Agency billings: 1966 a record year for TV-radio. p29
Discounts axed in new ABC-TV '67-'68 rate card. p54
NAB code group gathering time-standards proposals. p56
Still more ITT-ABC data asked by Cox and Johnson. p62
Pick a spot

...any spot

and you're sure to pick a winner in WTMJ's new radio line-up!

New personalities . . . new programs . . . new times! For further information on these newcomers as well as our full broadcasting line-up, contact our representatives:

Henry L. Christal Company
New York·Chicago·Boston·Detroit·San Francisco·Atlanta
Los Angeles·St. Louis

MILWAUKEE Responds to

WTMJ
5000 WATTS/620 KC/NBC
On the Go!
KTRK-TV
abc
HOUSTON

APOLLO PROJECT, N.A.S.A.
When your business is soaps, detergents.

Your sales starter is WGAL-TV

With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 19% color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

Based on 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
LANCASTER, PA.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
six radio stations proposed to devote less than one-half of 1% of their time to news; 16, less than one-half of 1% of their time to public affairs and "other" (agricultural, religious and instructional); and 22, less than 5% to both. TV stations were not involved, since new TV form, which would permit some kind of analysis, is not yet in use.

Question man
Moving force behind Senate Communications Subcommittee's detailed questionnaire to all broadcast licensees was not Subcommittee Chairman John O. Pastore (D-R I.) but former committee member, Senator Gale McGee (D-Wyo.). Senator McGee, who won reelection to second term two years ago against opposition of John Birchers and other right-wing groups, had reportedly complained about Birchers and others buying broadcast time in effort to defeat him. Questionnaire inquires into practices in political broadcasting and commentary.

Many broadcasters have questioned propriety of detailed questionnaire (Broadcasting, Oct. 31, et seq.) and particularly its emphasis on right-wing and television interview programs. As of last Friday, it's reported that committee has received more than 4,000 returns of 7,000 questionnaires distributed. It's been numerous requests for time extension. Computerized results, it's expected, will be made public about time Congress convenes next January.

No kind words
Forthcoming report of high-powered Carnegie Commission on Educational Television is expected to contain strong indictment of commercial broadcasting. Report, now said to be due before end of year, reportedly will cite low quality of commercial service as justifying need for noncommercial network connected by satellite. Commission is to hold what is scheduled as final meeting on Nov. 29 at Dedham, Mass.

Best bet is that Carnegie commission will urge financing of noncommercial system out of general federal funds. Commission some time ago abandoned notion of tax on broadcasters and on TV set sales.

Turner disavowed
Vice President Hubert Humphrey is not among those who feel that government should lay restraining hand on advertising of new products. It's now revealed that in Q&A session before CBS Radio affiliates convention in New York, Sept. 21, Vice President said, in response to query, that if Assistant Attorney General Donald F. Turner made such statements (as he did in speech last June), they won't reflect thinking of Johnson-Humphrey administration.

Insiders predict Mr. Turner's tenure as antitrust chief of Department of Justice may terminate soon. Former Harvard professor, who is spearheading anti-advertising crusade, has seen some 10% of his legal staff (30 out of 300 lawyers) leave during past year, with others said to be planning to quit. Morale in antitrust division is described as low.

Trend to tape
MPO Videotronics, New York, generally acknowledged to be leading producer of TV film commercials, apparently envisions bright future in field of tape commercials, now dominated by Videotape Productions. Several years ago some leading film producers embarked briefly in tape area but soon abandoned this activity. But MPO is in process now of setting up full-fledged video-tape division, spurred by growing agency-advertiser interest in tape and by technical advances in tape equipment during past few years.

Missionaries
Lower rates for use of international communications satellites is one purpose of European trip now being taken by two FCC representatives. Asher Ende, deputy chief of Common Carrier Bureau, and Abbott C. Rosennan, chief of bureau's international and satellite communications division, are stopping off for talks with telecommunications officials in England, France and Germany, en route to International Telecommunication Union meeting in Geneva. Major reason for pre-Geneva talks is to persuade Europeans, who set rates for communications between satellite and their shores, to lower rates mean higher use of satellites—with resulting greater benefits for all concerned.
The Broadcasting Division of Screen Gems

announces the appointment of

**METRO TV SALES**

as national sales representative for two outstanding stations in two of the nation's fastest-growing areas:

**WVUE CHANNEL 12 ** NEW ORLEANS

**KCPX-TV CHANNEL 4 ** SALT LAKE CITY

Effective December 1, 1966

METRO TV SALES
A DIVISION OF METROMEDIA, INC.
OFFICES: NEW YORK / CHICAGO / SAN FRANCISCO / LOS ANGELES
ST. LOUIS / PHILADELPHIA / DETROIT

BROADCASTING, November 28, 1966
J. Walter Thompson again tops roster of top 50 agencies in TV-radio billing with $225 million. BBDO is second with $179 million. Top 50 agencies spending $309 million more in broadcast this year. See ...  

AGENCY BILL ... 29

Cox and Johnson are still unsatisfied with answers on ABC-ITT merger; write to Geneen and ask for more information—particularly on news coverage. Loevinger blasts them for publicizing added inquiry. See ...  

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Discounts go by boards at ABC-TV. Network announces revised rate card, effective Sept. 11, 1967, allowing only one discount: $1,000 allowance for long-term buyers of time. See ... 

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Are decade of rulings on fairness doctrine and Section 315 about to go down drain? That's one possible result from federal court ruling that FCC letters are not orders and can't be reviewed by courts. See ...  

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MSU-Notre Dame game seen on 130,000 TV sets in Hawaii via Lani Bird satellite. Game, first live coverage from mainland, was shown without commercials. CBS, NBC, ABC have more plans for Pacific bird. See ...  

50TH STATE GETS LIVE TV ... 82

Congress may look into network election coverage and predictions in next session. FCC hears from losing candidates who feel stations didn't give them fair shake. Ask for say at renewal time. See ...  

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AFTRA and SAG reach agreements, in principle, with networks and threat of strike is lessened. But members still have to vote on proposed new pacts. IBEW approves new CBS contract. See ... 

TEMPORARY PEACE ... 64

AAAA still has not decided if it will join with TVB and ANA in creating joint committee to study mutual problems; indicates immediate decision is unlikely. TVB and ANA say, if necessary, they'll go it alone. See ...  

4A'S NOT READY ... 61

Commissioner Lee hints that licensees may find more than just tax deduction in supporting educational TV stations. He thinks such moves might result in easing of commission pressure for cultural programing. See ...  

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In 1967 Pulse continues its pioneering qualitative, syndicated radio development with coverage of all 2-surveys-or-more markets to provide the most comprehensive analysis yet of radio listening households.

Again, as in 1963, 1964, 1965 and 1966, audiences will be analyzed by distinct time periods, for leading stations.

**NEW THIS YEAR:**

**Airline trips**

**Attitude toward station**

**LQRV**

LOCAL QUALITATIVE RADIO—FIFTH YEAR

---

**THIS YEAR'S QUESTIONS—BY STATION, BY TIME PERIOD:**

- Age and sex
- Employment status of women
- Income level by persons, by households
- Family size
- Occupation of adult men
- Auto ownership
- NEW! Airline trips
- NEW! Listener confidence in stations (Which radio station do you first tune to for news? In time of emergency, such as a heavy snow storm or hurricane warnings, which station do you first tune to? If it became necessary to take all radio stations off the air but one, which station would you prefer to remain on?)
- NEW! Education of head of household

Nothing takes the place of personal interviews in the home.

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**The Pulse, Inc.**

730 Fifth Avenue, New York, N.Y. 10019  212 JUDson 6-3316

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**Broadcasting**, November 28, 1966
Election coverage is decried by new group

Network coverage of Nov. 8 elections was given another kick in teeth over weekend by Free Society Association, which said networks' election night coverage "sank to new depths of irresponsibility. They did not inform; they misled. They did not report what was happening; they made it up as they went along."

FSA, conservative political-education group, founded by Barry Goldwater, with headquarters in Washington, made comments to 42,500 members in monthly bulletin mailed over weekend.

To avoid similar situation in presidential election of 1968, FSA offered two choices:

* "Either the three networks will have to police themselves and provide responsible election coverage—or

* "They will have to be policed by the FCC or some other agency representing the interest of the American public.

FSA said it preferred voluntary approach, adding in either case panel of experts representing government, networks, academic and professional researchers, and major political parties, should set up ground rules "to prevent network predictions from jumping the gun in any race, local or national, and to insure accurate reporting. . . ."

Claiming that networks were "motivated by cut-throat competition," FSA said networks on election day were "'electing' and 'declaring' winners . . . before a single ballot was officially counted . . . ."

UN debate spanning oceans

United Nations debate on admission of Red China was to be carried live virtually worldwide by TV today (Nov. 28).

Eight European countries and British Broadcasting Corp. for United Kingdom are using Early Bird satellite over Atlantic to bring UN meeting to their viewers. Japanese Broadcasting Corp. (NHK) is using Lani Bird, over Pacific, to bring debate to its viewers in Japan. Both communications satellites are being operated by Communications Satellite Corp., Washington, for international consortium.

CBS shuffles schedule; drops 'Moore', 'Jericho'

CBS-TV plans to drop Jericho (Thursday, 7:30-8:30 p.m. EST) in mid-January and Garry Moore Show (Sunday, 9-10 p.m. EST) after its Jan. 8 performance.

Coliseum, featuring circuses, water shows, rodeos and similar attractions, will replace Jericho. It will be produced by Joe Cates, whose credits include number of circuses and other TV successes and who also was called in as producer of Moore show few weeks ago in effort to build its audiences.

"Smothers Brothers Comedy Hour" will take over Moore period Feb. 5 after three specials, to be announced, fill in during last three Sundays in January. It will feature Tom and Dick Smothers, singing comedians, who had half-hour situation-comedy series on CBS-TV last season.

These bring CBS-TV's program casualties this season to four. Announced earlier were decisions to drop Jean Arthur Show (Monday, 10-10:30 p.m.) and Run, Buddy, Run (Monday, 8-8:30 p.m.).

Hart committee resuming

Senate inquiry into alleged network discrimination in TV advertising rates will resume in two weeks, with testimony from networks and government agencies.

Senate Antitrust and Monopoly Subcommittee, which held five days of hearings last spring (Broadcasting, June 6, May 30), has scheduled new series Dec. 12, 13, 14.

Representatives of networks, as well as from FCC, Federal Trade Commission and Justice Department will testify on questions relating to allegations that network advertising rates favor big advertiser. No schedule of witnesses had been prepared Friday (Nov. 25).

Robert T. Mason dies; Marion funeral Saturday

Funeral services for veteran broadcaster Robert T. Mason, 66, were to be held Saturday (Nov. 26) in Marion, Ohio, following his death Wednesday (Nov. 23) in Atlanta hospital after surgery for ruptured appendix. He had been returning earlier in month to Marion from Florida when he was taken off plane and hospitalized.

Mr. Mason was owner of WMRN-AM-FM Marion and had been chairman of All-Industry Radio Music Licensing Committee since 1958. Last month he sold WMRN-AM-FM to Worth Kramer, former president of Goodwill Stations, for $500,000 (Broadcasting, Oct. 17). Sale is awaiting FCC approval.

Mr. Mason was president of Community Broadcasters Association from 1958 to 1965, former director of National Association of Broadcasters and Radio Advertising Bureau, and past president of Ohio Association of Broadcasters. He is survived by his wife, Caroline, and son and daughter.

