first time edged into the lead by moving five-tenths of a point ahead of NBC, which had led the previous two reports.

In the two weeks ending Oct. 23, covering 7:30-11 p.m. periods, the average audience ratings were CBS, 19.4; NBC, 18.9, and ABC, 16.4. A three-report comparison showed CBS climbing steadily, with 18.1 in the first report and 18.5 in the second. NBC had 18.4 in the first and 19.2 in the second. ABC's comparable scores were 17.9 and 16.5.

The impact of the third Nielsens on seasonal programing plans will be more long-range than immediate as the networks last week appeared to have but- toned up changes to go into effect at mid-season in their nighttime schedules.

In wins by half-hour periods and nights of the week: CBS, 25 half-hours and five nights; NBC, 18 half-hours and Sunday, and ABC six half-hours and Monday.

Of the top-20 programs in the Nielsens, ABC's Rat Patrol again was the only new-season show to make this list, but it lost some ground—from No. 8 in the second report to No. 14 in last week's.

In Top Half • Only nine shows new to this season were in the upper half of the Nielsen-rated programs. In addition to Patrol the shows ranked above No. 50 were: A Family Affair (CBS), Tarzan (NBC), Felony Squad (ABC), Occasional Wife (NBC), Iron Horse (ABC), Run, Buddy, Run (CBS) (going off the air at mid-season), Star Trek (NBC) and Dating Game (ABC).

Nearly two-dozen other new programs were below the 50th ranked position.

NBC-TV led in nighttime average audience in the overnight Arbitrons, according to ratings covering the 7:30-11 P.M. period in the week Oct. 31-Nov. 6. The ratings: NBC, 17.4; CBS, 16.7, and ABC, 14.9. In wins by half hours and nights of the week, NBC had 18 half hours and five nights; CBS 15 half hours and Monday and Friday, ABC with no nights had 15 half hours.

ABC has completed its second-season plans. A loose end—choice of The Avengers or Man in a Suitcase for the Friday, 10-11 p.m. period was tied up, with The Avengers selected as the entry, starting Jan. 20. ABC has announced cancellation of seven shows this season (Broadcasting, Nov. 7).

CBS will drop Run, Buddy, Run from the Monday, 8-8:30 p.m. period and effective Jan. 9 replace it with Mr. Terrific, a situation comedy produced by Universal TV in association with CBS. Earlier this year, CBS had announced the cancellation of Jean Arthur Show to be replaced on Mondays at 10-10:30 with To Tell the Truth.

NBC completed its midseason changes, announcing Captain Nice, a comedy-adventure series, as a replacement for Roger Miller Show in the Monday, 8:30-9 slot, effective Jan. 9. Earlier NBC had noted that a new Dragnet series would be substituted Jan. 5 for The Hero in the Thursday, 9:30-10 period.

Both Captain Nice and Mr. Terrific have something in common in that they satirize the man with superhuman power who fights evil. In the CBS show, it's a pill that's swallowed that does the trick. In the NBC program, a liquid contains the magic power for the reluctant hero.

Where does Aubrey go from here?

James T. Aubrey Jr. sounded happy to be through with one chapter of his life and eager to start another last week as he described his interest in forming "a production company of my own."

Until last week the future of the former CBS-TV president seemed to be in escrow along with stock options and severance pay due him from CBS.

Options, pay and future employment in the entertainment business all sprang into the offing as agreement was reached by parties in a suit brought against Mr. Aubrey by two CBS shareholders. In New York state supreme court they agreed to accept recommendations of a court appointed referee that exonerated Mr. Aubrey (Broadcasting, Nov. 7). He had been charged with improper relations with the Filmways and Richelieu production companies to the disadvantage of CBS.

According to the agreement Mr. Aubrey gives up options on 3,000 shares of CBS stock but is returned options on 7,821 shares at $16.63 and delivered 10,821 shares at $107,486 according to his termination agreement with CBS.

Mr. Aubrey's attorneys objected to the use of the term "settlement" to describe the agreement reached between parties to the suit, noting that not one point in the charges brought against him had been substantiated.

Mr. Aubrey told Broadcasting he
Are you up to date on trading stamps and prices?

**HYPOTHESIS:** If trading stamps lead to higher food prices, then wouldn’t prices be higher where stamps are given and lower where they are not given?

Only one way to settle that one. Go out and check prices.

A fellow named Verne A. Bunn did just that last year. He’s a research analyst at the Midwest Research Institute of Kansas City, Mo., and a former professor at the University of Wichita.

He used an ideal laboratory: the Kansas/Missouri area. Trading stamps are used freely in Missouri, but not in Kansas, the only state that prohibits stamps.

He checked prices in non-stamp stores in Topeka and Kansas City, Kansas. Then he compared them to prices in the same chains’ stores across the state line in Kansas City, Mo., where stamps are freely used.

**CONCLUSION:** Food prices in stamp giving stores in Missouri were actually a tiny bit lower than prices charged by stores in the very same chains on the non-stamp side of the border.

This didn’t surprise Mr. Bunn very much. He had made similar studies four times in the past, beginning in 1960. Got the same results each time.

And that pretty well agrees with other studies going back nearly a decade that also fail to establish that trading stamps do, in some systematic way, lead to higher prices for food, drugs, gasoline or anything else.

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**THE SPERRY AND HUTCHINSON COMPANY**

An American Way of Thrift Since 1896
is in the process of talking to a half dozen people about his anticipated programing ventures.

His first desire he said is "a production company of my own which will be financed by other people and over which I'll have complete control."

"Broadway, television and movies are all attractive to me. Naturally I'm interested in slanting things so they'll have great popular appeal."

Mr. Aubrey said he had been approached by the television networks about his programing plans, but that he has absolutely no interest in an administrative position with a TV network.

Asked to comment on the speculation that he might take a top position with an established film company such as Columbia Pictures or Metro-Goldwyn-Mayer, he answered: "I'm not saying I couldn't be persuaded, but at this point I favor starting a production company of my own." He added that he has been in contact with Wall Street firms on the subject of financing such a venture.

**Wadsworth comes out against 50-50 rule**

FCC Commissioner James J. Wadsworth has gone on record in opposition to the FCC's proposed rule to limit network ownership of prime-time programming.

The commissioner, speaking on *Youth Wants to Know*, last week on WETA-TV Washington and WABC-TV New York, said he is not "very happy" with the proposal, which would prohibit networks from owning more than 50% of the nonnews programing they carry in prime time.

The commission, by a 4-to-2 vote, issued the proposal for comment in March 1965 (BROADCASTING, March 29, 1965), before Commissioner Wadsworth's appointment to the commission. He had not previously expressed himself on the matter publicly.

The proposal, designed to promote greater competition among programing sources, would presumably result in sponsors supplying the networks with programing to a greater extent than they do now. But the commissioner said, "I wouldn't make somebody do something and somebody else do something else."

The commissioner said it's "not good" if networks prevent sponsors from providing programs they have developed. "But," he added, "there's nothing much we can do about it."

Furthermore, he said, "I don't think it is going to make a great deal better programing to have Uncle Sam say you must put half your prime time in programs developed by the sponsor rather than the network."

**TV negotiations with ASCAP stall**

Negotiations to settle the rate dispute between ASCAP and television stations, begun quietly last summer, broke down just as quietly last week and the noise of a rate-making hearing in court is likely to be heard within a few months.

The American Society of Composers, Authors and Publishers and the Television All-Industry Music Committee apparently made no appreciable progress in their attempt to settle a four-year-old suit brought by the industry committee, seeking court determination of "reasonable" fees for station use of ASCAP music.

Almost five years have elapsed since the last ASCAP TV station rate structure expired and it seems almost certain that a new five-year license period will have started before rates are set covering the last one.

In a letter sent to some 375 subscribing stations last week, following the breakdown in negotiations, Chuck Tower, the industry committee chairman, told members: "The most that ASCAP has been willing to offer has been rejected by the committee as inadequate."

Negotiations between ASCAP and the TV networks covering the use of ASCAP's repertoire on networks and their owned stations resulted in an agreement in principle two years ago. One observer of the latest series of negotiating sessions described the gulf between the disputants as all the water between that agreement and the payment formula suggested by the industry committee two years ago.

Mr. Tower's letter said television stations who pay directly and indirectly $20 million to ASCAP in 1966 and close to $30 million to all music-licensing organizations.

A rate-making hearing is not expected to begin for at least several months to allow time for discovery proceedings. ASCAP won court authorization to examine financial data filed by stations with the FCC since 1959 and other related material.

**Radio series sales**

The First Christmas (Woroner Productions): WCPB Boston; KARM Fresno, and KPOO Crescent City, both California, and KKOOS Coos Bay, Ore.

Eastern the Beginning (Woroner Productions): WCPB Boston; KARM Fresno, Calif.; KKOOS Coos Bay, Ore., and WBSM New Bedford, Mass.


**Films of the 50's and 60's**

Waves of the TV (London, Harcourt, Brace)

Waves of the TV (London, Harcourt, Brace)

Waves of the TV (London, Harcourt, Brace)

Waves of the TV (London, Harcourt, Brace)

Waves of the TV (London, Harcourt, Brace)
8 reasons why we call new “Scotch” Video Tape No. 399 color tape plus!

1. Livelier, truer colors:

2. Stronger black & whites:
Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It’s a picture that’s truly alive!

3. Longer life: 
Capable of 2,000 machine passes. Proportionate increase in on-the-air replay capability. Almost impossible to wear out. Virtually unlimited shelf life.

4. Improved sound: Dynamic range is substantially improved across the sound spectrum. Living sound to match the picture!

5. Cleaner running: Permits the cleanest picture ever produced... stays that way, play after play.

6. Perfect copies: Create up to 4th generation duplicates that the television viewer cannot distinguish from the original master tape.

7. Total versatility: Completely compatible with all stations' equipment... both high-band and low-band recording. Recorders need no special adjustment or set-ups.

8. Field proven: Thoroughly tested and proven in actual broadcasting use by networks, local television stations and production studios.

Scotch Video Tape No. 399 opens a new dimension in video quality. Delivers the believability and presence of live broadcast with the advantage of instant playback. Provides “see it now” control of program content.

FIND OUT HOW Color Tape Plus adds a new dimension to your programming.

Write: 3M Company, Magnetic Products Division, St. Paul, Minn. 55119.

Magnetic Products Division

"Scotch" is a registered trademark of the 3M Company.
...to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1967, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1966.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1967.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.
Teleworld licenses
32 feature films

The licensing of a new group of 32 first-run feature films in 10 major markets was reported last week by Teleworld Inc., New York.


Teleworld, a newly formed film distributor, has also acquired a group of 12 science-fiction films, among them "Horror Castle," "Creation of the Humans," "Fabulous Baron Munchausen" and "Carnival of Souls."

Program notes . . .

The speed's the thing • The Stardust Grand Prix, annual sports car races in Las Vegas, becomes part of Triangle Stations' radio-TV coverage of the leading auto races of the world. In addition to programing for its own stations, Triangle in the past has sold auto race coverage to all three networks as well as national syndication.

Two projected series • Filmways TV Productions Inc. will produce two one-hour dramatic pilot films for possible showing on CBS-TV: Dundee and the Culhane, the story of two San Francisco-based lawyers who travel through the old West to see that justice is done, will be directed by Joe Sargent and begins shooting at CBS Studio Center, in Hollywood later this month, and art director Bill Ross has been signed for Lasiter, a proposed series about a magazine journalist who assumes different identities in pursuit of exclusive stories.

More flicks for Official • The acquisition by Official Films Inc. of 16 additional feature films, raising its total of such properties to 53, was announced last week by Howard B. Koerner, operations vice president. The new films include "De L’Amour," with Elsa Martinelli; "Postman Goes To War," with Charles Aznavour; "Demarcation Line," with Jean Seberg; "Sunday's Heroes," with Marcello Mastroianni and "Curves In the Road," with Gina Lollobrigida.

Theater of deaf • For its projected series, NBC Experiment in Television, NBC-TV next spring will devote a program to the "theater of the deaf," to be

Griffin maps expansion plans

Griffin Productions Co., New York, is raising its sights in the TV programing field to gain representation outside of the "game show" area and into daytime-serial, prime-time-specials and nighttime-series sectors.

Last March Merv Griffin, president, appointed Bob Aaron, who had been director of daytime programs for NBC-TV for six years, as executive vice president with a mandate to accelerate the company's expansion and diversification effort.

Mr. Aaron reported last week that Griffin Productions, which currently has the Jeopardy game series on NBC-TV, has developed two daytime serials, two nighttime series, three game shows and two specials. The most advanced projects, on which pilots have been made, are Talk It Up (celebrity-audience teams), which Westinghouse intends to place into syndication, and Reach For the Stars (a melange of stunts, questions and answers and merchandise), which NBC-TV is considering for an early 1967 start.

In script form are two projected daytime serials. One is Keep It in the Family, described as the adventures of a "real family" and Best Things in Life (adventures of four American girls working abroad), which is aiming for a "new dimension" in daytime programing through production entirely in Europe. Mr. Aaron said that two prime-time situation comedy series, a group of specials and an evening game program also are in various stages of development.

To keep attuned to events and trends in the TV field, the Griffin organization holds an informal kaffeeklatsch each Wednesday morning and invites industry officials to these meetings. A recent guest speaker was Ross Donaldson (c), director of program services for NBC-TV, shown with Mr. Aaron (l) and Mr. Griffin.

BROADCASTING, November 14, 1966
TIGRESS TO TIGER: "Where have you been? You smell like gasoline!"

WTRF-TV Wheeling

JUDGE TO INDIAN: "If you're sure you want to shorten your name to 'Toots'?"

DOCTOR: "I don't like the looks of your name, WILS."

THE WIFE: "I don't, either, Doctor, but he's good to the children."

ALL COLOR ALL COLOR

DON'T WORRY . . . you may not know when you're well off but the Revenue Service will soon clue you.

Wheeling-Stevensville

HE: "If you don't marry me, I'll commit suicide."

SHE: "Now, Sam, you know daddy doesn't want you hanging around the house."

Fair Play!

Aware of the civil rights law and sex discrimination in hiring, a western rancher ran this ad:

"CONSUMER WANTED. Must be proficient in popularity to avoid interiorly complex in the presence of experts. Must share bunkhouse with three cowboys who don't bathe very often."

wtrf -tv Wheeling

REMEMBER when boys dreamed of filling their daddy's shoes instead of their own?!

The Scramble for color TV sets in this area has been aptly called dementia peacocks by one local psychiatrist.

WTRF-TV Ohio Valley Empire

National Rep. Blair man for a copy of the WTRF-TV Ohio Valley report and see why your next spot schedule ought to be seen by the buying TV audience in the Wheeling-Stevensville market. Check our color set count, too, it's amazing.

Pulse Seven

Number One

Now No. 1

Mid-Michigan Radio Station three ways:

WILS 8 to NOON

WILS has more male and female adult, teen and children listeners and by a wide margin.

Put your finger on our Lansing Metro April-May '66 Pulse, Call it Venard, Torbet & Mc Connell.