Former chairman's club

E. William Henry, former FCC chairman, becomes partner in law firm of Arnold & Porter effective immediately. Announcement was made Friday (Nov. 25) by Paul A. Porter, senior member of one of Washington's largest firms and himself former FCC chairman (1944-46).

Mr. Henry, who resigned chairmanship April 30, will handle general administrative practice rather than confine himself to communications. He left FCC to participate in unsuccessful Democratic gubernatorial primary of John J. Hooker Jr. in Tennessee.

Arnold & Porter firm now has some 50 lawyers. Thurman Arnold, founding partner, was former assistant attorney general for antitrust.

Sued for fight piracy

Main Bout Inc., which held worldwide ancillary rights to Cassius Clay-Cleveland Williams title fight Nov. 14, says it will file suit this week against KPRC-TV Houston, for alleged unauthorized filming and replaying portions of fight.

Robert Arum, secretary of Main Bout and partner in law firm of Phillips,
WEEK'S HEADLINERS

David J. Mahoney, executive VP of Colgate-Palmolive Co., New York since 1961, resigns, effective Dec. 1, to become president and chief executive officer of Canada Dry Corp., New York. As executive VP of C-P, Mr. Mahoney was responsible for company's three domestic divisions and Corporate Services Group including media, packaging and market research. Corporate Services Group now will report to Robert W. Young Jr., corporate VP-marketing. Colgate-Palmolive spends about $75 million annually in network and spot TV and $5 million in spot radio.

Richard W. Tully, director and executive VP for West Coast operations, Foote, Cone & Belding, elected board chairman and Charles S. Winston Jr., executive VP and general manager of Chicago office, elected president. Both are 20-year men with agency. Mr. Tully succeeds Robert F. Carney, who will continue as chairman of finance committee. Mr. Winston succeeds Rolland W. Taylor, named chairman of executive committee. Fairfax M. Cone, cofounder of agency and present chairman of executive committee, will devote his full time to creative aspects of business.

For other personnel changes of the week see FATES & FORTUNES

Nizer, Benjamin, Krim and Ballon, says Main Bout will seek $1 million in punitive and compensatory damages. Closed-circuit television showings of fight in 129 U. S. and Canadian theaters and 10 theaters in United Kingdom grossed reported $400,000.

ARB-BAR in arrangement for product comparisons

American Research Bureau, Beltsville, Md., announced Friday (Nov. 25) new service for TV stations and advertisers following agreement between ARB and Broadcast Advertisers Reports, New York. BAR monitors TV spot advertising in 75 markets.

Under arrangement, BAR is furnishing to ARB brand activity information in printed reports and on data processing tapes. Combining this information with ARB viewing data in same 75 markets permits station or advertiser to compare impact of his TV advertising for specific product with impact of competitors' products. It also permits advertiser to compare his cost-per-thousand base with his competitors'.

Information will be available from ARB on special order basis. ARB for some time has been furnishing customers with cost and audience analysis of every spot run by single advertiser in given market. ARB is also gathering product usage data in its diary surveys.

Les Arries Sr. dies

Leslie Arries Sr., 65, former sports director for ABC and DuMont Television Network, died Friday (Nov. 25) in Veterans Administration hospital, Syracuse, N. Y. He is survived by his wife, Helen, and two sons, Leslie Jr., president of Westinghouse Broadcasting Co., Productions, and Donald.

Seeks ban on H-B sale

Petition for injunction has been filed in Los Angeles Superior Court that may affect sale of 100% of Hanna-Barbera Productions Inc. to Taft Broadcasting Co.

Ban on sale of claimed 264,000 H-B shares was asked by John Cohn and Harry Cohn Jr., sons of late chief of Columbia Pictures, Harry Cohn, pending outcome of their 1965 suit against principal owners of H-B (Broadcasting, Dec. 20, 1965). They claim that after their father's death, value of H-B stock was misrepresented to their mother, and that she sold stock back to H-B principals for $200,000. Suit asks recovery of stock and $3 million in damages.

CBS minimizes its role in Haitian invasion story

CBS minimized Friday (Nov. 25) importance of role it played in covering plans for Haiti invasion right up to collapse of project on Florida's shores.

CBS's involvement was reported in story of abortive project that was distributed by Chicago Daily News Service. Story, by Carlos Martinez, said CBS "apparently arranged to document the invasion step by step." Report of invasion was reported through CBS News.

Mr. Salant, who confirmed report the network was covering developments for past five or six months, from New York, Miami and Haiti, said: "We've followed this story just the way we would any other news story. There's nothing unusual about it."

According to news service story, CBS began filming developments from time that Haitian and Cuban exiles began planning invasion in New York basement. It also said CBS News "command post" was set up in Miami, to facilitate direct news coverage when invasion started.

Torres-Tiger fight

Madison Square Garden-RKO General Sports Presentations (division of RKO Pictures Co.), New York, plans to syndicate live colorcast of lightweight title bout Dec. 16 between champion Jose Torres and challenger Dick Tiger. TV stations across country will get fight, with New York City blacked out until next day.

European Comsat study

Fifteen European nations have agreed to undertake feasibility study of establishing own communications satellite system, following three-day conference in Holland of telecommunications executives. Study is expected to cost $250,000 and is due to be completed next May.

If study recommends go-ahead, next step, according to conference, will be placing three experimental satellites in space by 1971 at cost estimated to run about $10 million.

Conference, sponsored by European Space Research Organization (ESRO), is loose organization of European nations.
this is what it takes to gather the NEWS

KSTP-TV's custom-built high-speed color film processor is the only one of its kind in the country. It processes both 16mm and 35mm film at the same time at 75 feet per minute, delivering high quality film faster than any competitor... 26 minutes from "dry to dry."

KSTP-TV's Grand Commander is one of two planes used for news purposes. It is all-weather, radar-equipped and in constant communication with the News Department and other news vehicles.

The award-winning staff of 42 photographers, writers, editors and technicians (shown above minus those on duty) is supported by 90 trained "stringer" correspondents plus the world-wide facilities of NBC. They have produced all shows in color for six years.

... and these are the men who deliver the NEWS

In addition to its fleet of 2-way-radio news cars, KSTP-TV utilizes helicopters and amphibious vehicles. Fire and police departments often use the emergency power and light truck. All are in 24-hour contact with a dispatch center monitoring 18 police, fire and other emergency radio facilities.

John MacDougall, Bob Ryan and Gene Berry are the top rated newsmen in the Twin Cities. In short, KSTP-TV and NBC present all the news to more Upper Midwest viewers than all other Twin Cities stations combined.

Represented Nationally by Edward Petry & Co., Inc.
A calendar of important meetings and events in the field of communications.

**NOVEMBER**

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 56th St., New York.

Nov. 29—Emphasis/Media session featuring media programming for advertising men and women sponsored by Bozell & Jacobs Inc. and Media/scope magazine in cooperation with the University of Omaha, University of Omaha, Omaha. Those wishing to register should write to Emphasis/Media, 700 Kiewit Plaza, Omaha.


**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—Foreign policy conference for editors and broadcasters sponsored by the Department of State. Department of State, Washington. Any bona fide representative of the domestic information media can have his name placed on the invitation list for these conferences by writing—or having his superior write—to the director, office of media services, Department of State, Washington 20500.

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 E. Kintner, 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. 16—New deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.


Dec. 20—Annual meeting of stockholders of Ameuco Inc. to elect a board of directors, to act upon a proposal to approve a qualified stock option plan, and to transact other business. Ramada Inn, Phoenix.


Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for non-commercial FM channels (channels 201 through 220, 88.1 through 91.9 mc).

**JANUARY**


Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: 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 proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


Jan. 14-15—18th Annual Retail Advertising Conference sponsored by the Retail Advertising Conference Inc. A session on electronic advertising is included in the program. Hotel Knickerbocker, Chicago.

Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

Jan. 18—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for non-commercial educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

Jan. 16-17—Seminar sponsored by the Canadian Radio Sales, Broadcast, and Radio Advertising Bureau. Toronto.

Jan. 18—Annual winter meeting of Col-

---

**Alabama's Largest Women's Club**

RON CARNEY'S "HAPPY HOUSEWIVES"

Ron presides over Alabama's largest women's club with a registered roster of 10,000 loyal ladies. Meetings are called weekday mornings at 9:00 and the three-hour agenda swings with tuneful melodies, phone calls and cash prizes to members—all seasoned with Ron's spontaneous wit. The quips are funny, the show moves fast...and 10,000 buying housewives are in the listening cast. Buy a captivated audience in a growing Alabama market...The Happy Housewives Club.

---

**BIRMINGHAM, ALA.**

Represented Nationally by

Henry I. Christal Co., Inc.
Yes, when rabies is a threat. And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.
WERE YOU CLOBBERED

BY THE NEW SEASON?

GET WELL WITH

MY FAVORITE MARTIAN

starring RAY WALSTON, BILL BINBY AND PAMELA BRITTON

IF YOU'RE AILING (and who isn't?) TAKE THE FOLLOWING:

- 3 top-rated seasons on CBS-TV
- 107 half-hour episodes
- A share of audience average of 38.2% for all three years
- A 61.9% adult audience composition

The following cities are on the road to recovery with MY FAVORITE MARTIAN:

ATLANTA • BALTIMORE • CHICAGO • DAYTON • FRESNO
KANSAS CITY • LOS ANGELES • NEW YORK
SAN FRANCISCO • SCRANTON • WASHINGTON, D.C.

Data are estimates subject to qualifications published by the rating service and will be supplied on request.

FEBRUARY

Feb. 1—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Polk Memorial Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions. Radio and TV program entries require disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards, Long Island University, Zeckendorf Campus, Brooklyn, N.Y. 11201.

Feb. 1—Deadline for entries for the 39th annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.


Feb. 6—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

Feb. 6—Meeting of National Community Television Association board of directors. Jack Tar hotel, Clearwater, Fla.


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

Feb. 18—19—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Willard E. Williams, National Association of Broadcasters president. White Wonrock hotel, Albuquerque.


MARCH

March 1—3rd Annual National Association of Broadcasters state presidents conference. Sheraton-Park hotel, Denver.

March 2—4—Region II conference of the National Association of Educational Broadcasters. Inter-Continental hotel, Miami Beach.


APRIL


April 7—13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 57th St., New York 20. Telephone Plaza 7-0665.


April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20—21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 21—22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.


MAY


May 5—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi, San Francisco.

May 22—27—9th International Television Symposium. Speakers include Federal Commissioner R. Gaugi, head of the Swiss Federal Department of Transport, Communications and Power, Montreux, Switzerland.

May 25—26—Annual spring meeting of Ohio Association of Broadcasters. Carousel Inn, Cincinnati.

JUNE

June 11—14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Riviera hotel, Las Vegas.

June 22—23—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 24—29—64th annual convention of the Advertising Association of the West. Lafayette hotel, Long Beach, Calif.


AUGUST

Aug. 13—17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers, and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

OCTOBER


Indicates first or revised listing.
A million miles a day!

Your packages go wherever Greyhound goes when you ship by Greyhound Package Express.

Greyhound goes over a million miles a day, over more than 100,000 miles of routes, serving more than twenty-five thousand cities, towns and villages throughout the U.S.A. Your shipments go wherever Greyhound goes, aboard regular Greyhound buses, when you specify Greyhound Package Express. Ship anytime at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. Schedules are fast and frequent. Your shipments get there faster, (often in a matter of hours) because they get moving sooner. Save time! Save money! Save trouble! Ship C.O.D., Collect, Prepaid, or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-L, 10 S. Riverside Plaza, Chicago, Ill. 60606.