Radio 1320

Lansing

5,000 watts / 24 hours a day

78 (Programming)

stations have hit upon a winning program format which they have dubbed "popcorn radio." By combining the Top 40 and country music records, playing them in a series of pop, country, pop, country, etc., the Empire Broadcasting System's WYRN Rome, WPLK Rockmart and WAMK Americas have claimed an increase in audience and a boost in sales.

Warren Report - Metromedia company Wolper Productions last week said it would distribute world-wide a three-hour TV special dealing with the Warren Commission Report. The program was scheduled Nov. 12 on WNEW-TV New York, WTTG-TV Washington and KTBY (TV) Los Angeles. On the program, five authors of books dealing with the report argued various aspects of the commission's findings, with David Schoenbrun, foreign affairs commentator, host and Jim Bishop, author and columnist, as moderator.

AFTRA charges 'antiabor' activities

The American Federation of Television and Radio Artists has charged a Southern California clothing store chain with "overt antiabor activities."

The charges, directed against Dorman's clothing stores, involve AFTRA's strike against KPOL Los Angeles, now in its 18th month.

"Antiunion leaflets on KPOL letterhead, composed of half-truths, are being passed out at all Dorman's outlets," the talent union maintained, "and this constitutes active participation on behalf of strike-bound KPOL."

The union also charged that the clothing retailer is supporting the radio station with an "extensive" spot advertising campaign and that it is the only KPOL account that "has participated to such an extent."

Nicholson-Muir, Taft to produce four shows

Nicholson-Muir Productions Inc., New York, and the Taft Broadcasting Co., Cincinnati, are jointly producing four TV programs for the seven Taft group stations. Already in the works is a pilot of Matchen' Mates, a weekly game show produced by WDAF-TV Kansas City, Mo.

Another projected weekly program entitled Communicate pits a celebrity and partner against a similar match in a version of the tic-tac-toe game. A prototype of Communicate premiered on the Canadian Broadcasting Corp. network Oct. 3.

Nicholson-Muir produces the ABC-TV daytime show, The Newlywed Game.

Pro football plans for 'superbowl' game

Professional football may be ready to pick a fat Thanksgiving turkey stuffed with television money. Just before Thanksgiving, the National and American football leagues are expect to announce when and where they will meet in the first "superbowl" game and which network will get the rights.

Action on the project, which had been stalled for several weeks, resumed last week after President Johnson signed the bill clearing the way for the merger of the NFL and AFL.

Although no one would confirm it, it was understood that NFL Commissioner Pete Rozelle met in New York for two days last week with representatives of both leagues to come up with recommendations on the game. The recommendations would then go to the owners of the 24 teams in the two leagues.

No network has the game yet, but it's understood that it will go for about $2.5 million for rights with sponsors paying about $125,000 per minute (Broadcasting, Aug. 8). It has also been suggested that the current national TV sponsors of the NFL (on CBS) and AFL (on NBC) would have "priority" in getting a piece of the superbowl game.

The question of which network will get the game is still strictly conjecture. Tentatively the game is penciled in for early January—after the respective league championship games—in Miami, Los Angeles or New Orleans.

Another item to be decided by the team owners is what happens to preseason games scheduled on network TV. With inter-league preseason games scheduled for 1967, Mr. Rozelle has already indicated that the rights for all such games would probably be returned to the teams for local sale rather than wind up in a jurisdictional dispute between the networks as to which has rights for what game.

In addition to Mr. Rozelle, members of the committee working out the details are: (from the NFL) Carroll Rosenbloom, Baltimore Colts; Dan Reeves, Los Angeles Rams; Tex Schramm, Dallas Cowboys; (from the AFL) Ralph Wilson, Buffalo Bills; Lamar Hunt, Kansas City Chiefs, and Billy Sullivan, Boston Patriots.
Who serves the most people named Jones with dependable electric service?

The electric company people

—the folks at your investor-owned electric light and power companies.*
They don’t just keep up with the electric wants of all their customers.
They stay way out in front of them.

*Names of sponsoring companies available through this magazine.
The vistas open to worldwide TV

ABC session hears FCC's Ende warn against misuse; Compton's Cummings cites problems to be solved

An FCC official, looking toward a day of global transmission of commercial programing by satellite, has warned the users of such service not to make "the vast space land into a vast wasteland." Asher Ende, deputy chief of the FCC's Common Carrier Bureau, addressing the final session in a series of international presentations by ABC International, said the government has devoted itself to letting space technology develop to its full potential.

"With the international facilities now available you can give us a town meeting of the world or a Tower of Babel," he advised.

The concepts of "one world" market-

ing of consumer products and television commercials that could be used globally were presented at the symposium in New York and found full of potential but lacking in current practicability.

Barton Cummings, chairman and chief executive officer of Compton Advertising, presented a list of problems that would limit such international advertising efforts. Among them were differences in government controls on advertising from country to country, language barriers, packaging differences, incompatibility of television systems, and the difficulty of obtaining program rights for international distribution, as well as the imposition of quotas on the amount of program and commercial material which may be taken from one country to another. Mr. Cummings said he hoped these problems could be solved.

C-P's Expectations — Robert Young, vice-president, corporate marketing

world-wide, of Colgate-Palmolive, said his company, for one, had not yet turned its attention from a country-by-country marketing approach to an international attitude. But he added that 40% to 50% of C-P's sales volume in the next ten years would have to come from new products and that this presents a flexible environment for development of products and marketing techniques that could be used internationally. James McCormack, board chairman of the Communications Satellite Corp., said it is difficult to predict how much international television traffic would be using Comsat facilities but that the corporation, in its revenue projections, estimates TV transmissions may account for 5% of its total sales over the next four or five years.

Mr. McCormack, along with others at the symposium, emphasized that technological advances in international TV transmission are running far ahead of economic and political problems involved. "By 1970," he said, "you can really have a satellite transmission system of any capacity you want."

Joseph Waldschmitt, president of Page Communications Engineers, suggested that in developing worldwide television "it behooves us to think of it as an economic and technical network." He said a major problem facing this development is the scarcity of space in the radio spectrum. "I hope it won't be allocated on a first come, first serve basis or by default," he added.

Donald Coyle, president of ABC International Television, commenting on whether new foreign television operations will emerge as commercial systems, said he thought they would "have to go commercial in order to support themselves."

Ouimet says Canadian broadcasting is best

Canada has better over-all broadcasting service than any other country with its combination of publicly and privately owned systems, reported CBC President Alphonse Ouimet at the annual meeting of the French-Canadian Association of Broadcasters in Toronto (Nov. 6-9).

"This high standard, he said, applies to program range, variety, quality, quantity and coverage and that no examination "ever bothered to compare in depth Canadian achievement with what has been accomplished in other countries."

This includes cost, efficiency and freedom of expression in the CBC.

Mr. Ouimet said that in four to six
This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast.

Every such request received at Lederle Laboratories at any hour of day or night sets emergency procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.
Change in America’s Voice

The Voice of America last week inaugurated its new sound to its overseas short-wave audience when it broke up its traditional program schedule in favor of a continuous flow of music, news and feature programs.

The previously announced change (BROADCASTING, Sept. 5) currently affects only the Voice's English-language service, which represents about 25% of the effort by this nation's broadcasting and propaganda agency. But eventually it may also spread to others of the Voice’s 37 language broadcasts. The new sound is also limited to a vocabulary of only 1,200 words to make it easier for listeners who know English only as a second language.

This new orientation largely eliminates the past concept of scheduling one program after another. In its place the Voice will now schedule a mixture of music, news and features in a continuous two-hour block. In between these two-hour blocks will be one-hour segments devoted to the Voice's more popular holdover programs. This approach is analogous to NBC Radio's Monitor weekend program. The news content of the block is also constantly updated for late developments and the news of more importance to one sector of the world is given extra prominence in broadcasts to that region.

The change is designed to give the Voice a new sound that is distinctively American, according to VOA director John Chancellor. The persons who designed this new format, primarily Richard Krolik, a part-time Voice consultant who is also a Time-Life Broadcast executive, felt that this type of broadcasting would better fit the needs of the agency's millions of foreign listeners.

To achieve this new American voice, the Voice now relies heavily on features and "actualities" designed to convey the flavor and pace of America to the rest of the world. These include short excerpts from night-club acts of such comics as Bill Cosby, features about various developments in the social fabric of this country and even scuttling the Voice's old theme of "Columbia the Gem of the Ocean" in favor of "Yankee Doodle" ("A good revolutionary song," says Mr. Chancellor) in just about every tempo imaginable. The Voice also tries to maintain its place as the news source for millions of persons overseas.

years, CBC programs will be transmitted by space satellite. That, he claims, will be “far more economical for continentwide operation” than microwave networks across the country. At least two satellites will be needed for the CBC alone, he predicted. He added that in 15 or 20 years, with technological advances, satellites will be equipped with transmitters powerful enough to be picked up directly by individual home sets but these developments, he noted, would not replace “earth-bound” TV and radio stations providing local broadcasts.

Other speakers at the meeting were Daniel Johnson, premier of Quebec, Jean-A. Pouliot, president of the Canadian Association of Broadcasters; Gaby Lalande of Young & Rubicam, N. Y.; Dr. Andrew Stewart, Board of Broadcast Governors chairman; Gerard Pelletier and Robert Stanbury, Toronto member of Parliament, who succeeds Mr. Pelletier as chairman of the broadcasting committee of the commons. C. H. Rideout, W. Windsor, Ont., and CAB vice president, said that although broadcasting has made astounding technical progress, the future depends on the people who make up the industry.

Canada’s BBG to study multiple ownership

Dr. Andrew Stewart, chairman of Canada’s Board of Broadcast Governors, has initiated a study into multiple ownership involving groups of broadcasting stations or joint ownership of stations and newspapers or other publications.

The proposed inquiry would provide guidelines for the BBG on applications or extensions sought by “chain ownership” or “cross-media” stations. Heretofore, Dr. Stewart said, “the board made decisions it thought were right, but felt concerned that it should have a policy that it could state publicly.”

In his remarks were the words “thought control,” which conveyed BBG concern over multiple-ownership situations and resulting “limitations of plurality of expression.” The BBG study will provide “competent and comprehensive research into the question,” said Dr. Stewart.

RCA readies microwaves for Saudi Arabian TV

RCA reports its subsidiary RCA Great Britain Ltd. later this year will start shipping TV and microwave units to Saudi Arabia under a $1.5 million contract with the government there.

Final installation, linking centers of Jeddah and Taif, is expected in 1967. This will extend television to Mecca and to the cities of Medina and Buraidah. In 1965, RCA supplied equipment to TV stations in Jeddah and Riyadh, both now being programed by NBC International.

International TV sales...

Man In Space (Seven Arts TV): CFEN-TV Calgary; CBXT-TV Edmonton; CJLH-TV Lethbridge; CKSA-TV Lloydminster; Chat-TV Medicine Hat, and CKRD-TV Red Deer, all Alberta, Canada.

Silents Please, The Eartha Kit Show, Days of Dylan Thomas (Fremantle International): Iceland Television, Reykjavik, Iceland.
Uninterrupted listening pleasure... and the answer to a searching question

Recording a pop tune or even the whole top ten isn't much of a problem with standard sound tapes. But people always want more—like getting a whole Wagnerian opus on a single reel. Actually, the problem of long playing time involves two variables: how fast you run the tape, and how much tape length you get on a reel. The latter variable is a function of reel size and tape thickness. The following chart will give you an idea of running times with different lengths of tape:

Some like it thin. The other avenue is to go to a thinner tape... one that packs more length on the reel. This too is an appealing idea—one that explains the proliferation of double and triple play tapes. So what's the catch? Well, for one thing, very thin tapes require careful habits on the part of the home recordist. Your recording/playback heads should be in good shape, as thin tape is more liable to physical distortion and breakage. Make sure that your recording equipment is in top shape so that it produces smooth starts and stops. You can help with a smooth start by turning the reels away from one another (gently, please) so as to take up any slack in the tape which may have occurred during threading. Also, forget the fast-rewind knob—store tapes "as played." Fast rewind can set up a lot of tension and often cause erratic winding. All this can result in "stretched" or "fluted" tapes. In a nutshell, treat thin tapes with loving care. When you record, be careful not to overload on input if you have a VU meter, keep the needle slightly below the record level you would normally use for regular tape). Last but not least, make sure you get your tape from a reliable maker—like Kodak. It takes a lot of extra care in winding, slitting and over-all handling to come up with a superior triple-play tape like Kodak's famed Type 12P. Because of its highly efficient oxide, Type 12P gives you a signal-to-noise ratio better by close to 6 db compared to the other leading triple-play tape. Add to this the advantage of back printing (so you always know what type of tape you're using—even when it's in the wrong box), and a dynamically balanced reel that reduces the stress and strain on a thin tape, and you can see why KODAK 12P Tape is becoming so popular.

KODAK Tapes—professional types and the long-playing variety—are available at most electronic, camera, and department stores. If you've had trouble finding them at your favorite store, Kodak would like to help. Simply tell us where you'd like to buy KODAK Tape, and we'll see what we can do about having these stores stock it. In the meantime, we'll rush you the names of nearby Kodak dealers where you'll be sure to find KODAK Tape; also, a very informative booklet "Some Plain Talk from Kodak about Sound Recording Tape." Just fill out the coupon below.

EASTMAN KODAK COMPANY, Rochester, N.Y.
Comsat holding at T minus X

Further launches postponed until Lani's trouble found; Charyk still sees dividends

The Communications Satellite Corp. has called off its scheduled Nov. 23 launching of the second Atlantic Ocean communications satellite until it finds out exactly what went wrong with its Lani Bird.

Lani Bird was launched Oct. 26, but failed to achieve true synchronous orbit, 22,300 miles above the equator, over the Pacific. The bird has now been nudged into an elliptical orbit, ranging from a perigee of 2,069 miles to an apogee of 23,360 miles, and will be in line of sight between the U. S. West Coast and Hawaii for perhaps eight hours per day in another week. It can thus be used for TV and telephone calls during that period, and the three TV networks have announced that they will be glad to use it during its free period and for significant news events when it becomes commercial.

The exact positioning of the satellite will be discussed by the interim committee of the International Telecommunications Satellite Consortium (Intelsat) Nov. 15 at a meeting in Washington. As in the case of Early Bird, now operating over the Atlantic Ocean, the new satellite is owned by Intelsat but operated by Comsat as manager of the 54-nation consortium.

Preliminary investigation, Comsat said, indicates that the failure to achieve planned synchronous equatorial orbit was due to a malfunction of the apogee motor in the satellite, which did not burn the required length of time following ignition command. Comsat is now undertaking a test program to determine what caused the malfunction. When that is determined, it will reschedule the second Atlantic Ocean launch.

Joseph V. Charyk, Comsat president, expressed the possibility that Comsat conceivably "could show a profit by 1968" and was confident that the satellite company's projection for profit by at least 1969 would not be upset.

"We've slipped back slightly," he conceded at a news conference before addressing Town Hall, a Los Angeles civic group, "but we still hope 1968-69 will put us in the black and the board can consider a dividend."

In his speech to the businessmen's organization, Comsat's president broke down hard against proposals for private control of the company's ground stations and satellite communications systems. He emphasized that Comsat "must retain operational responsibility and control" and pointed out that this can only come about through the company's "dominant, if not exclusive, ownership." Mr. Charyk also criticized as impractical the Ford Foundation's recent proposal to provide a private satellite communication system for domestic television users. "A system dedicated to television services alone is neither the most economical solution nor the one that gives adequate attention to the question of proper utilization of the radio frequency spectrum," he stressed.

Western Union = Meanwhile, Western Union last week asked the FCC for permission to establish five ground stations to communicate with the proposed domestic satellite system. A sixth ground station application will be filed later, the company said.

"The five stations each costing about $4 million to build are scheduled to be established in Oregon, Iowa, Arkansas, Alabama and Colorado. A sixth site is planned for West Virginia. Each station will use a 42-foot dish, and annual operating costs are estimated at $1 million.

A final ground system, Western Union said, will consist of eight stations; the two others will be in New York and California, both with 85-foot parabolic antennas.

"One notable opportunity for the strengthening of competition in the domestic communications industry is in the area of distribution of television program material," Western Union said. "There is not now, and never has been, any competition in the television market." If TV network service via domestic satellites is given to the common carrier, Western Union said, the company "will be in a position to provide service to the networks and compete in the television market in a manner not possible heretofore."

Concern grows over spectrum usage

Two agencies of the federal government were concerned with the radio spectrum last week. The FCC, established in 1934 to regulate all non-government users of the spectrum as well as national telephone and telegraph communications, disclosed last week that it is seeking funds in its fiscal 1968 budget to strengthen its work in the field of spectrum management. And the Department of Commerce finally released a printed copy of the report submitted to it by the Telecommunication Science Panel of its Technical Advisory Board entitled: Electromagnetic Spectrum Utilization—The Silent Crisis (Broadcasting, Oct. 24).

FCC officials declined to divulge the specific amount being requested for spectrum management, but indicated it would be relatively modest. Chairman Rosel H. Hyde said he had no knowledge of any basis for reports of a $2 million FCC spectrum study that would be spread over five years, beginning in July 1968.

Chairman Hyde said the commission has long been aware of the need for increased work in spectrum management, particularly in view of the demands for spectrum space on the part of the land-mobile users. Commission plans for increased work in spectrum management were underway before officials knew of the Science Panel recommendations.

While some FCC officials made clear
UNSURPASSED DEPENDABILITY IN ROHN CATV TOWERS

Three big reasons why so many CATV owners are specifying ROHN CATV tower installations are: experience, design and completeness of line. These reasons add up to unsurpassed dependability in CATV tower superiority.

ROHN engineers have far more tower experience and are among the real pioneers in tower construction and design. All ROHN towers are carefully and fully engineered to provide the ultimate in structural strength and outstanding performance capabilities. The line is complete, proved by thousands of installations for every conceivable type job. All accessories, lighting, and microwave reflectors are available from ROHN.

Shown below is a series of four special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers are engineered, manufactured and installed under complete ROHN supervision for unsurpassed strength and dependability in CATV use.

Rohn representatives are located world-wide. For name of one nearest you, write — wire — phone:

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

TWX 309-697-1488
New KTLA(TV) gear features reliability

KTLA(TV) Los Angeles last week installed a new transmitter that automatically provides its own back-up equipment in the event of trouble. Even in a commercial power failure, KTLA's transmitter, manufactured by RCA, is designed to return the station to the air in 30 seconds. In addition, it's claimed that the transmitter can frequently anticipate the electrical failure and switch to its own emergency generator prior to the loss of the picture.

The new dual 12.5 kw equipment actually consists of what amounts to two transmitters operating in parallel. Each half of the equipment is said to correct its counterpart's errors and thus contribute to better color transmission, as well as providing back-up operation in the event that trouble arises.

According to John Silva, KTLA's chief engineer (pictured), the new transmitter is the first of its kind west of the Mississippi. He says the new equipment will keep the station up to date in "the broadcast art for at least 10 years."

The new installation replaces KTLA's original equipment that had served the station since 1946. The old gear reportedly was the first commercial TV transmitting device to be placed on Los Angeles county's Mount Wilson.

they wouldn't like to cede what they consider their responsibility for spectrum management to an outside group such as the one envisaged by the Commerce Department advisory unit, Chairman Hyde said he saw no conflict between the commission's plans and the Science Panel's proposal. "Even if the panel's proposals are adopted," he said, "we'd still need additional money for what we're doing—even if it's just to make use of the study group's findings."

The Science Panel, headed by Dr. James Hillier, RCA Laboratories, expressed alarm at the surging use of the radio spectrum and urged strongly the establishment of an organization to study the electromagnetic spectrum and its users from an economic as well as a technical view.

It suggested that such a group, to be funded initially with about $10 million, but seen as growing into a $50 million annual organization, be established under the wing of the Department of Commerce. This has brought protests not only from some members of the FCC, but also, it's understood, from James O'Connell, telecommunications advisor to the President.

The Telecommunication Science Panel's concern with the radio spectrum is the third major look at the spectrum in the last 15 years. Both were by the Joint Technical Advisory Committee, which is co-sponsored by the Institute of Electrical and Electronic Engineers and the Electronic Industries Association. The first study was issued in 1952; the second, in 1964.

Flight path looks good for 2d Lunar Orbiter

Lunar Orbiter II, an 850-pound, flying photographic laboratory, was on a successful course to circle the moon as the week came to end. Its mission is to photograph 13 primary target sizes located within the northern half of the moon's front face. Other areas of the moon, including its back side, may also be photographed.

On Nov. 17, its retrorocket will be fired again to place it in its ultimate orbit—from 1,150 miles to 28 miles above the moon's surface. Both high and medium resolution photographs will be made on film which will be developed aboard the spacecraft.

FCC looks into carriers and computers

The FCC provided evidence of its expanding responsibilities last week by starting an inquiry into the regulatory and policy questions it sees in the growing interdependence of computer services and technology and common carriers' facilities and services.

The commission noted that the modern computer can provide services—including the processing of all kinds of data and the gathering, storage and retrieval of information—to users in distant locations.

Accordingly, the effective use of the computer is increasingly dependent on the services of common carriers, which are regulated by the commission. The commission noted also that not only are new businesses being organized to sell computer services but that common carriers themselves are offering computer services.

The commission asked for information and views from the computer industry as well as common carriers and the public on such questions as the circumstances under which computer services are subject to regulation under the Communications Act, and whether public policy requires regulation of computer services.

Technical topics . . .

More for Milwaukee: WKBX Television System Inc., Oklahoma City, has announced an additional $1 million investment in wvtv (ch. 18) Milwaukee. The corporation, which bought wtvv in March of this year, included in its latest purchases three GE 4-Plumbicon color camera chains, three Riker switches, a 50 kw TV transmitter, a panel TV antenna and color camera controls, sync generators and related equipment to expand capability for live color remote originations.

How-to bulletin: Ampex Corp., Redwood City, Calif., has published a bulletin describing how KYA San Francisco reportedly increased efficiency while lowering costs since converting to AG-100 recorders and magnetic cue-mats for its contemporary music program format. Bulletin number is G076.
Are you still playing
"follow the leader?"

(Not with real money, we hope.)

Some people in the advertising business follow docilely wherever their competition leads them. They're never among the first to try good new ideas.

Take the advertising/marketing press, for example. There's only one really new publishing idea in the entire field: The Printers' Ink Network of Magazines. Because it's a new idea, the number of Network advertisers may form an exclusive club for a while: For Shepherds Only.

You shepherds will appreciate the concept that three magazines can be designed to work together to give greater coverage of a market than any single publication serving the same market. And to do it more efficiently than any other combinations of publications in the field.

Among advertising/marketing publications today, the three magazines in the Printers' Ink Network deliver about 50 per cent more total circulation than any competitive publication standing alone. And nearly double the advertiser-agency coverage.

Total circulation is 83,500. There's practically no duplication: less than four per cent.

So now there's a new Number One way to cover your market: The Printers' Ink Network of Magazines.

When it's so easy to be a shepherd, why be anything else?
Montana foundation sets scholarships

The Greater Montana Foundation, Butte, Mont., announced an assumption of support in perpetuity of two $300 scholarships awarded annually to outstanding students of the Department of Film and Television at Montana State University, Bozeman. The grants will be known as the "Connie R. Craney scholarships." Joseph S. Sample, owner of the Garryowen Broadcasting System who began the scholarships last year, will continue to make the presentations.

Also this year the foundation award to the 1966 Montana "station of the year" will offer a $500 presentation in Mrs. Craney's name to be used for a one-day seminar for radio-TV students at either the University of Montana, Missoula, or Montana State University.


Drumbeats . . .

Palette 'n' pigskin = WCBM Baltimore, a Metromedia station, has opened its studios to a sports art exhibition on loan from the Braverman Gallery, New York. The 80-work display, entitled "Sport in Art," features 29 nationally known artists and depicts more than 30 sports. The exhibition will be open to the public through Nov. 27.

Typecasting = "Yes, Virginia, there really is a winner in the national football contest of WABC New York—and it's you!" That's what these Blair Radio men are telling Virginia Russett, time-buyer for Post-Keyes-Gardner, Chicago. Bearers of the good tidings are John Boden (c), Blair Radio's Chicago sales manager, and Howell J. Malham, account executive. Miss Russett, an avid golfer, hopes to make good use of the grand prize—Spaulding golf equipment —after her recovery from knee surgery.

Light up the sky = Albuquerque residents were puzzled by a brilliant new light on the Sandia Mountains, but KOAM-TV Albuquerque, N. M. assured them the giant light was a weather forecasting device installed at the station's mountaintop transmitter site. Towering 10,678 feet above sea level, the five-color, high-intensity iodine quartz lamps of the "Koneacon" signify five different weather forecast conditions by changes in hue.

Rare bird = WCLF-AM Chicago, creator-producer of Chickenman, and Spot Productions Inc., Fort Worth, syndicator of the series, have furnished at no charge 26 weeks of the Chickenman episodes to the Armed Forces Radio and Television Service for broadcasting on all overseas stations.

Good relations = William B. Lewis, chairman of the board of Kenyon and Eckhardt Inc., New York, has been named to receive the Broadcasting and Advertising 1966 Human Relations Award of the American Jewish Committee's Appeal for Human Relations. The committee will make the presentation on Dec. 5 at the Hilton hotel, New York.

SDX honors students

Awards in Sigma Delta Chi's annual college journalism contest were presented to student broadcasters at the professional journalistic society's an-
Now is the time for all good (mass media) men (and women) to come to the aid of their country

Men and women who work on the editorial side of the mass media tend to look upon their typewriters as the basic tools of their profession. That more and more of these typewriters are operated by electricity, rather than the muscle-power of their users, is perhaps symbolic of what the dairy farmer members of the American Dairy Association would like to discuss with you.

Those people most directly concerned these days with trying to improve the health of those of us who live in the United States are expressing more and more concern about how we “insult” our bodies through our changing living patterns. We’ve become victims, perhaps, of too much electricity and too many petroleum products. We use our electric typewriters, electric golf carts, and electric vibrators that are supposed to shrink our expanded waistlines into shape. We drive our cars when many times, because of parking problems, it might be easier—as well as healthier—to walk a few blocks.

In short, we’ve become a very sedentary sort of people. We adults are passing this pattern on to our children. Many schools do not have compulsory physical education, especially for girls. And many schools which do have compulsory physical education have programs that can hardly be described as inspiring the young to develop lifetime exercise programs that they will follow eagerly.

Inactivity has become a major health menace

Because our way of life has become so highly mechanized—and physically inactive, we’ve run into increases in serious health problems that are probably related quite directly to our high state of inactivity. The fat American is fat because he consumes more calories than he expends. Too many people want to enjoy their food without remembering that there must be a balance between what they eat and their daily physical activity—unless they want to gain weight by eating too much or lose weight by not eating enough.

Physical inactivity also appears to be related to the increase in heart disease. The most significant change in American living patterns in the past 25 to 30 years has been the decrease in physical activity. Several studies have indicated that physically active people tend to suffer fewer heart attacks, and among those physically active who do have heart attacks the survival rate appears to be higher. Scientists explain the apparent relationship between physical inactivity and heart disease as being the result of failure to develop and strengthen arteries serving the heart and strengthening the heart muscle itself. Also, activity tends to reduce blood cholesterol levels, several recent research projects have indicated.

Many more people are becoming interested in physical fitness programs because fitness is not only wise from the health point of view but also can be a good way to get more enjoyment out of life. The President’s Council on Physical Fitness reports a steady increase in improved school fitness programs for the young as well as more fitness programs for adults working in factories and offices. Industry, government—everyone, for that matter, has a very direct and selfish interest in promoting physical fitness. Physically fit people tend to work better, think better, do more, enjoy life more.

Fitness programs need mass media support

In every community the mass media, which are so often way out in front in urging citizens to support the good causes that make communities better places in which to live, can give a big boost to the physical fitness programs. More people need to be encouraged to understand what a sound physical fitness program is and what it means in terms of improved living and improved chances for a longer and more useful life.

Too many people dismiss the whole idea of fitness as strictly muscle-building. Fitness is a great deal more than this. Fitness involves eating the right kinds and amounts of foods. It involves regular exercise patterns that can easily be followed by everyone. It means regular visits to physicians and dentists who are the people in the best position to evaluate the individual’s state of health and to offer advice on any dietary or exercise changes that might be helpful.

As producers of milk and products made from milk, we, obviously, have our own selfish interest in promoting physical fitness. A well balanced diet is based on selecting foods from four major groups: (1) milk and other dairy foods; (2) meats, fish, eggs, poultry; (3) breads and cereals; (4) fruits and vegetables. These foods are grouped on the basis of the kinds of essential nutrients they provide.

Physical fitness is a major national goal

Encouraging people to eat the right kinds and amounts of foods and to follow the other paths to physical fitness is certainly part of the national goal to encourage Americans to take advantage of the knowledge available to us so that we may live useful and enjoyable lives. We know a great deal about sound nutrition practices, about how to use the body to maintain proper muscle tone—how to get the most out of physical exercise. We know much about ridding ourselves of infectious diseases. The trouble that still plagues us is that we don’t always appreciate and use what we already know.

We dairymen are anxious to work with you to help promote physical fitness in your community. We have available for your use motion pictures, booklets, and other materials that can help you stimulate more interest in physical fitness. Contact us for further details.
nual convention last week in Pittsburgh.

Edward W. Pearce, University of Nevada, placed first in the category of radio reporting. John Ledingham, Ohio State University, received the second place citation.

For television reporting, John Lind- say, Washington State University, took the first award. Douglas Caldwell, Ohio University, placed second.

In the category of radio or TV news-writing or commentary: Mark Hall, San Jose (Calif.) State College, first award; Wendall Anschutz, University of Kansas, second.

Richard Mayk, Charles Bierbauer and Kenneth Bredenberg, all of Pennsylvania State University, took first place in the category: radio or TV public service in journalism. Edward Yeates, University of Utah, placed second.