It's there in hours and costs you less

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<th>For Example</th>
<th>Buses Daily</th>
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<td>CHICAGO—MILWAUKEE</td>
<td>20</td>
<td>1 hr. 50 mins.</td>
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<td>ATLANTA—BIRMINGHAM</td>
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<td>3 hrs. 20 mins.</td>
<td>1.85</td>
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<tr>
<td>CLEVELAND—COLUMBUS</td>
<td>10</td>
<td>2 hrs. 55 mins.</td>
<td>1.80</td>
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<tr>
<td>SEATTLE—PORTLAND</td>
<td>19</td>
<td>3 hrs. 25 mins.</td>
<td>1.70</td>
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*Other low rates up to 100 lbs. Let shipments, too.

One of a series of messages depicting another growing service of The Greyhound Corporation.
Hank Tom knows able to speak Chinese to
**Darn it.**

A John Blair & Company rate card is simple because our rate structures are simple. No mysterious symbols, no gibberish.

Everybody sees the same rates.

The result is that buying time on a Blair-represented station is made easier and faster. You get the best for your client with an absence of confusion. And you never have to worry that somebody else could have bought the time at a better price.

But that's the kind of dependability you expect from Blair. Providing just such extra service and extra reliability and extra know-how helped us to become the leading station representative company in the broadcast industry.

To learn more about how we can help you do your job, call your Blair man. He'll show you rate cards you don't have to be able to read Chinese to understand. And unless you happen to be Hank Tom, time buyer over at Sullivan, Stauffer, Colwell & Bayles, that's something you're going to appreciate.

Blair Television
NO MAGIC NO MYSTERY NO GIMMICKS

IT'S JUST TALENT

SIGN-ON TO SIGN-OFF—THAT MAKES WSR THE BEST RADIO BUY IN CENTRAL NEW YORK!!

* Live variety show * news * form * good music * sports * business * women — whatever New York's TOP PERSONALITIES.

Represented Nationally by
THE HENRY L. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

“IT’LL SUE YOU!”

Maybe you thought he was “just bluffing,” when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don’t understand.

You can avoid these excessive and needless losses — and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation.

EMPLOYERS REINSURANCE CORP.
21 West 10th, Kansas City, Mo. 64105
New York, 111 John • San Francisco, 228 Montgomery
Chicago, 175 W. Jackson • Atlanta, 34 Peachtree, N. E.

OPEN MIKE®

More happy returns

Editor: In your interesting article on the effect of the elections on radio and television in Congress (BROADCASTING, Nov. 14) I recognize that it would have been impossible for you to more than hit the high spots.

Omission needs filling in. The re-election of Theodore R. Kupferman, Republican from the 17th congressional district in New York, should be noted by the broadcasting fraternity, for without a doubt Ted represents the “nation’s broadcasting and advertising capital.”

Within the boundaries of his district, commonly nicknamed “the silk-stocking district,” one will find the headquarters of ABC, CBS, Mutual, NBC, NET and Overmyer. Also such important groups as Time-Life, Corinthian, Capital Cities, Westinghouse, RKO General, Metromedia, Cowles, Hearst and others, their New York area stations if any, and such prominent independents as WMCA, WQXR, WHN, WHOM, WEVD and television WPIX and WNDT. Every station rep and advertising agency of consequence has its headquarters or an important branch office in the district.

And right smack in the middle is the Empire State building with all those transmitters on top.

Ted himself, a long time active member of IRTS, was at one time on the legal staff of RCA and Cinerama. He is currently a partner in Kupferman & Price, both of whom have important ownership interests in radio stations. Ted lists WTSN Brattleboro, VT, WLOB Portland, Me. and WMVY Pensacola, Fla.—Claude Barrere, executive direc- tor, International Radio and Television Society Inc., New York.

Editor: The innovation described in Broadcasting, Nov. 14 (“WCCO-TV tries an easier way”) is old hat here in Seattle.

Back in the 1964 election we used the same reporting device (a fixed, live camera taking shots of the figures on each race as they were printed on the computer). This year, the sixth general election we have done from the Seattle office of IBM, we used the same technique, employing IBM’s System 360-model 40. A refinement which I, as anchorman, found to be helpful, was the installation of a preview monitor, as well as an air monitor, at my desk. That way, I could see not only the race the viewers were seeing, but the one coming up as well. This makes for a smooth transition from one contest to the next.—Charles Herring, television news director, KING-TV Seattle.
WAGA-TV salutes one of the nation’s foremost community-minded advertisers . . . Western Electric! . . . for commissioning quality television programs on 25 stations in 11 U.S. markets. WAGA-TV is pleased to have been selected to produce some of the Atlanta Western Electric documentary programs . . . including our most recent production for Western Electric shown Sunday, November 13th, at 7:30-8:00 pm. WAGA-TV News Director Paul Shields and Georgia’s First Lady, Mrs. Carl Sanders, were the hosts. During the program, Paul Shields joined Governor Sanders in his private study as he talked about his early life in Georgia and his days at the University.

The program represented the last view most Georgians will have of the Governor’s home on the Prado before Georgia’s first family moves into the new mansion on West Paces Ferry Road.

The documentaries produced for Western Electric have become program models for other community-minded advertisers across the nation, and WAGA-TV commends the public-spirited attitude that created the prototypes for the television industry to follow.

"The Governor’s House on the Hill"
..."a common task to reach a common goal"

"I'm glad to give"
"I'm glad to give. The Community Chest is a fine idea."
(Mr. Coolidge was one of the first Presidents to endorse the United Way of voluntary support of community health, welfare and recreation services while in office.)

"Stands for spiritual growth"
"The true hope of progress is in the spiritual field, and these are the helpful actions in the world and the worthwhile things in the community. The Community Chest stands for this spiritual growth. It occupies a position that must constantly be built stronger if we would build the spiritual side of American life..."

"They must not be forgotten"
"Care of the aged, service to demoralized families, hospitalization of the needy sick, home nursing, settlements, guidance of youth, care of the children without a chance—these and hundreds of other services are in the hands of your local welfare organization...they must not be forgotten..."

"Our help will really count"
"The Community Chest gives us a chance to make sure our help will really count. When we give to the Chest, we can be sure that we are helping our neighbors and our neighborhood in the right way. And when we do that, we are making our country a better place to live in for ourselves and our children."

"A splendid opportunity"
"We can't possibly know about all our neighbors in need. Somebody must show us the way to help them. This is the purpose of these United Campaigns in over two thousand communities across the land. They provide us with a splendid opportunity to express the traditional neighborly concern of America."

"I hope that you will join"
"I hope that you will join in this great national effort, this great national crusade through the United Way, and give. It will make your community a happier place; it will make you a happier person, and in the real sense that your community is your country—it will make our country a finer place in which to live. United, there is little we cannot do..."

"A proud record"
"One of our enduring American traditions has been the voluntary contribution of time and money to strengthen our country's many communities. Nowhere else in the world do people give so generously toward this end. Millions of Americans perform both a public service and an act of human compassion by their participation in and generosity to their United Fund or Community Chest. In doing so, they express a common desire to help their community assist the young and old, the sick and distressed."

One gift works many wonders—the United Way
Negro markets at work

Editor: Please consider this our order for 50 reprints of your Negro Market Special Report.—Ralph J. Baron, president, WENZ Richmond, Va.

Editor: Please send 100 reprints of the Negro Market Special Report. . . .—James D. Pishoulis, WZUM Pittsburgh.

(Reprints of the Negro Market Special Report are available for 30c each; quantity orders: 100 to 500, 25C each; more than 500, 20c each plus shipping. Address requests to BROADCASTING, 1735 DeSales St., N.W., Washington 20006.)

Golden opportunity

Editor: You were obviously speaking of major-market UHF stations in your Nov. 14 article, "U's newest syndicator prospect." I find that seeking and attempting to buy feature film packages and syndicated programs is like trying to pull teeth.

In many instances our attempts to purchase good feature film packages have been fruitless; and we are quite often told that these programs are not available to our market.

We have contacted most of the major syndicators and only two or three, including Hollywood Television (which you failed to mention in your article), were interested enough to make an aggressive attempt to sell their product.

As a matter of fact, Hollywood Television has been the salvation of this station by providing a wide selection of features and syndicated programs. I wish I could say the same thing about some of the other major film syndicators. I hope that they will some day realize that there is gold in the small market areas, too.—Arden D. Moser, general manager, WCFT-TV Tuscaloosa, Ala.

Everybody stomp

Editor: Newspaperman pollster George Gallup is scornful of network election predictions (Broadcasting, Nov. 14), saying he could do projections faster “by long division.” “A few high school students could do as well,” he said. That’s his opinion and he’s entitled.

Then he stepped away from “the newspaper game” and said the networks should be required to donate six and one-half hours to each major presidential candidate. “Everything else should go off,” is the way he phrased it, while the candidates are on the air.

Who could project the outcome of a poll on that swell idea? Would you believe a little old lady in tennis shoes with a counting-horse? Stomp once if you read me.—Bob Walters, operations manager, WFLA, Tampa, Fla.

Broadcasting, November 28, 1960

WJEF Radio, Grand Rapids, sponsors America’s most inclusive Country Club

The roster of WJEF’s Country Club has passed the 10,000 mark.

How come? Well, for some time WJEF has been Western Michigan’s full-time country and western music station. And people don’t just listen—they get involved.

Literally by the thousands, they take part in WJEF contests and games. We furnish them Country Club membership cards, car stickers, prizes, gifts—the works!

Grand Rapids is Western Michigan’s biggest market. Our listeners in this industrial center make good money—and they spend it. And lots of their spending ideas come from WJEF’s “Country Club of the Air.” Ask Avery-Knodel about it.

WJEF Radio, Grand Rapids, sponsors America’s most inclusive Country Club

Why is WRVA THREE-WAY RADIO... A THREE-WAY RIGHT BUY FOR ADVERTISERS?

Get the facts... in WRVA-Radio’s new market data brochure. Call your PGW Colonel today.
TOLEDO, OHIO, SELLS THE WORLD.

Toledo is a major port, airport, rail center and motor freight hub. It has to be, to ship the products Toledo makes. More glass than any other city in the world. More metal stampings than any other American city. More automotive parts than Detroit. And probably more components for industry than any other city. As a result, Toledo is rich and getting richer. One of the top 50 television markets—in population, in households, in effective buying income.

WTOL-TV SELLS TOLEDO.

Both a CBS and NBC affiliate, WTOL-TV schedules the top programs of both networks—as well as its own local-interest news and sports events. And it's Toledo's first full color station. To sell Toledo, buy WTOL. (And get a dividend on the money you spend on Toledo products.)

PGW SELLS WTOL-TV

Effective Dec. 1, 1966, WTOL-TV, a Cosmos Broadcasting Corp. station, will be represented nationally by Peters, Griffin, Woodward, Inc. 277 Park Avenue, New York, N.Y. 10017
How to capture 40% of the audience

I hope the comments and observations in this dialogue will be accepted in the spirit in which they are offered: namely for the good of your industry, which, in the long run, will also be in the best interests of my industry.

To begin with, one becomes weary of the derogatory and denigrating comments about television, particularly about the quality of its programming, that plagues us from every direction.

We are all aware of the problems involved in attending cocktail parties where our association with television will almost always bring forth dissertations about the poor state of television and the invariable cliche: "I never watch television any more."

I don't know about you, but now, when I go to cocktail parties, and strangers ask me my business association, I have found it quite beneficial to answer: "Internal Revenue Service." You'd be amazed at how much space I suddenly get at crowded cocktail parties.