IRTS awards '67 Gold Medal to Robert Sarnoff

RCA President Robert W. Sarnoff will receive the International Radio and Television Society’s Gold Medal award for 1967 at the society’s 27th anniversary banquet to be held in New York next March 9. IRTS president Thomas J. McDermott, vice president, radio-TV, N. W. Ayer and Son, New York, said Mr. Sarnoff would receive the organization’s highest honor for his “distinguished record of public service through broadcasting.” Brigadier General David Sarnoff, board chairman of RCA, received the first such award bestowed by IRTS, and other winners have included Dr. Frank Stanton, CBS Inc. president; Leonard H. Goldenson, ABC president; FCC Chairman Rosel H. Hyde; John F. Kennedy and Richard M. Nixon jointly for the 1960 debates; Bob Hope, and General Foods advertising vice president Edwin W. Ebel.

FATES & FORTUNES

John Finneran, VP and account supervisor, N. W. Ayer & Son, Detroit, joins Kenyon & Eckhardt, same city, as VP and senior account executive.

Edward H. Russell, formerly head of own agency, joins Arthur Meyerhoff & Associates, Chicago, as senior VP.

Neal Weed Jr., account executive with WJJD Chicago, named account executive for WIND, that city.

Jack Medina, with KXTV(TV) Sacramento, Calif., appointed assistant general manager and local sales manager.

Clifford D. Field, senior VP-creative director at Ogilvy & Mather, New York, joins LaRoche, McCaffrey and McCall there as senior VP-creative director.


Joseph R. Cox joins W. J. Spencer Co., New York, as VP in charge of radio and television.

Thaine Youst, senior marketing advisor for Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Saul S. Korshak named VP at Garfield-Linn & Co., Chicago advertising and marketing services firm.

Dana Blackmar, VP and creative supervisor at Young & Rubicam, New York, joins Dancer-Fitzgerald-Sample there as VP and group head.

Bob Singer, VP of Stern, Walters & Simmons, Chicago, joins Elliot, Jaynes & Baruch there as executive VP.


Carl Andersen, local sales manager for KMA Shenandoah, Iowa, named regional sales manager.

Gilbert Mickels and John Schubert, account supervisors with Leo Burnett Co., Chicago, named VPs.

Robert Koch, sales manager of WXYZ Detroit, appointed general sales manager. Martin Greenberg, with local sales staff of wxyz, named to newly created post of national sales manager.

Harry Packlick, with WRZ Coral Gables, Fla., appointed sales manager.

Becky Dodds, with WRG Greensboro, N. C., named merchandising manager.

David Leahy Jr., district manager for The Tappan Co., appointed account executive for WEEI Boston.

Frank X. Long, account group head for Doremus & Co., Philadelphia, named VP.

A. Michael Colamenco, national sales manager of Tri-Nut Sales Corp., appointed marketing director of Laddie Boy Dog Foods Inc., Glendale, N. Y.

June Earp, assistant continuity di-rector of KRTN-AM-TV Des Moines,
Nearly two and a half million Americans between 15 and 65 are alive today who wouldn’t be—if the 1945 death rate had continued.

These survivors are vital members of our economy today. One and a half million of them hold jobs. They earned seven billion dollars last year. They paid 1.3 billion dollars in taxes.

This enormous economic impact—aside from the priceless human impact—is largely due to modern drugs. Since antibiotics first went to war against TB in 1944, new drugs and vaccines have steadily cut the toll from influenza, appendicitis, syphilis, anemia, dysentery, rheumatic fever, hypertension, nephritis, whooping cough, polio, and—most recently—measles.

Crucial to 197,025,000 living Americans, these great triumphs have released thousands of drug industry researchers to hunt the remaining killer diseases.

If you would like more facts on the contribution of modern drugs, write for a free copy of "Key Facts on the U. S. Prescription Drug Industry."

It beats writing obits.

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Iowa, joins Grismer Advertising Agency there as creative director/account executive.

Thomas F. Mason, VP of Geyer, Morey, Ballard, New York, also named account supervisor.

Charles J. Mathews, with WLBW-TV Miami, named VP in charge of sales.


Wayne Sheets, account executive with KFH Wichita, Kan., appointed account executive for KTVH(TV) Hutchinson-Wichita, Kan.

Gerald A. Mandel, copywriter with The Roman Co., St. Louis, joins Gardner Advertising Co. there as copywriter. Paul B. Schipka, design director for Roman, St. Louis, joins Gardner, that city, as art director.

Vince Auty, account executive for National Television Sales Inc., Chicago, named midwestern sales manager.


Milton J. Lowe, copywriter for Benton & Bowles, New York, joins Warwic & Legier there as copywriter.

Michael Danyla Jr., previously with BBDO and Harold Cabot & Co., joins copy staff of Reach, McClinton & Co., Boston.

John Langan, national account executive with wpr Philadelphia, joins local sales staff at wcmh Baltimore.

Philip Stumbo, formerly account executive with Adam Young Inc. and The Robert Eastman Co., appointed to sales staff of H-R Representatives, New York.


Jerry Kaufer, advertising and sales promotion manager for Screen Gems, New York, joins television promotion department of Peters, Griffin, Woodward, that city.

Michael Weil, editor for Focus Presentations, New York, named supervising editor for that commercial production organization.

William H. Tewell, from wowo Fort Wayne, Ind., appointed account executive at Radio Advertising Representatives, Chicago.


John Tina, analyst in creative sales department for H-R Television, New York, appointed to firm's eastern sales division, replacing Jim Watterson.

Lawrence E. Feeney, with Television Advertising Representatives, Chicago, joins firm's sales staff in New York. Gary Adler, account executive for KPIX(TV) San Francisco, succeeds Mr. Feeney.

B. Jerrold Haworth, with Benton & Bowles, joins WBBB-TV Chicago as assistant research director.

Karl H. Berg, with KAKE-AM-TV Wichita, Kan., appointed assistant product manager for Beech Aircraft Corp., that city.

John Rawlings, free-lance editorial and advertising photographer, joins Elektra Films, New York, as commercial director.

Carl Peresman, salesman for Army Times, appointed to newly created position of Los Angeles sales manager for KFRC-AM-FM San Francisco.

Salvatore Battaglia, station manager of WAPS Amsterdam, N. Y., named sales manager of WCSS, that city.

MEDIA


Thomas A. Welstead and Jeanette Heinzke, with L. B. Wilson Inc., named executive VPs of two newly created divisions of that company. Mr. Welstead will be in charge of WLBW-TV Miami and Mrs. Heinzke will be in charge of WCKY Cincinnati. Paul Miller named VP and associate general manager of WCKY.

James R. Palmer, Centre Video Inc. (multiple CATV owner), State College, Pa., elected president of Pennsylvania Community Antenna Television

Roger Bailey, program director of WIBW Topeka, Kan., named station manager of KUPK-AM-FM Garden City, Kan.

Ed E. Carroll named VP and general manager of KLVI-FM Beaumont, Tex.

Harold S. Schwartz elected president of KXEN Festus-St. Louis.

Henry V. Brennan, sales manager of KRBE (FM) Houston, named general manager.

Edward F. Wagner, VP of Nationwide Development Co., named VP in charge of subsidiaries by parent Nationwide Insurance Co., Columbus, Ohio. Mr. Wagner will have responsibility for Nationwide Development and its two subsidiaries, Peoples Broadcasting Corp. (station group owner), and Approved Finance Inc.


PROGRAMING

Lin Mason, with WLWB-TV Miami, named VP in charge of programing.

Jeffrey Berman, with WABC New York, appointed director of production and community service.

James D. Tuverson, producer for WAZ Boston, appointed executive director for WAZ-AM-TV.

Jeff Gold, with Wylde Films, joins Van Praag Productions, New York, as sales head.

Alan Wright, producer/director at WBBM Chicago, joins WMAQ there as evening director.


Wynn Nathan, VP and director of television at Comet Films, appointed general sales manager of syndication division of 20th Century-Fox Western Productions (division of Metromedia Inc.). Randy Place named New York City station manager for Wolper.

Walter W. Jones, program director of KJEM Oklahoma City, joins KTOK there as head of production department.

Jerry Lee, program director at WWTC Minneapolis, joins staff of KXYZ Houston.

Dick Campbell, southwestern sales representative for Screen Gems Inc., Tulsa, Okla., named western division sales representative in Los Angeles.

Otto Paoloni, technical service contact and manager of dailies division of Pathe Laboratories Inc., New York, joins Deluxe Laboratories Inc., New York, as technical representative, producers service.

Richard Bruner, free lance writer, joins Ken Saco Associates, New York, as script writer.

NEWS

Lou Adler, with WCBS-AM-FM New York, named correspondent for WCBS-TV.

Jim Purks transferred from AP bureau, Birmingham, Ala., to Tallahassee, Fla., bureau. Jerry Estill transferred to Birmingham from Mobile, Ala., and Ralph N. Howard moved from Troy, N. Y., to New York.


Arthur S. (Budd) Wiener, operations director of KTVU(TV) Oakland-San Francisco, also named to newly created position of sports director.

Jim Atkins, formerly radio-television editor of Birmingham (Ala.) Post-Herald and news director of WBRC-TV Birmingham, named associate editor of The National Milk Pictorial, published...
by National Milk Producers Federation, Washington.

FANFARE
Martin Goldblatt, executive assistant to Don Kirshner, president of Columbia Pictures-Screen Gems Music Division and Colgem Records, joins Harold Rand & Co., New York, as account executive.

John Michaeli, publicist for MGM-TV, Culver City, Calif., joins McFadden, Strauss, Eddy & Irwin, Los Angeles, as account executive for Hanna-Barbera Productions Inc.

Burt Schultz joins The Goodyear Tire & Rubber Co., New York, with responsibility for radio and television publicity.

Bill Flemister, from WABA College Park, Ga., joins WSB Atlanta, as promotion assistant.

EQUIPMENT & ENGINEERING
William M. Latham, with WLBD-TV Miami, named VP in charge of engineering.

M. L. (Moe) Mostyn, supervisor in engineering department of WWDC Washington, appointed chief engineer. He succeeds Ross Beville, chief engineer since 1943, who resigns effective Jan. 1, 1967, and plans to devote more time to Broadcast Electronics Inc., of which he is president.

Henry W. West Jr., VP, secretary and general counsel for Ampex Corp., Redwood City, Calif., elected group VP.

Bill Newbrough, with WLBC-TV Mun-

cie, Ind., joins WXYK Valparaiso, Ind., as chief engineer.

John R. Shearer, chief engineer and general manager of Videoflight Inc., subsidiary of Sony Corp. of America, New York, appointed manager of television color film system activities for Visual Electronics Corp., that city.

John L. Stoddard named manager of newly created Ampex Service Co., Redwood City, Calif. Company was formed to provide added in-warranty and after-sale service for all Ampex products.


Robert E. Ritch, National Aeronautics and Space Administration, joins Washington consulting engineering firm of Silliman, Moffet & Kowalski.

John Novak Jr., with Zenith Radio Corp.'s engineering staff in Chicago since 1946, named resident engineer in charge of radio engineering at Wincharger Corp., Zenith subsidiary at Sioux City, Iowa.

INTERNATIONAL
Anthony Smith named managing director of newly opened office of Young & Rubicam Inc. in Madrid.

Grace G. Guarnera of Dancer-Fitzgerald-Sample, San Francisco, moves to Guatemala City in January 1967 to become administrative assistant to William V. Patten, field director for U.S. Agency for International Development's "Operation Market" economic development program in connection

with ROCAP (Reconstruction Organization for Central America and Panama).

ALLIED FIELDS
Howard S. Boros and Robert C. Lester form Washington law firm of Boros & Lester. Mr. Boros, who served with FCC from 1959 to 1961, also was with Navy Department, Civil Aeronautics Board and was general counsel to two airlines. Mr. Lester was with CAB from 1951 to 1961, and then entered private practice.

Joseph J. Madden, management consultant and founder of Broadcast Management Services, New York, who has been named executive director, Institute of Broadcasting Financial Management (BROADCASTING, Nov. 7), continues to operate his own firm. He'll perform the IBFM functions from his New York office.

DEATHS
Murray D. Lincoln, 74, one of founders and retired president of Nationwide Insurance Companies of Columbus, Ohio, died Nov. 7 at Grant hospital in Columbus after short illness. Nationwide is parent organization to Peoples Broadcasting Corp. (group owner). Mr. Lincoln was instrumental in establishing one of that group's stations, WFDN Columbus-Worthington, Ohio. Surviving is his wife, Anne.

Marie W. Warren, 54, chief of FCC's television license section, died of cancer Nov. 5 at Washington Hospital Center in Washington. She is survived by her husband, David, two sons and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS
As compiled by BROADCASTING, Nov. 3 through Nov. 9 and based on filings, authorizations and other FCC actions. (Editor's note: FOR THE RECORD, 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.)


New TV stations

Applications
Phoenix—Seeks UHF ch. 1 (476-482 mc). ERP 189.2 kw vis. 40.1 kw Ant. height above average terrain 1747 ft; ant. height above ground 161 ft. P.O. address: 3620

BROADCASTING, November 14, 1966
North Third Avenue, Phoenix 85013. Estimated construction cost $547,000; first-year operating cost $350,000; revenue $180,000. Improvement: 33' 30" north lat., 124' 02" west long. Type trans. R.C.A. TV-F5B, 80 kw. *WPTA(TV).*

Requests #WPTA(TV).

DESIGNATED FOR HEARING

Savannah, Ga., Lewis Broadcasting Corp. Coastal Television Corporation, WSGA Television Station, Inc., and others, for consolidated docket for hearing applications for new TV's to operate on ch. 22. Action Nov. 9.

Tepeka, Kan., Tepeka Television Inc.— FCC designated for consolidated hearing applications for new UFC TV's to operate on ch. 43. Action Nov. 2.

Existing TV stations

KAZATV(TV), Nogales, Ariz.— Broadcast Bureau granted mod. of CP. CHARS trans. to location from Mt. Hopkins, Ariz., change in ant. structure to decrease ant. height to 1570 ft. Action Nov. 2.

WCIX-TV, South Miami, Fla.— Broadcast Bureau granted mod. of CP and extended completion date to May 2, 1967. Action Nov. 2.

WTIU(TV), Bloomington, Ind.— Broadcast Bureau granted mod. of CP to change ERP to 33 kw. ant. 269.2 kw. change trans. and decrease ant. height to 110 ft. Action Nov. 2.

KHOL-TV, Allion, Neb.— Broadcast Bureau granted license covering new TV and mod. of license to reduce aur. ERP to 62.2 kw. Action Nov. 2.

APPLICATIONS

Franklin, Tenn.— Robert E. Sewell db/a Harpeth Valley Broadcasting Co. Seeks 1400 kw. o.s. est. $39,000. First-year operating cost $22,000; revenue $18,000. Principal: Robert E. Sewell (35%).

Requests #WTTV(TV). *

APPLICATIONS

KBBATV(TV), D. H. Overmyer Communi- cations Inc., San Francisco. Requests KEMO-TV.

New AM stations

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KBBATV(TV), D. H. Overmyer Communi- cations Inc., San Francisco. Requests KEMO-TV.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Nov. 10

<table>
<thead>
<tr>
<th></th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lic.</td>
<td>AM</td>
<td>FM</td>
<td>TV-VHF</td>
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<tr>
<td></td>
<td>4,072</td>
<td>1,514</td>
<td>475</td>
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<tr>
<td></td>
<td>21</td>
<td>50</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>3,657</td>
<td>1,464</td>
<td>156</td>
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AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, Nov. 10

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<th></th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>Commercial</td>
<td></td>
<td>519</td>
<td>751</td>
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<tr>
<td>Noncommercial</td>
<td>70</td>
<td>86</td>
<td>156</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC, Sept. 30, 1966

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,071</td>
<td>1,514</td>
<td>567</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>21</td>
<td>50</td>
<td>19</td>
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<tr>
<td>CP's not on air (new stations)</td>
<td>75</td>
<td>245</td>
<td>127</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,170</td>
<td>1,808</td>
<td>748</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>259</td>
<td>148</td>
<td>109</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>31</td>
<td>42</td>
<td>56</td>
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<tr>
<td>Total applications for new stations</td>
<td>390</td>
<td>188</td>
<td>175</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>175</td>
<td>41</td>
<td>26</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>33</td>
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<td>33</td>
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<tr>
<td>Total applications for major changes</td>
<td>208</td>
<td>41</td>
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<tr>
<td>Licenses deleted</td>
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<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

1 Breakdown on UHF and VHF applications not available.
2 Includes three noncommercial stations operating on commercial channels.
3 In addition, two AM's operate on Special Temporary Authority.
4 In addition, two Licensed VHF's and two Licensed UHF's are not on the air.
5 In addition, two VHF's operate with Special Temporary Authority.

Houma, La. and Ascension Parish Broadcasting Co., Donaldsville, La., scheduled hearing for Nov. 17 and other procedural dates (Docs. 16816-7).

Examiner Hisinger on Nov. 7 in proceeding on AM applications of Roanoke, Va.; released Nov. 8, granted financial amendment to Radio Nevada application (Docs. 16810-13, 16815).

CALL LETTER APPLICATION

Clarence C. Moore, Fort Wayne, Ind., requests WITK.

CALL LETTER ACTIONS

Clay Broadcasters Inc., Liberty, Mo., requests KBIL.

Dale Broadcasters, Annville-Cleona, Pa., requests WAIT.

DELEGATED FOR HEARING

By memorandum opinion and order, commission delegated for hearing application of Beaverhead Broadcasting Co. for a new AM to operate on 1240 kc. 250 w-N, 1 kw-LS in Dillon, Mont.; made Vidigale Broadcasting Co. (KDBM), Dillon, which filed opposing petition, party to proceeding. Commissioner Loevinger dissented to paragraph 6 of memorandum opinion and to inclusion of Issue No. 2. Action Nov. 2.

Existing AM stations

APPLICATION

WCAW Charleston, W. Va.; seeks CP to increase daytime power from 10 kw to 50 kw; change from DA-N to DA-2; install new trans. (Gates VP-80). (800 kc). Ann. Nov. 9.

FINAL ACTIONS

KAFF Flagstaff, Ariz.; Broadcast Bureau granted increased power on 930 kc-D from 1 kw to 5 kw, change in rebroadcast, application for installation of new trans. conditions. Action Nov. 4.

RM Nashiville, Ala.; Sand Mountain Advertising Inc. FCC granted 1500 kc, 1 kw D.O. principals: Lawrence E. Kennerman and Welton H. Norwood (each 49.3%). Zera B. Kennerman and Reba Sue Norwood (0.7%). Messrs. Kennerman and Norwood have non-broadcast business interest in Scottolato, Ala., and vicinity. Action Nov. 4.

Commission denied request of KFOX Inc. for 1410 kc (1 kw), granted on Feb. 24, action granting one-year license to KFOX AM-FM; Beach View, Cleveland, Tenn.; Commissioner Bailey abstained from voting; Commissioner Loevinger concurred in result; and Commissioner Johnson not participating. Action Nov. 4.

FCC granted one-year renewals to KKBK United Broadcasting Co. San Jose, Calif.; WRAM Cosmopolitan Broadcasting Corp., Lincoln, Neb., and KTTU Leland Broadcasting Co., Ducks, Tex., based on responses by licensees to queries concerning their commercial policies and practices. Action Nov. 4.

KRLF Mission, Idaho—Seeks CP to increase daytime power from 250 to 1 kw, and install new trans. Ann. Nov. 4.

WRIN Rensselaer, Ind.; Broadcast Bureau granted increased power on 1560 kc. 500 w-D from 250 to 1 kw, and installation of new trans. conditions. Action Nov. 4.

FCC granted licenses for following main stations and co-pending auxiliaries: WKYR Inc. (WKYR) Cumberland, Tenn.; Easton Broadcasting Co. (WEMD) Easton, both Maryland. Action Nov. 3.

WBRC Pittsburg, Mass.; Broadcast Bureau granted CP to change from DA-2 to DA-N; conditions. Action Nov. 4.

Commission granted request by VBP Broadcasting Corp. and waived sponsorship identification requirements of Sec. 32.724(a) of Communications Act and Secs. 73.119 and 73.282 of rules in connection with stations WVP-FM-AM Mt. Kosco, N. Y., "want ad" program. (2) 911, 73.119 carrier current; period of time, may be resided if subsequent developments indicate that its continuance is in public interest. Action Nov. 9.

By memorandum opinion and order, commission dismissed applications of South Coast Television Co. for modifications (BP-17090) and renewal (BR-3535) of license of station KFAS Liberty, Tex. (1068 kc. 250 w, DA-B). However, commission gave KFAZ's proposed assignee 60 days in which to file CP application for new station in conformity with same characteristics as specified in BP-17090. Action Nov. 9.

WMTR Nauvoo-Pearlise, Miss.; seeks CP to increase power from 1 kw to 5 kw and install new trans. Ann. Nov. 4.

The commission by MBS that commercial matter on network news programs for which delayed stations receive no direct payment be exempted from the Commission's definition of commercial matter. However, commission suggested that affiliates will special problems may set forth in answers to questions in paragraph 4 of appendix to public notice FCC 66-923 regarding commercial practice. Commissioner Johnson not participating. Action Nov. 9.

OTHER ACTIONS

Office of opinion of Nov. 4 issued by plains Broadcasting Inc. (RGY) Guymon, Okla., for extension of Sec. 10 to Nov. 18, and opposed by WCAW Circle '61. Applications to oppose pending petition for reconsideration of hearing order in AM consolidated hearing in Dec. 1968.


(1) 1,514; 50 245 188
(2) 396
(3) 40 48
(4) 175
(5) 75 245 127
(6) 4,170 1,808 748
(7) 259 148 109
(8) 50 42 56
(9) 390 188 175
(10) 175 41 26
(11) 33 0 33
(12) 208 41 35
(13) 0 0 0
(14) 1 1 0

BROADCASTING, November 14, 1966
BROADCASTING
1735 DeSales St., Washington, D. C. 20036

BROADCASTING
November 14, 1966

FOUR NEW FM STATIONS

NEW FM STATIONS

APPLICANTS

Davenport—Pillar of Fire Corp., Seeks 98.3 mc, ch. 207, 29.97 kw, Ant. height above average terrain 407 ft. P.O. address: 1845 Champa Street, Denver 80202. Estimated construction cost $19,315; first-year operating cost $4,368; revenue, none. Principals: Arthur K. White, president, administrator and clergyman; Kathleen M. White, vice president and administrator. New station to be operated in conjunction with KPOT, which has been on the air since April 1960. Ann. Nov. 7.

Chattanooga—FM Enterprises Inc., Seeks 97.9 mc, ch. 250, 100 kw, Ant. height above average terrain 439 ft. P.O. address: 894 S. White Oak Ave., Chattanooga 37403. Estimated construction cost $117,333; first-year operating cost $49,000; revenue, $75,000. Principals: Edwin Lee Inkster, Jr., Phyllis Norman, Homer B. Angstadt Jr. and John K. Pringle (each 11.1%). Applicant also has stockholders. Mr.Leddy is president of FM Enterprises; Mr. Inkster is administrator and principal specialist for G.E. Mrs. Norman is housewife. Mr. Angstadt is business manager. Mr. Pringle is electronic technician for G.E. Ann. Nov. 20.


Milford, Mass.—Curry College, 88.1 mc, ch. 216, 10 kw, Ant. height above average terrain 171 ft. P.O. address: WKOK, Monticello, Mo. Estimated construction cost $3,046.18; first-year operating cost $3,000; revenue, none. Principals: Joseph E. curry, president; Robert A. Roberts, station manager; Donald W. Roberts, director of WKOK, Inc., licensee of WKOK-AM-FM in Ann. Nov. 4.


CALL LETTER APPLICATION

WADR—P. H. Inc., Remsen, N. Y. Requests WRRM.

NEW FM STATIONS

APPLICATIONS

Ann. Nov. 4.

LETTER APPLICATION

WADR—P. H. Inc., Remsen, N. Y. Requests WRRM.

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment.
Mark new subscriptions or renew present subscriptions.
Subscription rates on page 7.

FINES

Commission notified Dale W. Firewelling that station KXRG-FM, Sacramento, Calif., incurred an apparent liability of $600 for violations of commission rules involving operating without a properly licensed operator on duty, failing to have equipment performance measurements made and for operating more than 10 kw below authorized power. Licensee has 30 days to contest or pay forfeiture.

Commission notified Radio Hanover Inc. (CRF[FM] York-Hanover, Pa.) that it has incurred an apparent liability of $500 for violations of commission's rules including the failure to maintain logs. Licensee has 30 days to contest or pay forfeiture.

By letter, commission granted request by Action Broadcasting Co., licensee of WJZM-FM, Pittsburgh, Pa., to rescind action of Aug. 30 which imposed (Continued on page 105)

CAMBRIDGE SCHOOL
RADIO AND TELEVISION BROADCASTING

Write Mr. Roberts, Cambridge School 622 Beacon Street, Boston, Massachusetts 02215

RULEMAKING ACTIONS

By memorandum opinion and order, commission on Oct. 27, 1966, affirmed and amended Rule 7, by amending a section in the Rules of the Federal Communications Commission. The amendment provides that broadcasting licensees must file an annual rulemaking looking toward reservations for FM assignments, especially in the non-commercial educational bands (871-919 mcs) for a non-commercial educational network. A rulemaking is submitted on the issue of non-commercial educational FM assignments for a network. The commission held that proposal would be consistent with the public interest in developing a public broadcast service, that it would prevent growth of a group of FM stations serving a small local area that it was not technically or economically feasible to serve.

Blount County Broadcasting Service Oneonta, Ala.—Requests amendment of the table of frequencies to insert the assignment of WCBF-FM on ch. 249 at Oneonta, Ann. Nov. 4.

CALL LETTER APPLICATION


CALL LETTER APPLICATION

Colorado State College, Greeley, Colo. Requests CBTL-FM.

Radio Station WJAT Inc., Swansboro, Ga. Requests WJAT-FM.

CALL LETTER ACTIONS

Colorado State College, Greeley, Colo. Requests CBTL-FM.

LETTER APPLICATION

Colorado State College, Greeley, Colo. Requests CBTL-FM.

LETTER APPLICATION

Colorado State College, Greeley, Colo. Requests CBTL-FM.

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**CLASSIFIED ADVERTISEMENTS**

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum
- **HELP WANTED** 30¢ per word—$2.00 minimum
- **DISPLAY ads** $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space, 5" or over. Billed R.O.B. rate.
- **All other classifications,** 35¢ per word—$4.00 minimum.
- **No charge for blind box number. Send** replies c/o Broadcasting, 1735 DeSales St., N.W., Washington, D. C. 20036.

**HELP WANTED—Management**

Require immediate general manager with sales experience for local N. Y. daytime. Top salary. Box H-247, BROADCASTING.

**SALES**

Detroit—Solid salesman—proven track record—management capability—multiple group listed. Salesman—starting salary, plus—Box F-28, BROADCASTING.

Opening soon... an opportunity for salesmen—announcer. Local current man making $790.00. We are a good MOR station with sales opportunities for someone with ambition. Give full details with first letter. Box K-270, BROADCASTING.

Wanted: Local sales manager for major upstate New York AM. Salary plus override. As great potential for creative, aggressive salesman...

Aggressive—great opportunity available. If you have ambition—tremendous earning power offered. One of the finest radio stations in the southwest. Good agency list. Best possible working conditions to be held in arrangement. Send resume and photo to Box L-61, BROADCASTING.

Ambitious FM time salesman for Washington, D.C. Top dollar plus management potential. Box L-74, BROADCASTING.

High caliber, salesman for station brokerage. Substantial commissions. Established, reputable firm. Box L-78, BROADCASTING.

Opportunity! If you have perspiration, inspiration, enthusiasm. Tell sales record. KFRO, Lonview, Texas.

Wanted: Good radio time salesman major market with top rate station. Send complete information to Salesman, KOSO, P. O. Box 15568, Salt Lake City, Utah.


Landing, Michigan—No. 2, and climbing adult music/news station has career opportunity for young, creative type salesman on way up. Station midwest group seeks man (woman) with management potential. Present sales staff can’t handle increased volume. We offer best pay, opportunity for management stock interest. WLTV, Lansing, A Midwest Family station.

Ambitious, experienced radio time salesman for upstate N. Y. metro-market. Good account set up. Good sales base. Must be able to handle increasing volume. We offer best pay, opportunity for management stock interest. WRTL, Lansing, A Midwest Family station.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box X-161, BROADCASTING.

Midwest group now scouting for boss jock and noisy newsmen. Send talented tape, resume and appointments to Box K-18, BROADCASTING.

**ANNOUNCERS**

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box X-161, BROADCASTING.

Midwest group now scouting for boss jocks and noisy newsmen. Send talented tape, resume and appointments to Box K-18, BROADCASTING.

ANNOUNCERS—(cont’d)

Single station market needs announcer with first class ticket. You don’t have to be the world’s greatest announcer, but you must be a conscientious individual. Opportunity for advancement. Beginning salary commensurate with ability. Box K-280, BROADCASTING.

Announcer with pleasant authoritative delivery for middle-music Texas station. Do not send tape. Box K-319, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who’s looking for top pay and good working conditions in beautiful, quiet western community. Excellent salary, perks. Send resume and tape to Box K-413, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send resume and tape to Box L-62, BROADCASTING.

Announcer; with first phone, Send tape and resume. State salary. Box L-31, BROADCASTING.

Need Immediately—Afternoon or evening rock jock with lots of tickets to handle. Good pay. Interested? Send resume and tape for consideration. Box L-69, BROADCASTING.

Experienced 1st phone announcer for N. Y. radio medium size English language station. Good pay. Send resume and tape. Box L-77, BROADCASTING.

Major market, top-rated, east coast, contemporary music station—opportunity for bright music personality. Unusual opportunity. Send tape, box L-98, BROADCASTING.

Announcer for AM, FM stereo outlet in central Wisconsin broadcasting 24 hours. No drinkers or rockers. Send tape, picture, and resume. Box L-111, BROADCASTING.

Opening December first. We have plenty of time to select right man for this key position in our expanding service. Must be strong on board, neat bright, personable. Ability to handle local news impressive. Good salary for right man. You’ll enjoy this college area. Send sample of news and middle of road presentation plus production commercial. Please send short bio. Experience and reason for wanting position to Box L-116, BROADCASTING.