But I hear this general television lament constantly, at all levels, among secretaries, housewives, executives, on commuter trains, at football games, everywhere I go, I hear it everywhere and, so do you. Is it true?

According to Nielsen, so far this season 59 1/4% of all homes are tuned to TV at any moment during prime time. Last year, there were 57.7%; a year before that some other figure.

Disturbingly High • Now 59 1/4% of sets in use, representing a new high, disturbs me. I am concerned with the fact that if we look at it slightly differently, on the average, during prime time, more than 40% of our homes do not watch television.

As a marketer, this 40%, representing about 25 million homes, or over 80 million people, concerns me terribly.

How am I going to reach them? How am I going to sell them?

With a medium as powerful and as broad as television, we should not be satisfied with a household prime-time sets-in-use figure below, in my opinion, 75% or 80%. I believe this is practical, and obtainable if we are willing to face facts.

For fact No. 1, we can say television in 1966 has gone out to the movies. Movies are the safe buy. The audiences respond.

Why do the viewers turn to them? Each movie is different. Each movie has a different cast—different direction—different techniques. Everything about a movie is different from the movie that was telecast last week and different from the one that will be telecast next week.

Does this not suggest that the series pattern of 30 new programs and 22 repeats in TV is passe? Can any collective group of creative brains, operating within a fixed budget, consistently turn out 30 good episodes within a constraining format?

It just cannot be done. If five, or six, or seven good post-pilot programs can be produced, out of the 30 called for, we should be pleased. Therefore, why does television cling so tenaciously to the inflexible programing structure which is based on rote and inherited from radio?

What I am suggesting is a new programming pattern in which the best brains of the networks will decide how best to use a specific time period. A programing board comparable to an editorial board at a magazine, which is charged with the responsibility of doing the finest, most entertaining programing.

Another Approach • Just one more suggestion. Let's consider breaking another taboo. Somebody, in his infinite wisdom, decided that three minutes of commercial time per half-hour of prime time represented the proper balance.

We will probably abide by this ruling forever, unless we find a basic reason for changing it.

In the economics of television, every advertiser wants representation within programs that generate the greatest total audiences and the resulting lowest cost-per-thousand. While we can all decry this slide-rule concept, we must recognize the basic rights of the advertiser to expect the greatest return on his advertising investment.

Let me throw an idea. In my opinion, viewers today have become conditioned to the two-minute commercial form utilized in TV movies. Let us then consider increasing the commercial time in certain programs from three minutes to four minutes, by having only two commercial breaks per half-hour, each one having a back-to-back minute. Let the programers make concessions, too. And let's clean up the credits, the promos, the clutter, etc., and make the local station breaks so much cleaner and so much more saleable.

Agencies Should Approve • From an agency point of view, our commercials can compete for impact and effectiveness in this format every bit as well as they do within a movie. The monies generated by the fourth commercial minute should be carefully audited and directed for application against programing ventures that would normally not find large audiences.

These monies should be used only to subsidize a new kind of programing that we can all be very proud to be associated with, but which we know in advance will have relatively limited audiences. The kind of programing that cannot attract sponsors at the normal advertising rate. Thus, by increasing commercial time from three to four minutes and by eliminating clutter, and reducing the commercial interruptions, we can generate sufficient funds for networks to offer commercial time in those programs that may attract, say, only five million homes.

However, through this type subsidization, an advertiser could be charged $20,000 per minute instead of $40,000 a minute, thereby making his cost-per-thousand comparable.

Now somewhere in this approach, gentlemen, is an answer that will help you and help me to again attend cocktail parties and allow us to admit we are in television.

Edward A. Grey, vice chairman of the board, McCann-Erickson, New York, has been in the agency business more than 25 years. His principal associations were with the former Blod Co. and with Ted Bates, leaving as senior VP in charge of media operations and board member. He joined McCann in April 1963. His memo is based on a talk he made by telephone to a closed session of the board of directors of the Television Bureau of Advertising.
WELI is the pro station in New Haven. Right on Q for Quality in every last detail of the job they do for you. Radio is all grown up at WELI—the station that makes New Haven (and Long Island East) a better buy.

National: H.R. Representatives, Inc. • Boston: Eckels & Co

WELI 960 The Sound of New Haven 5000 Watts
Today’s interns, Tomorrow’s pros
Where does the exciting, challenging broadcasting industry find today's workers and today's learners who will be tomorrow's professionals?

WGN Continental's answer is the WGN Programs for Professional Broadcast Education. They are—

First, the Pierre Andre Memorial Scholarship Program offering selected university students three months' on-the-job training as part of their regular college curriculum. Students are paid for their work and receive twelve hours' university credit. Since it was initiated in 1963, there have been thirty-three Pierre Andre interns.

Second, the WGN Program offering part-time jobs to full-time high school and university students, who fill a variety of positions ranging from clerks to ushers. This phase involves an average of twenty students per year.

Third, the WGN Program providing students with summer vacation jobs. An average of twelve students are assisted in this program every year. During the past three years, 129 full-time students attending 25 Midwest educational institutions have participated in the WGN job/training programs.

The WGN Programs provide professional on-the-job training, encouragement, and financial help as a preparation for the student's future and ours.

Eight of these student participants have become full-time WGN employees.

Developing new talent for the industry is another group service of WGN Continental.
EVERYBODY'S GOT COLOR

But in FORT WAYNE... only WKJG- TV color-full channel 33 offers more than 85 hours of color programs every week... both NBC-TV and local!

Check ATS for local availabilities in these NBC and 33 color shows:

7—9 a.m.
THE TODAY SHOW

11:30 p.m. — 1 a.m.
THE TONIGHT SHOW

Saturdays:
3:00 p.m. LARAMIE
4:30 p.m. CHAMPIONSHIP BOWLING
11:20 p.m. SATURDAY NIGHT AT THE MOVIES / PART TWO

Get the added impact of color... NBC-TV and 33 color... on Fort Wayne's REAL Radio/Television Pioneer.

WKJG- TV

THE WKJG STATIONS
WKJG- STEREO FM • WKJG- AM • WKJG- TV

MEMBER STATIONS OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT

BROADCASTING, November 28, 1966
Agency radio-TV bill soars upward

Top 50 spend $309 million more on radio-TV time in 1966 than they did the year before; total for JWT, perennial leader, climbs to $225 million

Broadcasting's best agency customers showered their favors on the electronic media in record quantities in 1966 while the portion of their total billing going to radio-TV held relatively steady.

The very biggest broadcast billers got still bigger—and did so by staggering amounts according to their reports. The 25 largest radio-TV-buying agencies poured $2.27 billion into broadcast this year, a gain of $261 million over 1965.

The top 50 agencies spent $309 million more on radio and television time and programs in 1966 than last year.

J. Walter Thompson Co., perennially the sweetest of all radio-TV sugar daddies, courted broadcast with $47 million more than in previous year. JWT thus became the first agency to break $200 million in TV-radio. It shattered that figure twice, moving all the way to $225 million in total broadcast billing and to $203.2 million in TV alone.

Close behind in net broadcast gain and right behind on the top-50 list was BBDO, which added $46.8 million to its 1965 total and settled for 1966 at $179 million.

Busy at the Top = Year to year, most of the action in broadcast billing increment is concentrated at the top of the agency list and 1966 was no exception. The first 10 agencies listed (see page 32) accounted for $202 million of added broadcast revenues, approximately two-thirds of the total 50-agency radio-TV advance.

Still more striking is the fact that two agencies—JWT and BBDO—together account for $93.8 million of the gain.

Shares of total agency billing going to radio and television showed little fluctuation in the aggregate and only slight variations from agency to agency.

Among the top 25 agencies on Broadcasting's top-50 list there was an average decline of one percentage point in radio-TV allocation, down from 62% last year to 61% in 1966.

Total television for these 25 agencies jumped up to slightly over $2 billion from $1.79 billion last year.

The same 25 were increasing their outlays in spot TV from $683 million to $844 million and boosting network television expenditures from $1.105 billion to $1.186 billion. This meant spot television was gaining $161 million from the first 25 broadcast agencies, almost twice the increase from this group for network TV.

This breakdown is noteworthy since spot's growth rate relative to network, according to most industry sources, slowed down in 1966. It would seem to indicate that if spot is experiencing harder times, it's not the top broadcast-billing agencies who are to blame.

Gains in Radio = Radio continued to fare well at the hands of the broadcast-oriented agencies. The top 25 radio-TV billers poured $243 million into radio (network and spot) this year, up from $215 million a year ago.

Within these totals spot radio was moving up from $165.7 million in 1965 to $177 million this year and network television moved from $49.6 million to $65.5 million. JWT, whose $47 million advance in radio-TV led the gainers, also walked off with first place in three other measured categories. The agency replaced Ted Bates & Co., the traditional leader in spot television billings, by placing $67 million in that sector. And in addition to leading in total radio-TV outlays JWT led all others in network television expenditures.

There was some shuffling of positions among the top-10 broadcast billing agencies, one of the most notable gains being made by Doyle Dane Bernbach, which enjoyed an exceptional year of over-all billing growth. DDB moved up from 15th place into a tie with Grey Advertising for the 10th spot. BBDO's surprising $46.8 million broadcast gain thrust the agency up from fourth place into second position.

An alphabetical listing of the first 50 broadcast-billing agencies follows:

**N. W. Ayer & Son:** Combined TV-radio billing $55.62 million; $41.5 million in TV ($18.5 million in network, $23 million in spot); $14.12 million in radio ($2.7 million in network, $11.42 million in spot); TV-radio share of over-all billing: 40%

A 2% rise in broadcast billings was reflected in N. W. Ayer's first nine

### These agencies led in these categories

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<th>In...</th>
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<tr>
<td>Total broadcast billings</td>
<td>J. Walter Thompson</td>
<td>$225 million</td>
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<tr>
<td>Total television billings</td>
<td>J. Walter Thompson</td>
<td>$203.2 million</td>
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<td>TV-network billings</td>
<td>J. Walter Thompson</td>
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<td>TV-spot billings</td>
<td>J. Walter Thompson</td>
<td>$67 million</td>
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<tr>
<td>Total radio billings</td>
<td>BBDO</td>
<td>$32.7 million</td>
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<tr>
<td>Radio-network billings</td>
<td>Young &amp; Rubicam</td>
<td>$9.5 million</td>
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<tr>
<td>Radio-spot billings</td>
<td>BBDO</td>
<td>$28.6 million</td>
</tr>
<tr>
<td>Biggest gain in the year</td>
<td>J. Walter Thompson</td>
<td>plus $47 million</td>
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than Maxon with spending. This hefty gain ported in $146.3 million in radio-TV billing, after publicity from a November Reader's Digest article on tar and nicotine in cigarettes.

Major accounts in radio-TV are AT&T (NBC-TV's Bell Telephone Hour), Plymouth (NBC-TV's Chrysler Theater [before leaving Ayer]), Hanes Knitting on 12 daytime programs on ABC-TV and NBC-TV. The agency's Insurance Company of North America account entered ABC-TV's NCAA football teletscasts, backed with a spot TV campaign.

Spot radio users are Atlantic Refining, Sealtest and Plymouth. AT&T billed heavily in radio, spot and network. Ted Bates & Co. Combined TV-radio billing $144 million; $137.8 million in TV ($79.3 million in network, $58.5 million in spot); $6.2 million in radio ($900,000 in network, $5.3 million in spot); TV-radio share of over-all billing: 81.8%.