Immediate opening for experienced announcer who might like opportunity in sales. A good, small, Midwest market. Excellent salary, plus commission. Call Manager, Raymond, KLEX, 816-259-3250.

Immediate opening for young man who wants to be the “Mr. Sports” in a 4-state area. Must also be qualified dj. MOR station emphasizing news, sports, entertainment. Send resume and tape to Manager, KMA, Shenandoah, Iowa.

Opportunity plus security for alert, bright personality. Respected small market AM/FM station with well-rounded living away from metropolitan jungle and pressure, yet near fine city. Requires a responsible man with 3rd license. Announcer and handle program operations. Adult emphasis. Mail complete details re education, employment experience. R.B. Cupp, KFOO, Ottwa, Kansas.


Excellent opportunity for a top-notch, well-qualified, professional announcer with first phone. Must have experience. No mail. Must phone with little advance notice. Good hours with starting pay $120-$130 per week. Location in southwest. Send resume, tape. KOKO, Kebbek, Iowa if interested.

Immediate opening. Experienced announcer. Third class endorsed ticket necessary. First preference. Send tape and resume to KSYL, Box 1488, Alexandria, La.


Announcer—with third ticket, call WATM, Atmore, Alabama.... Contact George Bissell, WEAQ, Flittnburg, N. Y.

Looking for man who can handle three to four morning show. Also take over as Traffic Manager. Can train for latter position if you have some typing ability. Need to start January 23. Send resume and tape to Bob Komar and WGI, Elizabeth City, N. C. Salary, commensurate with experience and ability.

Wanted for brand new FM operation in Southern Mass. Must be very familiar with musical knowledge. Send resume to Z. LEATHER, WMBR, Main St. South, Medway, Mass.

Announcer—PD with first phone—Must have experience, good voice. No maintenance. Send tape and resume. WFEZ, Bloomington, Ill.

Immediate opening for experienced announcer. Call Manager, WIGM, Independence, Iowa.

Florida’s southernmost city has an opening for first phone announcer. Top experience—ideal. Start $125.00 weekly. Send to WZKX, Box 1487, Key West, Fla.

Announcer-program director: Earn more money if you are above average announcer. Strong on production, good administrator to fill position. Must have first phone. Good opportunity. Send resume and tape to Eastern on Monday, Lake Worth, Fla.

Immediate opening—one position, WZP, Lake Worth, Fla.

Alert, aggressive radio announcer wanted for middle of the road station in Midwest. Excellent working conditions, all benefits, outstanding place to work. Send audio tape, resume and salary requirements to Program Director, WKZO Radio, Kalamazoo, Michigan.

Central Penna. 24 hour station will add new sales announcer. Applicant may combine work with classes at large university located here. For further information contact Croy Pittner, Program director, WMAJ, State College, Pennsylvania.

Middle of road pop format. Radio Station WQHE, Warner Robins, Georgia. No collect calls accepted.

Real comer looking for opportunity in production and personal appearance. Highly creative and imaginatively contemporary 24 hour station. Excellent pay plus pic. details to WROV, Roanoke, Virginia.

Wanted: 1st phone for announcing & production. Small market with middle of road format. Call Station Manager, WGBS, Eki- to, Md. 301-386-3883.
Anuncios—(cont'd)

First ticket announcer, medium-small Ohio market, "middle of road" music, must be experienced. Reply Box 3-142, BROADCASTING.

Ohio market needs good disc jockey, first or second phone, middle of road, news and spot production. Good pay, phone Oscar Baker 3-73-1011.

Eastern station has opening for announcer with 3rd ticket. This is a well established station in major market. Must be going into TV. Good working conditions plus fringe benefits. 215-248-3396.

Station in midwest needs good morning man person, news and sports format. Excellent rates and starting pay between $100-105 per week. Engineer requisite. Call 314-334-5410 for personal interview.

New station at Auburn, Indiana, needs staff, send resume. Detroit Jack Fuller, John St. John reply. Address Staff Manager, Cottage Grove Place, Highland, Michigan 46122.

Full-time 560 wt., MOR station in Virginia's largest market has opening for experienced, mature intelligent announcer. Station has experienced staff. Send resume: Station Manager, P. O. Box 1600, Norfolk, Virginia.

Technical

Chief engineer for east coast major market top 40 directional. Excellent salary. Good living conditions. Box K-323, BROADCASTING.

First class chief engineer with AM-FM experience. Fulltime AM operation, Have CP License. Must be located in good market, Virginia lower peninsula. MGR music, local news, .. Short shifts for short air shifts. Housing available. Start $7,000.00 annual to competition. Open position. Box K-361, BROADCASTING.

Assistant chief engineer needed for south Texas network station. Box K-380, BROADCASTING.

Cable TV system in northern Illinois has immediate opening for technician. First or second class licensed radio or TV engineer, must be able to qualify for starting salary of $1600 a week plus overtime. Excellent opportunity for advancement in rapidly expanding business in fast growing area. List age, marital status, education, references. Box L-18, BROADCASTING.

Engineer-1st class license for maintenance, and capable of doing some board work. Sacred music station in great midwestern area. Send complete resume, Box L-34, BROADCASTING.

Chief engineer—Bite announcing. Southern West Virginia market needs chief engineer for good market, fringe $1000.00 monthly, fringe benefits. Open now. Reply Box M-112, BROADCASTING.

Chief engineer for long established Virginia fulltime station in small market. Position offers security and many benefits. Announcer ability helpful but not essential. Theory technical and practical ability a must. This is a settled, hard-working, friendly operation, and we want a man with the same qualities. Box L-59, BROADCASTING.

Chief engineer television & radio: excellent starting salary increased as ability demonstrated; Exceptional fringe benefits: large market on Florida's west coast: Thorough experience in studio and transmitter maintenance required: All replies confidential. Box L-119, BROADCASTING or phone collect Tampa (813) 949-4404.

KXMS. Radio—Remote control, directional. 1 kw needs first phone engineer, Excellent opportunity. Reply Box N-310, BROADCASTING, for college student. No announcing. Contact Mr. S. R. Sprowls, KXMS. Radio, Sioux City, Iowa 51102 or call 712-268-0628.

First class engineer required for 5 kw directional in major Ohio market. Good opening for young man desiring experience. Reply Box N-312, BROADCASTING, for right man. Contact Chief engineer, Wolf Radio, WOJO Radio, Canton, Ohio 216-477-8585.

Situations Wanted—Management

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent opportunity. Contact General Manager, WPAG, Ann Arbor, Michigan. Need qualified first phone operator for maintenance. Contact WSBY, Rutland, Vermont.

Engineers—First ticket-studio, transmitter shifts. Excellent opportunity. WPFA, Box 2773, Harrisburg, Pennsylvania.

First class license, graduate of two year approved technical school (or equivalent) for chief engineer of new 2600 mHz ITFS. Reply to Mr. L. McConnell, Ast. Supt., Alpena Public Schools, Alpena, Mich.

NEWS

Authoritative newswoman. College town in NE. Experienced only. Willing to pay to get good man. Box K-381, BROADCASTING.

Young man wanting to learn all phases of radio-TV newswriters. Prefer journalism school training, but not required but must type. Chance to join busy six man staff in a progressive medium market. Send résumé and all job requirements. Box L-21, BROADCASTING.

Have immediate openings for news director, morning and evening announcing and experience and eagerness to work for go-getting medium market news operations. Will count heavily in absence of experienced. Send short news tape, samples or writing, and complete resume. DWG, News director, WHYN Springfield, Mass.

Production—Programming, Others

Experienced and creative copywriter for network station in beautiful Texas resort city. Box K-381, BROADCASTING.

Production chief-copywriter—Versatile, imaginative, with good sense of punchwriting and spot production. Exceptional salary, with adult station. Send background, photo, and sample copy to WFDK, Flint, Michigan.

Top midwest CBS affiliate desires copywriter with initiative and imagination to work in creative 3 man continuity department. Knowledge of music and experience and ability. 40 hour week. Start immediately. WMME, Community Director, 212 Southwest Jefferson, Peoria, Ill.

Program director for fast-paced MOR central east Florida coast station. Heavy on production, news, sales operation. Tape & resume to: J. Y. Box 276, New Smyrna Beach, Fla.

RADIO

Situations Wanted—Management

Thoroughly experienced general manager entering 26th year in radio. Mainly management experience. Medium to small metropolitan market preferred. Sales ability and production. Box L-73, BROADCASTING.

General manager—now in medium market sales. 15 years well rounded radio and TV experience. Stable family man. 38, good credit, presently earning in area of $17,000 yearly. Experience in community radio, small markets, major market. Fulltime only. Box L-50, BROADCASTING.

Experienced metropolitan area general manager with outstanding record of upgrading stations to highest income, profit, and ratings. Sales increases: Ratings topped to 25 position. Presently employed. Desire management position with aggressive group operation. Call 214-426-8298 evenings or write Box L-116, BROADCASTING.

Sales

25% commission salesman, seven years experience, Journalism major, midwest. Box L-83, BROADCASTING.

Situations Wanted—Anuncios

Recent school graduate—3rd ticket—to complete military obligation January 8th. Desire fulltime—college towns in western states. Box K-386, BROADCASTING.

Touchdowns! Contemporary stations score every time! Offers: Experience, personality, versatility, originality. Defense: First phone, draft exempt, radio reference, Ike letters to Box L-15, BROADCASTING.

First phone desk jockey, strong on news, seeks all night, personality middle of road spot. Experienced. Availiable January 1, 1967. Box L-25, BROADCASTING.

Non-screaming, bright topping out forty seeks sales position with well established, contemporary operation. Male and female adult appeal. Seven years experience. Presently employed. Box L-49, BROADCASTING.

Exciting, authoritative, experienced play-by-play. Will be employed by school or college football. basketball, basketball. Available now. Box L-49, BROADCASTING.

Rock and blues dj/announcer. Third license. Newspaper experience. Will relocate. Box L-60, BROADCASTING.

Anouncer-dj. Young, experienced, ambitious, presently employed. Third endorsement working on first. Draft exempt. Prefer MOR or rock in college city. Write Box L-49, BROADCASTING.

Dec. 9th! Top 40 swinger, 22 years old, working in major market. Want to relocate. Military completed.写信给男主角或女主角 for you. Box L-63, BROADCASTING.

Gasp! Top country deejay—suffocating in large market. Desperate for a craftsman at copy, production. First phone please. Desperately needs a, "let's get movin’ west— to clean air, happy people. Box L-64, BROADCASTING.


Experienced announcer-newswoman desires position in northeast. 3rd class phone. Box L-89, BROADCASTING.

Young beginner—Negro, Hardworking, reliable, efficient. Small market. Reply to BROADCASTING. Box L-12, BROADCASTING. Married, draft exempt. Will relocate. 212-781-6152 or Box L-10, BROADCASTING.

Sporstcaster. Top play-by-play. Seeks permanent major market position. Box L-100, BROADCASTING.

Top 40 screamer . . . . happy personality . . . . very good voice, no remarks experienced. Box L-104, BROADCASTING.

Creative, enthusiastic, happy sounding top 40 Jack or PD. Strong on production and ideas. Draft exempt—Married. $200 week minimum. Box L-107, BROADCASTING.

Dynamic top 40 go-getter with first phone ready for that top day. Strong market only. Box L-110, BROADCASTING.
Announcers—(cont'd)


Authoritative mature voice heavy on news and commercials. Ambitious, creative and reliable. Will relocate. 2nd classification endorsed. N.Y. Broadcast School graduate. 212-31-1053 or Box L-119, BROADCASTING.

Negro dj-announcer, newscaster. Tight board. Middle of road or R&B. Married, will relocate toff. Box L, BROADCASTING.

Single female desires air work. Locale/salary no problem. Recent radio graduate. Will work to learn. Consider office-on-air position. Box L-124, BROADCASTING.

DJ wants rock job. Now doing MOR and C&W. Like R&B. Low-wage delivery. No strict format. Write P.O. Box 382, Milford, Pa. 18337.

Technical


Engineer, manager, sales production. Emphasis engineering. Twelve years experience. Recently airmained station except southern states. Box L-6, BROADCASTING.

1st phone technician, experience control room operation and maintenance. Available immediately. Will relocate. Box L-106, BROADCASTING.


NEWS

Experienced newsmen and staff announcer with disco jockey experience seeks to better himself. Desires position as newsmen and/or staff announcer at well established medium or large market station. Have first phone. Excellent reference please. Box L-79, BROADCASTING.

News director available. Longtime newsman, Go anywhere, Ray Kruger, 2521 Myrtle, Alexandria, Louisiana 71310.

Production—Programming. Others

I'm ready... Ready for a good job with a good organization. Five years experience, college married, service complete. Presently p.d. of five thousand water. Experience, news, sports play-by-play, writing, production and sales. Box L-48, BROADCASTING.


Spectacular sales, successful style, superb service. XMAS 3rd class a, draft exempt. Desires advancement to top 50 market. Providing own public with top 25 to be considered. Box L-115, BROADCASTING.

Box L-96, BROADCASTING.

Cont'd

I now successfully program a chain of four small-market top 60 stations and would like to trade my talent and experience for the challenge and money of a larger market. Excellent opportunity, first phone—Box L-108, BROADCASTING.

Programming—personality. Interesting stations interval. Where are they? Box L-112, BROADCASTING.

Canadian, some past radio training, employed 20yrs. publishing, writing, pr, adv. Now seeks education or educational radio. Have unique idea for inspirational and mature audience. Age 42, single, good voice, speak Spanish, French. Relocate. Box L-113, BROADCASTING.

TELEVISION

HELP WANTED

Sales

TV salesman for new Baltimore UHF. Opportunity for fast advancement in large group operation. Experience prepared to assume additional related duties. Box L-98, BROADCASTING.

Announcers

Announcer/sports—experienced in all phases of radio programming. Send photo, resume and salary requirements to Box L-23, BROADCASTING.

Good opportunity for intelligent, aggressive announcer in radio and/or television. Advancement opportunities in a fine area to work. Complete details to Box L-36, BROADCASTING.

Announcer—Prefer news/weather background. With group owned, NBC-TV affiliate. Full-color station in mid-west. Send resume, picture/tape to Box L-92, BROADCASTING. State background and salary requirements.

KOMU-TV, Columbia, Mo., has opening for morning host announcer also capable of doing live on camera commercials. Would consider radio man looking for TV. Contact Program Director with full details.

Have immediate opening for on-camera TV announcer who is capable of doing all types of commercials. Please send resume and VTR to Howard Frederick, WIRL-TV, Locust, Illinois.

On-camera announcer/copywriter wanted. Congenial surroundings, excellent benefits, home office station of group. Send picture, tape, resume to Program director, WZKO-TV, Kalamazoo, Michigan.

AM-TV announcer needed by regional AM-FM-TV station. Upbeat MOR evening radio personality. Opening now open. Send tape, photo, resume, and salary requirements to WSVA-AM-FM-TV, Harrisonburg, Va.

Staff announcer—experienced in all phases of announcing needed by eastern Va. Send resume, salary and VTR to Neil Kuvn, WXEX-TV, Box 8765, Richmond, Va.

Immediate opening for engineer with first class license. Full power VHF station. Experience not required. Write Box J-123, BROADCASTING.

If you have years of TV transmitter experience and would like to earn good money and live in south Florida's first resort, send resume and salary requirements to Box K-1, BROADCASTING.

Operating and maintenance technicians for VHF/UHF group operation in upstate New York. Excellent salary, fringe benefits, desirable. Send salary requirements and resume to Box K-297, BROADCASTING.

Midwest area—studio video, videotape recording, Announcer, 2nd year experience, salary, fringe benefits and excellent working conditions. Require previous experience. Box L-367, BROADCASTING.

Technical

Immediate opening for engineer with first class license, experience not required. Write Box J-123, BROADCASTING.

Immediate opening for engineer with first class license. Send resume to: Earl Botkin, WIDE-T, 601 Bradley Bldg., Duluth, Minn. 55802. 727-8734.

Engineer with experience in TV, radio or allied fields preferred, but not required. Must have first class, Excellent opportunity for experience in broadcasting. Reply to Chief engineer, WPFA, Breezy Point, Minn.

Sarkis-Tarzian Broadcasting stations are in need of technical people with 1st class license for various locations. Contact Elmer C. Snow, Engineering Director, WFTV, 3480 Bluff Rd., Indianapolis, Ind. Phone 317-222-2211.

Chief engineer position—Immediate opening. The Studio Broadcasting System will establish the first complete television station in the state capital of Kansas, on channel 27, with all facilities. Corrected candidate who will ultimately assume complete administrative responsibility for the station and group of facilties. Contact Robert C. Snow. All replies confidence. Send resume, salary requirements and references to Box K-297, BROADCASTING.

The Studio Broadcasting System will establish the first complete television station in the state capital of Kansas, on channel 27, with all facilities. Corrected candidate who will ultimately assume complete administrative responsibility for the station and group of facilties. Contact Robert C. Snow. All replies confidence. Send resume, salary requirements and references to Box K-297, BROADCASTING.

BROADCASTING, November 14, 1966 101
**Technical—(Cont'd)**

Television studio and transmitter engineers for service, maintenance and installation in American Samoa. Good living conditions. Illirial Air Force Base, Box 946, APO, New York, N.Y. 09284.

**NEWS**

Need experienced newsmen to direct radio-TV news department of growing Midwest station. Send resume, photo and radio tape of work to Mr. Rose, P. O. Box 530, Boston, Mass. 02116. An equal opportunity employer.

**Young man wanting to learn all phases of radio-TV broadcasting operations. Prefer journalism school background. Meet at 3:45 on Tuesday, 219-41500 bracket. Box L-28, BROADCASTING.**

**Technical**

Chief engineer or assistant, 14 years experience in television; installation, operation, maintenance. 2 years Electrical engineering. "Sober" Box L-121, BROADCASTING.

**NEWS**

Available immediately: Assistant News Director. Send resume to Box L-55, BROADCASTING.

Experience broadcast-reporter. Solid all around newscaster and model. Employed. Box L-51, BROADCASTING.

New director, now employed—good on camera. TV experience. Prefer warm climate, new station. Box L-102, BROADCASTING.

**Production—Programming, Others**

Production supervisor now in radio, wants to make the transition to television. Over 17 years experience in management in communications. Some TV experience. Write to Box L-4, BROADCASTING.

**Production**

Director/photographer—Eleven years experience in television. Two daughters married. Wishes to relocate—currently employed three VHF market. Box L-97, BROADCASTING.

Family man, age 31, 10 years experience. All phases programming and production. Program management, news and independent program station in southwest for past 2 years. Film buyer. Sales minded, staff award. Looking for production department. Personal and professional recommendations with references and salary upon request. Write Box L-101, BROADCASTING.

Kid personality (Clown) desires to relocate to southern states. 38 years old has had a very successful kid show, taking all ratings thus far. If yours is an aggressive and hard working department, plus lots of PR work, I'm the guy for you. Please bring them back. Send resume, photo and radio tape or write to Box L-34, BROADCASTING.

WANTED TO BUY

**Equipment**

We need used, 250, 500, 1 kw & 10 kw AM transmitters. N. junk Guarantee Radio Supply Corp., 1314 Turfide St., Laredo, Texas 78040.

16 mm Dumont color Cinex proctor in good condition, Robert Ridgway, Box 1251 Fargo, North Dakota.

**FOR SALE**

**FOR SALE—Equipment**

Television studio and transmitter engineers for service, maintenance and installation in American Samoa. Good living conditions. Illirial Air Force Base, Box 946, APO, New York, N.Y. 09284.

**Co-axial cable—Heliax, Stxford, Spiriline.**

**FOR SALE—Equipment**


**FOR SALE—Equipment**

Art director—Experienced art director needed for new station—Boston Clinic station in Boston. Send complete resume of professional background to Mr. Rose, P. O. Box 530, Boston, Mass. 02116. An equal opportunity employer.

**TELEVISION**

Situations Wanted—Management

Well known manager available within 30 days to take over station. Complete knowl- edge of engineering, both AM & UHF. Strong on administration sales and programming. Budget minded. Twenty years experience with stations, regional, national, rep. and nets both radio and television. Box K-421, BROADCASTING.

**FOR SALE**

Successful program-operations manager wants new challenge with opportunity to move up. Over 8 years management experience, $24,000 bracket. Box L-38, BROADCASTING.

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed earning high five figure income. Box L-56, BROADCASTING.

Check our listings for your equipment needs. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.


**McMartin TBM-3500 Modulation monitor; 2 magnecord M-90; full track recorders; FM production equipment; Good condition, presently in working order. Send resume, photo and phone number. Box 219-41500 bracket.**

**FOR SALE**

Heavy duty utility tower—FM—250 ft. high. Three years old, fully equipped with photo- cell. Contact WANG-FM in Reading, Penna. Will accept cash only.

**FOR SALE**

Two RCA TRT-1A video recorder complete with remote control. Send resume, photo and phone number. Contact Mr. O. Olden, Dept. of Radiology, Johns Hopkins Hospital, Baltimore, Md.

**FOR SALE**

For Sale: 1 kw FTR transmitter recently removed from service and Gates Dialux con- sole now in operation. Also two sections of General exciter for sale. Reasonable. Box L-117, BROADCASTING.

Aircon Cine-Voice/sync/zoom door Houston Pacific Co., KLA 18 mi. north of L. R. Berry, 511 7th Ave. Ne., Hickory, N.C.

**MISCELLANEOUS**

**MCARTS-CARTS-CARTS-CARTS-CARTS-CARTS**

**FOR SALE**

We bring them back to life with new pads, 150 to 150 mc range without dipole antennas. Good condition, serviced October 1965, $125.00; Esterline-Angus type AW recording millimeter, range 6-3 m., spring motor type condition, serviced October 1965, $56.50; SLV mark III radio noise and field strength meter (condition excellent and $85.00), serviced October 1966, $50.00; General Radio bridge model 516A recalibrated October 1966, $360.00. Box L-122, BROADCASTING.

**FOR SALE**

Measurements Corporation Model 87 VII radio noise and field strength meter, (15 to 150 mc range) without dipole antennas, good condition, serviced October 1966, $125.00; Esterline-Angus type AW recording millimeter, range 6-3 m., spring motor type condition, serviced October 1965, $56.50; SLV mark III radio noise and field strength meter (condition excellent and $85.00), serviced October 1966, $50.00; General Radio bridge model 516A recalibrated October 1966, $360.00. Box L-122, BROADCASTING.

**FOR SALE**

30,000 Professional Comedy Lines! Topical novelty and service fea-

meriment introductions. Free catalog, Orben Comedy Books. Atlantic Beach, N. Y.

**FOR SALE**

Instant gags for desayjal. Bundles of One Cent. Write to Weather College, Music etc., $5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 175 E. 29th Street, Brooklyn, N.Y. 11226.
INSTRUCTIONS—(Cont'd)

Be sure to write, BROADCASTING INSTITUTE, Box 691, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for first class FCC license technicians & combo-men. First phone training with proven, solid, licensed FCC. New York State—Approved G-1 bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 29 W 45 St., N.Y. OX 9-9245.

Your 1st Class License in six weeks or less at America's Foremost school of broadcast training, the Don Martin School of Radio & Television (serving the entire Broadcast Industry since 1927). Make your reservations now for our Accelerated Course Class Jan 2. Most experienced personalized instruction and methods. Lowest cost—finest accommodations available close-by. Call or write: Don Martin School, 1853, N. Cherokee, Hollywood, Calif. (1213) HO-2-5911.


Train for a career in professional broadcasting in the biggest city. Courses in announcing and station management. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1111-A Division Street, Nashville, Tenn. 37202.

RADIO—Help Wanted

Management

SALES MANAGER

I need an aggressive Sales Manager for 3 station midwest market. $10,000.00 to $12,000.00. Call Rodger Bubeck at 312-532-6320 now!

SALES ENGINEER

Broadcast Equipment

Profitable, Growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded, Self-starter, BS/BE equivalent and minimum three years experience in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-269, Broadcasting.

SYNDICATION SALESMAN


Write Box L-20, Broadcasting.

...
TELEVISION 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 to:

Box L-34, Broadcasting.

Help Wanted—Technical

TV ENGINEERS / BOSTON and PHILADELPHIA

Immediate openings in the Philadelphia and Boston markets. First class licenses preferred and all levels of experience will be considered.

● Full color—all new RCA equipment.
● Excellent salaries and liberal benefits.

Call or write: Gene Hill, Director of Engineering
Kaiser Broadcasting Corp.
P. O. Box 630
Boston, Mass. 02102
617-227-0552

An Equal Opportunity Employer

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 Fischbach & Moore, Inc
P. O. Box 20778
Dallas, Texas 75220

TV Broadcast Technicians Wanted

Major Network-owned Television station in Midwest needs several Technicians. Must be young, energetic, well-educated and technical oriented. Experience welcome, but not essential. These are top quality jobs for superior Technicians only. Submit complete resume to:

Box L-125, Broadcasting.

CATV

Help Wanted

Management

GENERAL MANAGER

CATV SYSTEM—Florida East Coast

About to begin construction in resort 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

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-locatation systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, with you to help assure your success. For personal executive interview:

Box L-10, BROADCASTING

ATTENTION FM STATIONS

Experienced assistance is available to help you solve problems in programming, sponsorship of station, promotion, publicity and those other duties that enhance your commercial sales efforts, as well as increasing station value. Low cost. Proven record of success.

BROADCAST SERVICE ASSOCIATES
663 Fifth Ave., N.Y., N.Y. 10022

TELEVISION—Situations Wanted

A LETTER TO THE “BEST” TV-RADIO STATIONS

Not that we are snobbish about our station clients, but the service we offer can only be used effectively by those TV and Radio stations whose goals and financial ability parallel our objectives.

Let me tell you about us. We are a growing and aggressive company specializing in the recruitment and placement of TV and Radio personnel at all levels. Our personnel consultants are all broadcasters and each one of them enjoys locating outstanding employees for our station clients.

Our consultant’s fee is the same standard rate used by successful personnel firms in all industries. Of course, our station clients pay all service charges.

If you would like more information on how we can provide your station with the best personnel available, you may confidentially make inquiry to us. Phone 312—337-5318.

Sincerely,

RONALD E. CURTIS
PRESIDENT
NATIONWIDE BROADCAST PERSONNEL CONSULTANTS
645 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611

BROADCASTING, November 14, 1966
MISCELLANEOUS

22ND ANNUAL GATOR BOWL

- Live radio coverage from Jacksonville, Florida.
- Saturday, Dec. 31, 1966 at 12 noon, E.S.T.
- Available for local sponsorship.

The Nation's 25 Bowl game—A proven seller.
- N.C.A.A. Sanctioned.

For information write or wire:

ROBERT K. LYNCH
POST OFFICE BOX 45
ATLANTIC BEACH, FLA. 32202
Area Code 904-249-4602

FOR SALE—Equipment

FOR SALE—Stations

CHANNEL #3 VHF TV PERMIT

Salem, Oregon presently only possible to operate as non-network good possibility for future as network or Pay TV. Interested parties contact our agent:
C. H. Fisher, 6100 N.E. Columbia Blvd.,
Portland, Oregon 97238

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherrie Barish, Director

FOR LEASE

THE WHITE HOUSE

is 8 minutes away.

40,000 square feet clean span building in N.W. Washington. Ideal for film-tape production facility.

35' high ceiling. 300 car parking and office space available.

FE 8-7311 Washington, D.C.

FOR SALE—Stations

FOR LEASE—Stations

NORTHWEST

AM-FM MAJOR MARKET

Profitable. Can be bought for annual gross billing. F.P. $140,000 with $40,000 down; balance 10 years.

AIR BLUE MEDIA BROKERS INC.

STATION FOR SALE

Midwest, top-50 market, daytimer with 6 AM sign on all year long. Last two annual billings, 165M and 147M. Past six months billing average 15M. Price 275M—terms.

Box L-91, Broadcasting.

(Continued from page 98)

apparent liability of $100 against station for failure to renew application within prescribed time. Action Nov. 2.

CALL LETTER APPLICATION


AM processing Line

Notice is hereby given, pursuant to Sec. 1.571(c) of commission's rules, that on Dec. 20, standard broadcast applications will be considered as ready and available for processing. Pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, an application, in order to be considered with any application appearing on list or with any other application on file by the close of business on Dec. 18, which involves conflict necessitating hearing with application on this substantially complete and tendered for filing at offices of commission in Washington, by whatever date is earlier: (a) close of business on Dec. 18, or (b) earlier effective cut-off date which listed application or by any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 308(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing the filing of pleading and other requirements relating to such pleadings.

Applications from top of processing line:

KHKH Sturgis, S. Dak. Sturgis Radio Inc. Has: 1290 kc, 1 kw, 5 kw. ER.

NEW, Selmer, Tenn. David B. Jordan Reg.: 1100 kc, 250 w, ER.

NEW, Hackettstown, N. J. Radio New Jersey Reg.: 1000 kc, 1 kw, DA, D.

WOAI, Miami. Latin Broadcasting Corp. Has: 1220 kc, 250 w, D Req: 1190 kc, 10 kw, DA, D.

NEW, Jesup, Ga. Morris' Inc. Req: 1080 kc, 500 w, DA.

WKVM, San Juan, P. R. American Coloni

(Continued from page 98)
OWNERSHIP CHANGES

APPLICATIONS

KGO, Palm Desert, Calif.—Seeks assignment of license of KGO Broad- casting Co. to Duggan Corp. Principal: Harrington, A. C. (Harrington, A. C. is president and general manager of Dimarco Broadcasting Corp. in San Bernardino, Calif. Seiler is agreed to the offer on the condition that 90% of his interest and to retain 10% plus an option to purchase the 10% interest in the station or in new corporation for $125,000. Duggan Corp., Nov. 9.

WBRE Eau Gallie, Fla.—Seeks transfer of control of Mel-Eau Broadcasting Corp. to Mel-Eau Broadcasting Corp. thru ac- quisition of interests and rights from Charles S. Van Horn. Principal: W. R. Kinney (50% ownership plus 10% voting, 10% voting and 100% voting and after, no voting), Nov. 7.