Bates lost its number-three position of 1965, gaining only $1 million in broadcast for the year, far short of the $16.7 million gained in this sector in 1965. Its percentage allocation to radio and television is still tops on the list at 81.8% and the agency retains its status as number one in spot TV billing even though this category dropped $2 million from last year.

Bates's major network-TV clients continue to be American Home Products, Brown & Williamson and Colgate-Palmolive. The same three are big spot-TV customers along with American Chicle, Continental Baking and Standard Brands. Bates has American Home and National Biscuit in spot radio schedules, and buys spot and network radio for Colgate-Palmolive and Standard Brands.

The agency picked up new billings from Borden and Matsushita and new products from C-P, National Biscuit and Scott paper.

BBDO: Combined TV-radio billing $179 million; $146.3 million in television ($88.3 million in network, $58 million in spot); $32.7 million in radio ($41.4 million in network, $28.6 million in spot); TV-radio share of over-all billing: 52%.

Climbing up to the number two spot in broadcast billing is BBDO, which reported a $46.8-million rise in TV-radio spending. This hefty gain was achieved primarily through the merger of Clyne Maxon with BBDO. That added more than $50 million in overall billing, of
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*Not listed in 1965 top 50
**The 1965 ranking of M&A has been restated. In that year the agency billed $15.5 million in broadcast ($9.85 million in TV and $5.69 million in radio).
which about half was in broadcast.

Claye Maxon's billing is reported as part of BBDO's billing.


New accounts or assignments acquired by BBDO during the year included the Magnetic Tape Division of 3M, Spring Mills, Book of the Month Club and Formfit Rogers. It lost Storz Brewing and billing from Alberto-Culver.

**Benton & Bowles:** Combined TV-radio billing $110 million; $106 million in TV ($71 million in network, $35 million in spot); $4 million in radio ($1 million in network, $3 million in spot); TV-radio share of over-all billing: 74%.

The agency's total broadcast billing jumped by $10 million. Radio billing rose $3 million and TV increased by $7 million, despite loss of the $5.5 million Philip Morris (Parliament) account. Acquisition of Vick Chemical Co. and Canada Dry accounts helped offset this loss.

Benton & Bowles' billing strength is in network-spot television, particularly with such accounts as Procter & Gamble and General Foods. It is agency of record for P&G's Run, Buddy, Run and Pistols 'n Peticoats, both CBS, and Batman on ABC, and for GF's Andy Griffith and Gomer Pyle.

**CBS.** Network TV spenders include American Motors, Anderson Clayton, Glenbrook-Sterling Drug, S. C. Johnson, Texaco and E. R. Squibb & Son.

All are heavy in spot, with the exception of Glenbrook. The newly acquired Viacom and Canada Dry accounts are spot TV users. American Motors and Texaco are both in network and spot radio.

**D. P. Brother:** Combined TV-radio billing $10.1 million; $5.8 million in TV ($100,000 in network, $5.7 million in spot); $4.3 million in radio ($3.1 million in network, $1.2 million in spot); TV-radio share of over-all billing: 28.1%.

D. P. Brother's broadcast billing rose by $600,000 in 1966 after a falloff of $2.5 million last year. Primary gain was in spotlight, where billing increased by $5.7 million. Greatest loss was in network TV with billing off $5.2 million.

Major network TV users are the Oldsmobile, and AC Spark Plug divisions of General Motors on ABC's NCAA Football and various other participations. Oldsmobile also uses spot TV.

Spot and network radio users include such divisions of General Motors as Oldsmobile, Guardian Maintenance, Fisher Body, AC Spark Plug and Harrison Radiator. Spot radio is used by several regional insurance companies.

**Leo Burnett Co.:** Combined TV-radio billing $153.7 million; $147 million in TV ($88.8 million in network, $58.2 million in spot); $6.7 million in radio ($900,000 in network, $5.8 million in spot); TV-radio share of over-all billing: 73.4%.

Burnett continues as a strong contender among the big five broadcast agencies. Its broadcast billing increase this year was substantial, including a $15.1 million jump in spot TV, $4 million more in network TV and a $2.2 million spurt over 1965 in spot radio business.

The Chicago agency achieved its new broadcast level by retaining a near-75% share of total billing, reported at $209.3 million for the year.

Reflecting the era of advertiser network participations, Burnett's list of network TV purchases is formidable. Generally, it includes Allstate Insurance Co.'s sponsorships in sports (National Football League telecasts on CBS and some NCAA on ABC), Campbell Soup Co.'s considerable daytime show sponsorships, Green Giant activity in NBC's Today and Tonight, I Spy and movies, Kellogg Co.'s sponsorship in family series and daytimers; Maytag Co.'s involvement in several CBS shows, Motorola in sports (NFL and baseball) plus several NBC and CBS shows, United Air Lines activity in spots, Vicks Chemical buys in a mixed parcel of youth and game shows, movies, news reports and several nighttime series.

In the list is Procter & Gamble (Hey Landlord on NBC and Search for Tomorrow on CBS), Philip Morris (NFL and several nighttime series), Pillsbury (CBS lineup that includes daytime serials, nighttime movies and Daktari), Jos. Schlitz Brewing (ABC's movies, Rat Patrol, Felony Squad, others), Union Carbide (nighttime on CBS, daytime on ABC and NBC). Other network TV users are Star-Kist Foods, Sugar Information Inc., Pure Oil Co. All network clients, with the exception of Maytag, Motorola, Star-Kist, Sugar Information, Union Carbide and Vicks are major spot TV billers via Burnett.

Radio advertisers with Burnett include United Air Lines as the most active spot user, and Kellogg, Motorola and Vick Chemical in network.

**Campbell-Ewald:** Combined TV-radio billing $40 million; $32 million in TV ($24 million in network, $8 million in 1966.
BOONE IN BOOM TOWN! Fess Parker, star of NBC's "Daniel Boone," visited beautiful, booming Atlanta recently, noting its remarkable growth. Latest estimates show that Atlanta's population grew 18.5% between 1960 and 1965.* Join the boom, and put your spots on WSB-TV.


The agency's top billing comes from Mattel, a big spender in both network and spot TV. Overall, C/R's billing in network TV was down $700,000 but its spot TV billing was up $800,000 and its radio billing up $500,000.

During the year the agency added several major accounts: Rainer beer, Filter cigarette account, partially offsetting the loss of $20 million in Alberto-Culver business in 1965.

Principal network TV advertisers at Compton are Boyle Midway, Consolidated Cigar, Schick Safety Razor, Kaiser Jeep, Hotpoint and Procter & Gamble. Compton is agency of record for P&G on Green Acres and Petticoat Junction, both on CBS. The spot-TV spenders are Schick, P&G, Boyle-Midway, L&M, and Consolidated Cigars.

Cunningham & Walsh: Combined TV-radio billing $36 million; $29 million in TV ($17 million in network, $12 million in spot); $7 million in radio

The shaded areas in this network television schedule, from the start of the current season, represent the shows in which JWT clients have taken time. It's not surprising that the agency ranks first in broadcast billings.

($2 million in network, $5 million in spot); TV-radio share of over-all billing: 60%.

C&W picked up an additional $1.6 million in broadcast billings since last year, largely attributable to Procter & Gamble's Folger's coffee.

C&W's major clients in TV are: the Andrew Jergens Co., Folger's, Schlitz beer, American Home Products, Block Drug Co., Sunshine Biscuit, AT&T, California Growers & Canners, Sterling Drug, and Western Electric.

Important TV participations are in: NBC's Run for Your Life, Tuesday Night at the Movies, I Spy, Star Trek, and Huntley-Brinkley; ABC's Sunday Night Movie, Fugitive, Hollywood Palace, and Peter Jennings, and CBS's Jackie Gleason Show.

Major TV shows with a full range of C&W sponsors are NBC's Let's Make a Deal, and You Don't Say, and ABC's...
South Florida is about to be given the most colorful Christmas present... ever!

MIAMI, FLORIDA
AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

WLBW-TV
BROADCASTING, November 28, 1966
Well, to anybody who doesn't know a eudiometer from a nephoscope, maybe it doesn't.

But meteorologists have a different way of looking at the weather. And—as the NBC Owned Television Stations have consistently been aware—a better way of reporting it. That's why they won't send a
Weather girl to do a man's job. Or rely on distracting gimmicks. That's why the NBC Owned Television stations in New York, Washington, Cleveland and Chicago entrust their weather reporting to professional meteorologists. (Our fifth owned station, in Los Angeles, doesn't have a special weatherman. There, the climate's so predictable, everybody's an expert.)

The names of our weather analysts are Frank Field (WNBC-TV), Frank Forrester (WRC-TV), Wally Kinnan (WKYC-TV) and Harry Volkman (WMAQ-TV). All are accredited by the American Meteorological Society. All are veteran NBC Owned Television Station broadcasters as well. Rain or shine, when these men talk about the weather, both audiences and television advertisers pay close attention.

After all, these professional weathermen didn't just appear out of a clear blue sky.
Newcomer builds big broadcast billings

Not all of the 50 agencies listed in Broadcasting's compilation of leading radio-TV billers are necessarily the "hottest" billing agencies in New York or elsewhere. Take Wells, Rich, Green, New York, as an example. It is billing at an annual rate that far exceeds a substantial number of agencies that appear in this year's top-50 list.

How does this happen? WRG started as a new agency in April and started to enlist an impressive roster of clients. This build-up process takes time to show in actual billings. For the calendar year, since it went into business in April, the agency billed an estimated $6.2 million in broadcast, but it is now billing at the rate of an estimated $15 million annually. Some 80% of its billing is in broadcast.

WRG initially picked off the Braniff account from Jack Tinker. The account bills some $150,000, mainly in network TV with participations in NFL games on CBS and has plans for participations in various bowl games and the American Sportsman series on ABC. Other major radio-TV accounts are V. LaRosa & Sons, billing $900,000, which WRG picked up from Hicks & Greist; West End Brewing Co. (Utica Club beer) with $1.2 million in broadcast, acquired from Benton & Bowles; Personna and Burma Shave; products of Philip Morris Inc., that bill about $1 million in TV by participating in PM's network corporate pool on such shows as A Family Affair, Red Skelton and Hogan's Heroes, all on CBS. Benson & Hedges 100's, another PM product, bills some $700,000 in network TV and participates in the parent company's network pool.

Where the Action Is.

Geigy Chemicals, Quantas Airways and Connecticut General Life Insurance are major radio sponsors.

Dancer-Fitzgerald-Sample: Combined TV-radio billing $120 million; $115 million in TV ($60 million in network, $55 million in spot); $5 million in radio ($500,000 in network, $4.5 million in spot); TV-radio share of overall billing: 80%.

D-F-S is winding up the year with $20 million more in broadcast billings and with prospects for an even bigger 1967 that are as fresh as the Camel cigarette packs, regular and filter, that'll be partly responsible. The agency also reported its broadcast share of overall billing was up three percentage points over 1965's.

Camel announced its move to D-F-S in August but billing on the multimillion R. J. Reynolds tobacco account began on Nov. 1, indicating its full effect will be seen in next year's figures. During the year, D-F-S' lost Frito-Lay.

Basic network TV accounts at the agency include Sterling Drug in ABC's Love on a Rooftop and Ben Casey, and in CBS's Pistols 'n' Petticoats; Procter & Gamble in Red Skelton on CBS and Match Game on NBC; Falstaff Brewing (sports); General Mills on CBS's Perry Mason, Dick Van Dyke and Dokkari; Peter Paul in Batman on ABC and Tarzan on NBC; Frigidaire in Lawrence Welk on ABC, and Simoniz in Lost in Space on CBS.

All of these accounts plus Corn Products are heavy spot TV users. In addition, Sterling, Falstaff, American Cyanamid and Corn Products are major radio users.

D'Arcy Advertising: Combined TV-radio billing $57.2 million; $49.2 million in radio ($14.8 million in network, $34.4 million in spot); $8 million in radio ($500,000 in network, $7.5 million in spot); TV-radio share of over-all billing: 55%.

Broadcast expenditures at D'Arcy jumped by more than $9 million over 1965 as the TV-radio share swelled and over-all billing increased during the year. Television spending jumped by more than $11 million while radio slipped slightly.

Heavy spot TV-radio billing comes from such advertisers as Royal Crown Cola, Diet-Rite Cola, General Tire & Rubber Co., Lufthansa German Airlines, Budweiser and Gerber. Network TV was represented by Gerber on Captain Kangaroo on CBS; Bigelow-Sanford Inc. (carpets) on Today and Tonight on NBC; American Oil on NFL Football on CBS and Budweiser on Tonight.

W. B. Doner & Co.: Combined TV-radio billing $13 million; $9 million in TV ($4 million in network, $5 million in spot); $4 million in radio ($1.5 million in network, $2.5 million in spot);

TV-radio share of over-all billing: 81.2%.

Doner's broadcast billing is $3 million lower than its 1965 total, due to the separation of its Chicago operation as Marvin H. Frank & Co. Of the loss, $2 million was in radio; $1 million in TV.

Major network TV accounts are Ozite Corp., National Plastic Products Inc., and the National Brewing Co., on regional network.

Major spot TV accounts: National Brewing, Hygrade Food Products Inc., DWG Cigar Co., Borman Food Stores.

Biggest users of network radio are the National Brewing and Hygrade.

Doyle Dane Bernbach: Combined TV-radio billing $97 million; $92 million in TV ($51 million in network, $41 million in spot); $5 million in radio (under $500,000 in network, $5 million in spot); TV-radio share of over-all billing: 58.4%.

The radio-TV share at DDB this year leaped ahead $37.88 million more than 1965, putting the agency into the top 10 orbit. TV took over almost all of the billings: $25.17 million more in network, and $12.69 million more in spot over last year.

This spectacular growth can be ascribed in part to new billings for Mobil Oil ($3.8 million estimated in radio-TV), Gillette Safety Razor, General Foods (six products—$8 million in

Down on the farm

A major project in the area of farm radio is being undertaken by the Radio Advertising Bureau and the Association of National Advertisers.

Robert H. Alter, executive vice president of RAB, told the annual fall meeting of the National Association of Farm Broadcasters, which ended Sunday (Nov. 27) in Chicago, that the objective of the project is to obtain a new profile of farm radio, based on a compilation of available and pertinent data from stations throughout the country.

He said the ANA, through its newly formed radio committee, has asked RAB to gather current and useful material on the values of farm radio. Mr. Alter added that RAB will start an effort this week to gather pertinent farm data from radio stations, and later will consolidate this information into a bibliography for distribution to advertisers and agencies.
Waterman-Bic counts on TV to get its points across

Ted Bates & Co., announced its advertising plans for the first quarter of 1967. Planned is extensive use of two television networks (ABC-TV and CBS-TV), a 300-market spot campaign, and the largest number of consecutive weeks of TV exposure in the company's ball-point history.

“Our drive will begin Saturday, Jan. 14, run for 16 straight weeks and set a record for dollars spent in this period for the industry,” said Mr. Paige.

Estimates for the first-quarter TV campaign range around $2.5 million.

The campaign’s first four weeks will feature Bic’s multitunit medium point “Crystal” value packs; the remainder, running through May 1967, will feature both the Crystal pens and the F-25 fine point pens.

Mr. Paige

BROADCASTING, November 28, 1966

radio-TV), Bristol-Myers (Softique—$1 million) (Resolve—$1.5 million), and Ocean Spray cranberries. (DDB plans to begin billing an estimated $2.5 million plus account for Whirlpool Corp. on Jan. 1).

DDB did suffer when Quaker Oats removed its estimated $1.9 million radio-TV account. Now DDB is getting ready for another upsurge when Charles Pfizer (Lemming/Paquin) takes its estimated $3 million account out in February 1967.

Among the 24 accounts DDB lists as frequent network TV spenders, a sampling of major accounts includes: Lever Brothers, General Foods, Burlington Industries (ABC-TV Stage 67), H. J. Heinz, Chemstrand, Pfizer, U. S. Rubber, Volkswagen of America, (ABC-TV Bottom of the Sea, The Fugitive and Wide World of Sports), Polaroid, Mobil, American Airlines (CBS-TV AFL football), Ocean Spray cranberries, Clairol and Bristol-Myers. All of the above, except Burlington, U. S. Rubber, Volkswagen and Polaroid, are spot TV users.

Spot radio accounts are Lever, General Foods, Pfizer, Polaroid, and American Airlines.

Erwin Wasey: Combined TV-radio billing: $17.85 million; $15.75 million in TV ($11.5 million in network, $4.25 million in spot); $2.1 million in radio ($500,000 in network; $1.6 million in spot); TV-radio share of billing: 40%.

Erwin Wasey's billing this year is level with 1965. Most of its broadcast billing is out of its Los Angeles office, which explains in part the current transfer of its international headquarters there (BROADCASTING, Nov. 21). Carnival Co., Gulf Oil and Tampa Balm are Erwin Wasey's major broadcast accounts.

William Esty Co.: Combined TV-radio billing $96 million; $84 million in TV ($54 million in network, $30 million in spot); $12 million in radio ($2 million in network, $10 million in spot); TV-radio share of over-all billing: 76%.

Esty's gains in broadcast billing this year were uniform, increasing $2 million each in TV and radio.

Major accounts in spot and network TV are R. J. Reynolds Tobacco on such shows as Rat Patrol, The Rounders and The Hawk (all ABC), Beverly Hillbillies (CBS), The Hero and T.H.E. Cat (both NBC) and others; Colgate-Palmolive on I Dream of Jeannie, The Man from U.N.C.L.E. and the Andy Williams Show (all NBC); National Biscuit Co., Union Carbide, Cheese-brough Pond's, American Home Products and Noxell Corp., all various participations. Genesee Brewing Co. is in spot TV. R. J. Reynolds, Colgate-Palmolive, Union Carbide and Genesee are also heavy radio users.

New accounts added this year are Colgate’s Halo shampoo, Ultra Brite and Cue toothpastesh, and Noxell’s Nox-Zena cold cream.

Foote, Cone & Belding: Combined TV-radio billing $114 million; $104 million in television ($72 million in network, $32 million in spot); $10 million in radio ($1 million in network, $9 million in spot); TV-radio share of over-all billing: 62%.

FC&B, which continues to expand its foreign operations, increased its domestic broadcast billing substantially from 1965, moving up from $103.8 million to $114 million. Broadcast share of the agency's total billing gained one percentage point to 62%. Most of FC&B's broadcast gain was in television where $6.4 million more went to spot and $3.6 million more to network.

FC&B network television accounts include Clairol, Menley & James, Armour, S. C. Johnson, Kimberly Clark, Kraft, Ralston Purina and Sunbeam. All of these are also spot television clients in addition to Purex, Hills Brothers, Seaboard Finance and P. Lorillard.

The agency's principal spot radio users: Clairol, Equitable Life, Menley & James, TWA, Kraft, Purex, Hills Brothers, Seaboard Finance and P. Lorillard. Menley and James and Kraft are also network radio customers. FC&B added billings during the year from Ralston Purina, P. Lorillard's True and Frito-Lay.

Clinton E. Frank: Combined TV-radio billing $11 million; $10 million in TV ($4.5 in network, $5.5 in spot); $1 million in radio ($200,000 in network, $800,000 in spot); TV-radio share of over-all billing: 44%.

At Frank, billing has remained steady, with a $1 million gain since last year going equally into network and spot TV. Major spot TV users are Continental Oil Co., Hamilton Beach, Curtiss Candy and Toni. Spot radio is used by Continental Oil and Wrigley gum, among others.

In network TV, Reynolds Metal is a sponsor of the Red Skelton Show (CBS); Kemper Insurance is in NCAA Football (ABC), and Toni is in various network shows. Wurlitzer and Kohler are users of network radio.

The agency lost Servisoft during the year but the account did not bill in radio-TV.

Fuller & Smith & Ross: Combined TV-radio billing $18.2 million; $16.1 million in TV ($13.1 million in network, $3 million in spot); $2.1 million in radio (all in spot); TV-radio share of over-all billing: 29.8%.

F&S&R, thanks to TV, will end the year at a point substantially ahead of last year in billings—it estimates its TV will be up $5.1 million, nearly all of the gain in network. Attendant with the billings gain, F&S&R shows a near-30% share of over-all billing in radio-TV compared to 22.5% in 1965. The network activity centers on Alcoa (Garry Moore on CBS), and participations in various shows by True Temper, Coats & Clark, Helena Rubinstein, Owens Illinois and Skil. Spot TV users include Transogram, Mobil, Sea-brook Farms, Helena Rubinstein. In
AGENCY RADIO-TV BILL SOARS UPWARD continued

spot radio are Air France, CIT, Hercules and Mobil.

Gardner Advertising: Combined TV-radio billing $28.8 million; $23.3 million in TV ($6.3 million in network, $17 million in spot); $5.5 million in radio ($1.6 million in network, $3.9 million in spot); TV-radio share of over-all billing: 46.72%.

Gardner's percentage share of over-all billing in broadcast was off substantially (nearly 10%) and its estimated figures for radio-TV in 1966 reflect the drop. The agency's broadcast total dipped nearly $2 million, the fall-off appearing mainly in network TV and in both spot and network radio. A heavy spot-TV billing agency, Gardner continued to show increases in the medium.


Geyer, Morey, Ballard: Combined TV-radio billing $15.1 million; $12.9 million in TV ($3.9 million in network, $9 million in spot); $2.2 million in radio ($1.3 million in network, $900,000 in spot); TV-radio share of over-all billing: 27%.

A loss in radio billing has dropped Geyer, Morey, Ballard $3.7 million below the broadcast figure reported for 1965. The share of over-all billing slipped 5%. The agency's strength in television is in spot, with the approxiimate same level maintained this year as in the past year. Spot-TV advertisers are John Morrell, Sinclair Refining, Irish International Airlines, DeKalb and the Sahara hotel. Chief network-TV clients, Mennen and Lehn & Fink, billed in the past TV season. Sinclair and Irish Airlines are in radio. Dinky Toy, a spot-TV user, was added to GMB's client list during the year. Westab Inc., spot-radio account, was subtracted. Geyer would appear to be actively butressing its billing status; it acquired Maxon Inc., Detroit, on July 1, and that agency now is Geyer's Detroit office.

Grant Advertising: Combined TV-radio billing $12.5 million; $9.5 million in TV ($2.3 million in network, $7.2 million in spot); $3 million in radio ($400,000 in network, $2.6 million in spot); TV-radio share of over-all billing: 40%.

Grant is at about the same broadcast

billings level as in 1965, up about $300,000 in spot radio. The agency's principal account in broadcast continues to be Dr. Pepper, a major spot-TV user and in network as well. Grant's client makeup includes a formidable list that reflects regional and local accounts scattered among its various offices.

Grey Advertising Inc.: Combined TV-radio billing $97 million; $22 million in television ($50 million in network, $42 million in spot); $7 million in radio ($1 million in network, $4 million in spot).

Take a 'wow break'

"Ads are like dames," commented Foote, Cone & Belding creative director Donald B. Buckley last week at the Baltimore Art Directors Club awards dinner.