WKAT-AM-FM Miami—Seeks transfer of control from Uela Collier Kattentzen, ex- ecutor of the Estate of; from Frank J. Collier, trustee, to Uela Collier Kattentzen, Mrs. Kattentzen is owner of WKAT Inc., li- censee of WKAT-AM-FM. No consideration. Nov. 9.


WXEL Lubbock, Tex.—Seeks voluntary assignment of license and SCA from Background Music Inc., Galveston, Tex., and Larry Corbin of Lubbock Broadcasting Co. Principals named each own 25% and Corbin holds the other 25%. Consideration $54,000. Ann. Nov. 3.

ACTION

WTXV(TV) Fort Pierce, Fla.— FCC grants transfer of control of permitted construction application, Invitation Inc., from William E. Minshall Jr., J. Patrick Bean, R. Buhl W. and Rupert N. Kohle- gard et al., as family group (59%). No consideration. Action Nov. 2.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 9. Reports include applications for permission to install and operate CATV’s, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

Healdsburg, Calif.—Central California Communications Corp. (multiple CATV owner), Tele-Systems Inc. (multiple CATV owner), and Cablevision Corp. to operate CATV. Oct. 10.

Tracy, Calif.—Local applicants for a CATV franchise has been extended until Dec. 17. Chief:\’s ordinance requires the franchise holder to return to the city 5% of the annual gross receipts for the first 5 years, 4% for the 3 years, and 3% thereafter. Applicants to date are General Electric Cablevision Corp. (multiple CATV owner), Kendall Indus- tries Inc. Capital Sound Service of Sacra- mento, American Cable Television Corp. (multiple CATV owner), Penne- hur Cablevision Corp. (multiple CATV owner), Pacific Cablevision, Valley Vue Cablevision, and HERBERT HARTMAN KCRA-TV Sacramento.

Great Whale’s Tail—A new Fluties magazine, represented by publisher Warren B. Syer, was launched in Ken- vai. The publication intends to offer 11 channels covering news, sports, weather and other topics. Initial charge will be $2.40 per month. Other applicants were Televi- sion Communication Corp. and Housatonic Appliance Co.

Wenonah, N. J.—Philadelphia Community Antenna Television Co. has applied for a franchise. The company will provide a 24- channel capability. The monthly service fee will be $20 with no other charges. The company will be majority owned by NBC. The company will be majority owned by NBC. The company will be majority owned by NBC.

Alexandria, N. Y.—Robert Davis of Clayton, N. Y., has applied for a CATV franchise. Installation fee will be $20 with a $10 monthly charge.

Charlotte, N. C.—Teleprompter Corp. (founding Kahn, president) and New Channels Corp. have applied for CATV franchise. The company has been granted its franchise. Teleprompter will charge $150,000 in- stallation and $150,000 per month for the first three years. After that, the franchise will be transferred to New Channels Corp.

Peekskill, N. Y.—Continental CATV Corp. (James J. Lefkowitz, president) has applied for CATV franchise. The company will be majority owned by NBC.

Morrill, Neb.—Mid-West Cable Tele- vision Inc. has applied for a franchise. Turn- over has been granted a franchise. Eleven CATV channels will be carried. The monthly charge will be $6.50 with no charge for installation.

Louisburg, N. C. —Jefferson-Carolina CATV Co. (multiple CATV owner) has been granted a franchise. The company will pay the city 5% of the annual gross receipts or a minimum of $200, whichever is larger. The company is owned by JEFF- ERSON-CAROLINA CATV CO.

Morgantown, N. C.—Morgantown TV Cable Inc. has been granted a franchise. The company has applied for a franchise.

Spencerville, Ohio—Reynolds Cable Tele- vision Co. has applied for a franchise.

Beaver, Pa.—Rego Industries Inc., a subsidiary of Vikings Industries Inc., Hobo- ken, N. J., has been granted a 10-year franchise. Oct. 19. The franchise fee is $2.50 per month.

Brockville, Pa.—Tex-Vid, Inc. (multiple CATV owner), has been granted a franchise. Monthly charge will be $4.50. This company will carry CATV franchises. CATV franchise. CATV franchise. CATV franchise.

Antenna TV Co. Lakeville, Pa. (CATV multiple owner) has applied for a franchise. Company will carry CATV franchises. CATV franchise. CATV franchise.

W. Hills, Pa.—Philadelphia Broad- casting Co. (multiple CATV owner) has been granted a franchise. Oct. 5. The franchise fee will be $2.50 per month. The company will pay the city 5% of the annual gross receipts. The company is owned by Philadelphia Broadcasting Co. and CATV multiple owner.

Walnport, Ore.—Parkland TV Cable Co. (CATV multiple owner) has applied for a franchise. CATV franchise. CATV franchise. CATV franchise.

Salado, Tex.—Salado Antenna Television Co., a subsidiary of Valley CATV (CATV multiple owner), has applied for a franchise. Oct. 17. The company will carry CATV franchises. Company will carry CATV franchises. CATV franchise. CATV franchise.

McMinvillle, Tenn.—Athens Cable TV Inc. has been granted a franchise. The company will carry CATV franchises. The company will carry CATV franchises. The company will carry CATV franchises.

Price, Utah—Community CATV Co. of Utah, Salt Lake City, has applied for a franchise. Oct. 14. The company will carry CATV franchises. CATV franchise. CATV franchise.

Stevens Point, Wis.—CTE Communications, a subsidiary of General Electric and Communications Inc., has been granted a franchise. The city will receive 5% of the annual gross receipts. The company would be majority owned by CTE Communications Inc.

Sequim, Wash.—Port Angeles Tele- communications has been granted a franchise. Oct. 17. The company will carry CATV franchises.

Yakima, Wash.—The company has applied for a franchise. CATV franchise. CATV franchise. CATV franchise. CATV franchise.

Big Eddy, Calif.—The franchise granted to Philip Bigley has officially expired because of failure to obtain franchise. The com- munity of Soldiers Grove has applied for a franchise.
WHAT'S up, doc? Mel Blanc is up. Some five years ago, the victim of an automobile accident that broke almost every bone in his body except a few in his left arm, he was as down as a human being ever can be. He was a prisoner in plaster, encased in a full-body cast for more than a year. But the "Anaheim, Azusa and Cucamonga" train caller was not stilled.

Bugs Bunny's classic wisecracking voice still spills out from countless movie and TV screens around the world. Porky the Pig is stuttering in the same purposeless way. Woody Woodpecker's taunting cackle continues to delight the young, the old and the movie exhibitors. Mel Blanc, the voice heard in more places, more times, for more years probably than any other in history, is back and in rare form. He's eyebrows-deep in the radio-televison-advertising-entertainment business, a broadcast pioneer of 40 years standing who's reached the promised land and is still pushing into new fields.

The round-faced man with the neat, French-accented mustache has parlayed a fine sense of timing, an ear that has picked up and retained all the sounds of a lifetime—and an uncanny ability to simulate them—into a grab-bag of personal achievement that has been filled to overflowing.

It Pays Off • This year, for his work in commercials alone, Mel Blanc personally grossed more than $150,000. He received, for example, $54 at a one-time rate for doing the voice of a pig in a Paper-Mate TV spot saying simply: "With a piggyback refill." So far this spot has brought him some $40,000 in residuals.

A recent somewhat typical day in the life of Mel Blanc tells better than any advertisements how much mileage he gets out of a voice that can be twisted into licorice, and made to sound like anything from a lisping pussycat to an English race horse.

At 10 a.m. he was out of his house in Pacific Palisades and off to do four TV commercials for Raid insecticide (S. C. Johnson & Son Inc.) and Foote, Cone & Belding. By 1:30 that afternoon he was back in his own office at Mel Blanc Associates, where he taped a number of comedy turns for "Superfun," a radio series of humorous brief radio features and inserts the company is marketing. At 8 that night he was back working the TV side doing five commercials for Royal instant pudding (Standard Brands Inc.). It wasn't until after 10 p.m. that it called it a day and headed west to his seaside home.

He started the company just before that near-fatal accident in 1961 as a way of cashing in on his knowledge of how to make effective commercials. Today Mel Blanc Associates is a solidly established commercials production house, specializing in the creation and making of humorous spots for radio and TV. (Mr. Blanc's son, Noel, is executive vice president.)

The emphasis at MBA decidedly is on radio. In the last year, Mel Blanc, who remembers when listeners by the millions gathered to hear the humor broadcast by the medium, has been making speeches at conventions and before industry groups pitching the profit potential of funny radio commercials.

The natural outgrowth of this crusade is "Superfun," a five-part program service aimed at giving radio stations an overall image of humor. Mel Blanc performs regularly on the "Superfun" service, which is produced by his company. Although made available to stations only since September, the new service has been bought in 14 markets. Mr. Blanc believes this operation alone will gross $1 million for his company in the near future. As a comparison, MBA's current overall gross is less than that but somewhat in excess of $500,000.

Other Fields • As a second spin-off from his humor shop, Mr. Blanc and associates have created the Mel Blanc Blank Card, a series of greeting cards that are distributed by Buzza Cardozo, Anaheim, Calif.

This ever-creative, never imitative pace is the way it has been for Mel Blanc ever since he was a high-school singer in Portland, Ore., the place where he was raised. A one-time violinist and tuba player ("I found a radio script was much lighter") he began doing things while performing as MC for an hourly, six-days-a-week program called Cobwebs and Nuts on KEX Portland. "They were too cheap to give me talent," he remembers, "so I did all the voices."

That was the proving ground for a career that at its peak included performances on 18 (mostly network) radio shows a week and in 50 Warner Bros. cartoons a year. Maintaining this frenetic kind of schedule, however, was not without its complications. Mr. Blanc used to make rapid transitions from the Robert Benchley Show sponsored by Old Gold cigarettes to Burns and Allen sponsored by Chesterfields to Jack Benny sponsored by Lucky Strikes to Al Pearce sponsored by Camels, changing cigarette packs as he went so that the various advertisers would not be insulted.

That was the professional Mel Blanc of yesterday at work knowing that, even for the most talented, entertaining is a collaborative business. A scene at a commercial taping session the other day gave an indication of how the professional Mel Blanc is regarded today. All the other performers and technicians stopped dead still, watched with glowing attention as the voice heard in more than 1,000 cartoons delivered its lines. It was like coming out to the ball park and seeing the way the other players watch Willie Mays field a ball.
A big eye—that's all

The more we watch political candidates on television the stronger is our conviction that television has been grossly misunderstood by politicians and their campaign advisers. Last week's elections reinforced our view.

Back in 1960 John F. Kennedy said he could not have been elected President if he had not appeared in televised confrontations with his adversary, Richard Nixon. Mr. Kennedy was probably right. Later Mr. Nixon let it be known that he thought it a mistake to have shared the tube with Mr. Kennedy. He may have been right too.

But from those appraisals of the 1960 campaign for the Presidency there has been built a body of misconceptions leading to the general conclusion that television, in itself, can elect or defeat a candidate, depending on the skill with which a candidate manipulates the instrument. That conclusion is the bunk. In the campaigns preceding last week's elections and in the voting at the polls there is to be found no support whatever for the theory that television can sell a candidate who could not be sold by other means.

In Pennsylvania Milton Shapp spent a fortune on television and other media of mass communications and lost. In California Ronald Reagan spent less and won. Follow the spending of candidates from state to state and race to race and no pattern emerges.

Television, it becomes more evident with every election, can do no more than show a candidate for what he is. To be sure it shows him to infinitely larger numbers of voters than he could show himself in person, but it does no more than that. On the tube the candidate emerges as the same candidate who addresses the smaller audience that gathers in the shopping center or the public park.

If it is to be argued that candidates should not be seen, then television is indeed a harmful force in the democratic process. We always thought that the purpose of a political campaign is to expose the candidates to the maximum number of voters.

Back to reality

There's too much at stake to let those government zealots get beyond their depth in their withers campaign against advertising.

The right hand of government cannot know what the left hand is doing—they are tugging in an opposite direction. The anti-advertising crusade of Assistant Attorney General Donald F. Turner, which follows the path trod so long by Assistant Secretary of Labor Esther Peterson, is on a collision course with the drive of President Johnson, Secretary of Commerce John T. Connor, and other federal business agencies, to keep the economy headed toward new records in gross national product.

The Turner-Peterson view, which is the Consumer Reports credo, is that big advertising expenditures by big companies stifle competition and result in higher prices for the commodities that are advertised.

Yet the federal government itself is the biggest bulk user of time and space—bigger than any private business enterprise. And this advertising doesn't cost the government, which means the taxpayer, a thin dime.

The annual report of the Advertising Council, just released, cites the value of advertising contributed for the public good to have amounted to $236 million during fiscal 1965-66. All creative services in preparing campaigns are contributed by advertisers and volunteer agencies. All time and space are contributed by the advertising media.

At the council's meeting in Washington last May, the report stated, President Johnson asked that priority treatment be given to the savings bond campaign "to help reduce inflationary pressures and to encourage broader patriotic 'shareholding' in America."

This and the score of other campaigns undertaken by the volunteer advertisers and agencies at the government's behest would not have been possible if the big advertisers and their agencies had not bought time and space at going rates from the media that contributed their time and space to the government.

Now is the time for a domestic "summit conference" to bring order out of this impending chaos. All of those in government identified with either side of the advertising-marketing-labeling controversy should be brought together with the 60 business executives who make up the Industries Advisory Committee and the 20 distinguished citizens composing the Public Policy Committee of the Advertising Council.

President Johnson has an intimate knowledge of advertising and media because of his exposure to the family broadcasting interests in the Southwest. We hope he will see fit to convene a meeting in the interest of good government and prudent business which together constitute a pretty good definition of public interest.

Editorial justice

The Supreme Court last week struck a blow for the freedom of television to exercise its journalistic judgment in defiance of pressures from advertisers. The court let stand a decision holding that the Kemper Insurance Group had breached a contract with ABC-TV when it withdrew its advertising in protest over the appearance of Alger Hiss on a news program.

The Kemper case was the rancor kind of advertiser attempt to influence editorial policy. Kemper had no connection at all with the show on which Hiss was interviewed. Its commercials were elsewhere in the network's schedule.

Hopefully the Supreme Court's decision of last week will stiffen the backs of management the next time an advertiser tries to interfere with the practice of journalism.
In the early days of television, most music was truly incidental. Hastily assembled, it was intended to be unobtrusive. Today, the creation of music for television is an art. The makers of television programs have learned that music is as much a part of comedy as funny lines, as moving or exciting in drama as visual action, as important to romance as a close-up embrace. Original music, which is so thoughtfully integrated into virtually every phase of television, is the product of men of talent, skill and taste. Most of the music created for television is licensed through BMI. The themes and/or scores for 40 series produced for this season's prime-time viewing are written by BMI-affiliated composers. And the music of BMI composers also is used regularly on 21 other prime-time programs. What began as a craft is now a recognized art that transcends the television screen to become a major factor in the music of our time.

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE
If you lived in San Francisco...

...you’d be sold on KRON-TV