"And its kind of sad so many people spend so much time scrutinizing the pieces, picking over the parts before they've given themselves the chance to say 'wow'! or 'no wow.'", Mr. Buckley said, adding:

"Numbers can never exceed nuance, insight is faster than hindsight, statistics can never replace sensitivity . . . if the viewer or listener doesn't get a little inner 'wow' it isn't an ad after all—it's a catalogue sheet or an expediency.

"Let's reinstate at every level of the advertising business the pause for reflection—a 'wow break'—before we do another damn thing."

Mr. Buckley

in spot); TV-radio share of over-all billing: 68%.

Grey Advertising, consolidating gains of the past few years and continuing on its new-account acquisition splurge, estimates its U. S. broadcast billing this past year will hit $97 million, as compared with $73.5 million in 1965 (a figure revised by the agency from the $81 million originally reported).

Helping to bolster Grey's expenditures were total billing in excess of $40 million from such new clients as General Foods, P. Lorillard (Kent), Celsean Fibers Marketing Co., Ford Motor Co., Manhattan Fund Inc., new products from Seven-Up, and Quinans products from the Mennen Co.


Griswold-Eshleman: Combined TV-radio billing $8.5 million; $7.5 million in TV ($5.6 million in network; $1.9 million in spot); $1 million in radio (all in spot); TV-radio share of over-all billing: 28%.

This midwest agency broke into the top 30-ranks this year with an over-all billing for 1966 that now is estimated to be over $30 million, a substantial percentage of which is in broadcast. Sherwin-Williams and B. F. Goodrich are the principal clients in network TV, and these accounts plus the Hoover Co. are major billers in spot television and radio. The agency has a number of local accounts billing through its offices in Cleveland, Chicago and Pittsburgh.

Gumbinner-North: Combined TV-radio billing $18.6 million; $17.5 million in TV ($12.4 million in network, $5.1 million in spot); $1.1 million in radio ($110,000 in network; $931,000 in spot); TV-radio share of over-all billing: 5%. Figures include billings from North Advertising Inc., Gumbinner-North's Chicago affiliate.

The agency's top-billing clients in TV are American Home Products Corp., Phillips Van Heusen Corp., Remco Industries, Rheingold Inc. for Knickerbocker beer, and Toni Co. All of these advertisers are in spot TV, with American Home Products and Toni also in network TV. Major radio accounts are Sacramento tomato juice and Knickerbocker beer, using spot radio, and W. F. McLaughlin & Co., using both spot and network radio.

Honing-Cooper & Harrington: Combined TV-radio billing $13 million; $12.4 million in TV ($900,000 in network, $11.5 million in spot); $600,000 in radio ($100,000 in network, $500,000 in spot); TV-radio share of over-all billing: 62%.

This San Francisco-based agency reported a slight boost in broadcast billing, up by $200,000 over 1965. There was a substantial shift in billings at the agency from radio to television. Overall television billings were up $2.8 million, while aggregate radio expenditures were down $2.6 million. TV-radio's share of overall billings dipped a little from 64% to 62%.

Spot TV got far the most business
After 36 years...

REDISCOVER THE ALL-NEW WIS RADIO

WIS Radio, for 36 years, has been the symbol of Quality Broadcast Service to South Carolinians and advertisers alike. Today, WIS Radio...constantly alert to the many new scientific and electronic advancements being made in the broadcasting industry...is once again on the move!

This "montage" by Jak Smyrl depicts the WIS Radio staff moving into new and enlarged offices and studios, located on a 58-acre site northwest of Columbia off Highway I-26 and Bush River Road. This newly designed, multi-purpose facility begins with three 448 feet high steel towers, designed for a clearer, sharper, and far-reaching broadcast signal. Four fully-equipped studios (two on-air and two production and recording), are electronically designed with the latest completely transistorized audio and control equipment. Many other technical advancements in the industry have been incorporated in the design and operation of the new WIS Radio.

This new move has been accomplished in order to keep pace with WIS Radio's constant goal...providing a total AM broadcast service to South Carolina.

Only DEP Corp., maker of hair styles, and Levi Strauss use network TV. These accounts, in addition to Coca-Cola bottling for Bubble-Up, Bank of California, State Savings & Loan Association and Angelus Furniture Manufacturing, all use radio.

The agency acquired one broadcasting account, Kal Kan, and did not resign any during the year.

Kastor Foote Hilton & Atherton: Combined TV-radio billing $8 million; $6 million in TV ($2 million in network, $4 million in spot); $2 million in radio (all spot); TV-radio share of over-all billing: 50%.

KFH&A with estimated broadcast billings of $12 million in 1965, lost about $4 million this year. Broadcast clients no longer with the agency are New York Journal American and E. R. Squibb. Those accounts remaining with KFH&A and active in radio-TV billing are Colfax Labs, E. C. DeWitt, Grand Union, L. T. York Manufacturing, Norcliff Laboratories, Stop & Save Stamp Co. (Triple S Blue Stamps) and WTS Pharmaceuticals.

Kenyon & Eckhardt: Combined TV-radio billing $42.4 million; $34.9 million in television ($21.6 million in network, $13.3 million in spot); $7.5 million in radio ($1 million in network, $6.5 million in spot); TV-radio share of over-all billing: 44%.

Broadcast investment at K&E increased slightly as television added $1.4 million in billing and radio declined by $700,000. The slight increase in broadcast spending was achieved despite a modest drop in the share allocated to TV-radio over 1965.


Ketchum, MacLeod & Grove: Combined TV-radio billing $14.5 million; $11.6 million in TV ($4.6 million in network, $7 million in spot); $2.9 million in radio (all spot); TV-radio share of over-all billing: 30%.

K&M&G, primarily committed to industrial firms, boosted its broadcast share of billings from 21% in 1965 up to 30% with the largest gain reported in spot radio—$2 million. Principal radio accounts are Allegheny Airlines and Braun Baking.

The agency's heaviest billings are in TV with roughly 60% of the $11.6 million billed in spot TV. Major spot TV users are Alcoa, H. J. Heinz, Calgon, Pittsburgh Brewing Co., Pittsburgh National Bank and Chemway. The first three accounts join Rubbermaid as top network-TV clients.

Lennen & Newell: Combined TV-radio billing $55.4 million; $46.5 million in TV ($29.6 million in network, $16.9 million in spot); $8.9 million in radio ($1 million in network, $7.9 million in spot); TV-radio share of over-all billing: 51.3%.

Lennen & Newell's broadcast expenditures fell by almost $12 million from 1965, resulting primarily from the losses of the $15 million Kent cigarettes and the $6.5 million American Gas Association accounts, both of which were active in TV-radio. During the year L&N acquired the $3.5 million Florida Citrus Commission business.

Major accounts in spot TV and/or radio were Cito, Consolidated Cigars, Armstrong Tire, Stokely Van Camp, Corn Products, Colgate-Palmolive, Reynolds Metals, Iberia Airlines, Savings Bank Association of New York and P. Lorillard. Represented on network radio were Lorillard and Armstrong. Substantial network-TV advertisers were American Gas Association, Cito, Consolidated Cigars, Corn Products, Colgate-Palmolive, P. Lorillard, Reynolds Metals and Warner-Lambert.

MacManus, John & Adams: Combined TV-radio billing $16.4 million; $9.2 million in TV ($8.2 million in network, $1 million in spot); $7.1 million in radio ($2.8 million in network, $4.3 million in spot); TV-radio share of over-all billing: 20%.

MacManus, John & Adams' principal network television accounts are Pontiac, 3M, Hartz Mountain and Dow oven and bathroom cleaner. Each of these has schedules on all three networks, Hartz Mountain concentrating on daytime schedules. Spot television is placed by MJ&A for Pontiac, American Oil and Dow Chemical.

During the year the agency added billing from General Motors (institutional) and the same company's Allison and Detroit Diesel divisions. The share of total MJ&A billing going into broadcast dropped 9% from 1965 when radio-TV business accounted for 29% of over-all billing.

Richard K. Manoff: Combined TV-
Meet the fine executives behind United Broadcasting Company...

Knowledgeable men like Hyman Cohen, Technical Director for UBC

After working for the Department of Commerce, the Federal Radio Commission, and the Federal Communications Commission in a 35-year career which virtually parallels the history of U.S. radio regulations, Hyman Cohen accepted a position with UBC as its technical director. As part of his duties, Cohen literally inspects UBC stations, unannounced, for compliance with Commission requirements. He also determines whether stations are following good engineering practices. Cohen has been chief of the FCC office that reviews inspection notices for stations throughout the country, and at retirement from Federal service was engineer-in-charge of the FCC Baltimore office. Described in a recent FCC Decision as "alert, intelligent, estimable, and obviously steeped in the Commission's requirements," Cohen is the kind of executive talent which forms a solid foundation for UBC's growth and ability.

United Broadcasting Company
Reprsentated nationally by UBC Sales. / New York: Bob Wittig, 7 E. 42nd Street / Chicago: Warren Daniels, 420 N. Michigan Avenue, Wrigley Building
AGENCY RADIO-TV BILL SOARS UPWARD

radio billing $12.5 million; $12 million in TV ($6 million in network, $6 million in spot); $500,000 in radio ($350,000 in network, $150,000 in spot); TV-radio share of over-all billing: 85%.

In its third year as a top-50 agency, Manoff's TV-radio billing fell $100,000 from 1965. The loss was exclusively in TV and connected with the resignation of Milton Bradley, an all-broadcast account. Lysol was added.

Manoff's major accounts in network TV are Welch Grape Juice Co. and Lehn and Fink Products, concentrating in teen-age and children's programs, including ABC's Where the Action Is and American Bandstand.


Marschalk Co.: Combined TV-radio billing $27.3 million; $20.6 million in TV ($4.4 million in network, $16.2 million in spot); $6.7 million in radio ($300,000 in network, $6.4 million in spot); TV-radio share of over-all billing: 46%.

The Marschalk Co.'s broadcast billing moved up approximately 10% with the addition of new accounts picked up during the year including the Hudson Pulp & Paper Corp., which bills an estimated $2 million, and the Weinbrenner Shoe Corp. of Milwaukee and with increases in broadcast allocations by older agency clients.

Network-television clients handled by Marschalk include Speidel, Pillsbury and Burlington Industries. The addition of three Minute Maid products a year earlier accounted for some gains in the agency's television billing. Spot radio has been bought for Coca-Cola Bottling (New York).

McCann-Erickson: Combined TV-radio billing $120 million; $102 million in TV ($67 million in network, $35 million in spot); $18 million in radio ($2 million in network, $16 million in spot); TV-radio share of over-all billing: 40%.

M-E's broadcast billings moved up from $107 million in 1965 for a gain of $13 million for the second year in a row. The most substantial showing is an $11-million jump in over-all TV billing, where tremendous growth is due to addition of such accounts as American Home Products, GMC Truck Division, J. P. Stevens & Co., and International Coffee Organization in both network and spot TV; Ronson and Westinghouse in spot TV, and McCullough Corp., Swift & Co. and Opel Cars in network TV.

Major spot-TV accounts are: Nabisco, Humble Oil, Sauter Labs, John Hancock Mutual Life and Coca-Cola. These accounts are also in network TV, along with Encyclopaedia Britannica, Buick Motor Division of General Motors, Golden Grain Macaroni and Westinghouse Electric, among others. Major spot radio accounts are Coca-Cola, Nabisco, Buick and Humble, with Air Canada, Cowles Communications and New York Racing Association added this year. Nabisco, Coca-Cola and Buick are also in network radio.

Arthur Meyerhoff & Associates: Combined TV-radio billing $17.9 million; $13.1 million in TV ($200,000 in network, $12.9 million in spot); $4.8 million in radio ($1.5 million in network, $3.3 million in spot); TV-radio share of over-all billing: 86.1%.

The agency showed a $2.4 million rise in broadcast billing. This figure includes an increase of $1.3 million in spot radio, mainly attributed to the addition of the STP (division of Studebaker) account. William Wrigley Jr. remains the chief contributor to spot TV billing at Meyerhoff. E. J. Brach Co. (candy) is a heavy user of spot and network TV, while Krim-Ko Co. is in network TV. Wrigley and Brach are major spot and network radio users.

Needham, Harper & Steers: Combined TV-radio billing $59.5 million; $45.8 million in TV ($24.8 million in network; $21 million in spot); $13.7 million in radio ($6.6 million in network; $7.1 million in spot) TV-radio share of over-all billing: 64.7%.

NH&S, formed early last year in a merger of Needham, Louis & Broby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York, immediately took possession of a respectable ranking among the top-50 broadcast agencies in 1965. In 1966, NH&S has continued on the pace, though its over-all broadcast gains are slight (chiefly in network TV and network radio). The TV-radio share of total billing this year dipped from 66.4%, indicating broadcast hasn't kept up to the total billing effort.

S. C. Johnson, Kraft margarine, Grove Laboratories, Ac'cent and General Mills are all in network and spot TV (General Mills's spot is heaviest for Betty Crocker mixes). Additionally, the network client list includes Borden's, Pharmaco and Quinton; the spot list: Continental Airlines, Campbell beans and Bounty products, Massey Ferguson, Household Finance, General Cigar, Eastman Chemical, Narragansett Brewing, Manhattan Shirt, Mueller's, Oertel's beer and Morton Salt.

Major clients in radio: Campbell's V-8, General Mills, Morton Salt, Kraft, State Farm Insurance, Household Finance, Ac'cent and Wynn Oil. Acquired as a new account during the year, Wyman places about 95% of its advertising in network radio. The agency parted company during 1966 with Jax

Blair plans test of new TV rate structure

A new price formula for selling 30-second and one-minute commercials and single-advertiser piggybacks (two 30's) will be tested on 13 or 14 Blair television stations, using selected news programs, starting today (Nov. 28).

Under the new Blair plan, the 30-second commercial will become for the first time the base figure in the formula setting TV rates. The advertiser purchasing a 60-second spot will pay the 30-second rate plus 40%, while the advertiser buying a 60-second piggyback will pay the base 30-second plus 60%.

Jerry McNally, Blair TV sales vice president, said the "much needed flexibility offered the advertiser by the use of single 30's should override any objections to the increased cost factors per unit." He later told Broadcasting that the formula was devised by maintaining the present 60-second rate and working backward to arrive at the 30-second rate and forward to reach the piggyback rate. He agreed that technically this means an increase for piggybacks but said ultimately increases could be offset through use of single 30's in campaigns that heretofore had used piggybacks even when brand products were incompatible and a single 30 would have been effective.

Mr. McNally voiced the hope that the Blair approach would stimulate the purchase of additional 30-second commercials, dictated by the media and marketing requirements of the product.

He reported that the tests will be conducted in major markets and that on the basis of discussions thus far he is confident that 13 or 14 stations will participate. The formula does not apply to prime time but to fringe time in which the preponderant number of piggybacks have been appearing, according to Mr. McNally.
Who gives you the nation's 23rd largest radio market?*

WHO RADIO

...that's who!

*NCS '61

50,000 WATTS • 1-A CLEAR CHANNEL • DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.
The Secret's in the "Big Tube"
STUDIO CAMERA

... Makes Every Picture Sparkle

The big 4½-inch image orthicon in the luminance channel of this live color camera makes a spectacular contribution to color performance. Its large image is the secret of the TK-42’s greater sparkle and brightness. This has been proved in demonstrations and in actual use by broadcasters.

WORLD’S MOST EXCITING CAMERA

The combination of the “big tube” with three color tubes leads to sharper pictures, purer colors, more exciting contrasts. This provides unexcelled dynamic range, from hot reds to cool blues. It adds color dynamics to programs and commercials... gives production people a more versatile tool for creative effects.

TECHNICAL LEADERSHIP

With the TK-42 you get the benefits of RCA’s technical advances: Self-correcting circuits, which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

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

LIVING FLESHTONES—Flesh tones are vibrant and realistic in widely varying light levels. Color tracking is accurate down to subtlest shades.

DRAMATIC EFFECTS—The camera responds to mood lighting for highly dramatic effects. Silhouettes, for example, no longer present a problem.

SNAP AND SPARKLE—The “big tube” imparts high-definition brightness to produce a sharply defined color picture.
Have You Noticed The New Occupants In The West Today

Here
The new
Los Angeles Children's Zoo,
photographed with its own sound of
"no more food...
can't I please take him home?"

and Hear
KRLA,
the sort of sound that
makes you want to
throw open your doors, head for the Pound,
and make room for
one more hand-licking occupant.

KRLA / Los Angeles' listened-to radio station
Sold Nationally by H-R Representatives, Inc.
agency radio-tv bill soars upward

continued

beer (85% in broadcast), Bristol-Meyers (90% in broadcast) and nonbroadcast user Merck, Sharp & Dohme.

Norman, Craig & Kummel: Combined TV-radio billing $36.3 million; $36.6 million in TV ($20.5 million in network, $16.1 million in spot); $1.7 million in radio ($200,000 in network, $1.5 million in spot); TV-radio share of over-all billing: 66%.

Big losses at NC&K this year were the pullout of Hertz' estimated $2.2 million in domestic radio-TV billings and the dropout of Schick Electric's estimated $2.5 million broadcast account. Opposite traffic into the agency came with a $2 million Salada tea account (spot TV and radio user) and Louis Sherry preserves (spot radio).

NC&K did better in TV this year, pushing ahead by $3.6 million over 1965. But network radio slumped by $2.6 million. Big spender Colgate-Palmolive was credited with participations on 10 ABC-TV and two NBC-TV programs, and also was active in spot radio and TV and network radio. (C-P's Ajax white knight contest this past fall netted radio-TV an equal share of a $1.8 million broadcast budget—60% of C-P's total campaign).

Other major network and spot-TV clients at NC&K are Chanel (11 CBS-TV, three ABC-TV and two NBC-TV shows), Dow Chemical (four ABC-TV, three NBC-TV shows) and Bourjois (five ABC-TV, two NBC-TV and one CBS-TV programs).

This year, Arnold Bakers began an estimated $2 million spot campaign (radio and TV). Other spot users are Clairol, American Tobacco, Winchester Franchise Operations and Shields Inc. (before it left the agency).

Also this year, NC&K formed a subagency, Howard Marks Advertising, to handle accounts billing under $1 million.

Papert, Koenig, Lois: Combined TV-radio billing $25.5 million; $23.8 million in TV ($12.5 million in network; $11.3 million in spot); $1.7 million in radio (all spot); TV-radio share of over-all billing: 72.5%.

Spot-TV billing at PKL has continued to climb and is up $2.3 million from 1965. Overall broadcast billing is also rising, with a $2.8 million increase in TV and $1.3 million in radio.

Five accounts that bought heavily in spot and network TV are Procter & Gamble, on several daytime network shows; Hunt Foods, on CBS's My Three Sons and on various CBS and NBC daytime shows; Quaker Oats on ABC's Bewitched and F Troop plus participations in several Saturday morning children's shows; Consolidated Cigar on Iron Horse and Hollywood Palace, both ABC, and CBS's NFL Report and Ed Sullivan and Jackie Gleason shows, and Xerox Corp., which has sponsored various specials throughout the year. Clark Oil, Piel's beer and National Airlines also use spot TV. Heavy users of spot radio are Piel's, National Airlines and Quaker Oats.

During the year, PKL added the Piel's draft-ale account, which has some radio billing. The agency has also added test products for Warner-Lambert plus Quaker Oats's Quisp & Quake and P&G's Cinch, two other test products. The Coty account, which had no radio billing, was resigned.

Ogilvy & Mather: Combined TV-radio billing $59.9 million: $54.5 million in TV ($25.2 million in network, $29.3 million in spot); $5.4 million in radio ($900,000 in network, $4.5 million in spot); TV-radio share of over-all billing: 62.9%.

O&M reports a 23% rise in radio-TV billings this year as opposed to 1965's increase of 6% from the year before. The upswing was heaviest in spot and network TV (53.7% and 46.3%, respectively), with six major accounts committed to both: Bristol-Myers, General Foods, Lever Brothers, Shell Oil, Drackett Co. and Mead Johnson Nutritional. The first four also used radio, along with KLM Royal Dutch Airlines, Pepperidge Farm, Nationwide Insurance, Schweppes and Shell Chemical. The last three radio accounts are also in spot TV, as is Mars Candies. IBM and Pepsi-Cola Co. are in network TV.

Earlier this year, O&M began a "Ban 15-second/other Bristol-Myers' products 45-second" piggyback spot-TV campaign, and expanded it to an "exploratory" attempt at scheduling individual 15-second spots. "Unrealistic" cost-per-thousand rates, according to station reps, ended the effort. O&M's hard luck with this B-M strategy was heightened by the move of B-M's Resolve (estimated total billing of $2 million, with $1.5 million in broadcast) to Doyle Dane Bernbach.

O&M collected accounts with Mars, Pepsi-Cola Co. (Devil Shake), General Cigar, Merck and an estimated $1.8 million billings for Lever's Stripe toothpaste ($1 million in radio-TV).

Parkson Advertising: Combined TV-radio billings: $13.1 million: $13 million in TV ($12.5 million in network, $500,000 in spot); $100,000 in radio (all spot). TV-radio share of over-all billing: 80%.

J. B. Williams Co. is Parkson's ma...
Effective October 19, 1966

Paramount Pictures Corporation

was merged into

Gulf & Western Industries, Inc.

The undersigned acted as Financial Advisor to Gulf & Western Industries, Inc. in this transaction.

Kidder, Peabody & Co. Incorporated

November 18, 1966.

Effective October 19, 1966

Paramount Pictures Corporation

was merged into

Gulf & Western Industries, Inc.

The undersigned advised Paramount Pictures Corporation on the terms of the merger.

White, Weld & Co.

November 18, 1966.

Senior account, in network TV on ABC's Lawrence Welk Show and Wide World of Sports, CBS's Original Amateur Hour, Evening News with Walter Cronkite, and Ed Sullivan Show, and NBC's Huntley-Brinkley Report.

Post-Keyes-Gardner: Combined TV-radio billing $29.7 million; $26.8 million in TV ($16.5 million in network, $10.3 million in spot); $2.9 million in radio ($200,000 in network, $2.7 million in spot); TV-radio share of over-all billing: 72.9%.

P-K-G increased broadcast billings this year by $6.1 million. The increase is apparent in the combined TV figure, which is up $7.2 million from last year. Radio is down $1.1 million.

Major network TV users are Maybelline Co., on CBS's Friday Night Movies and NBC's Saturday Night Movies; American Cyanamid, in daytime network shows; Brown & Williamson Tobacco, on I Spy, Run for Your Life, Daniel Boone, Occasional Wife and Star Trek, all on NBC, and Florists' Transworld Delivery Association on ABC's Hawk and CBS's Friday Night Movies, among others. American Cyanamid and FTDA are also in network radio.

In spot TV, P-K-G bills for the Atchison, Topeka & Santa Fe Railway, W. A. Sheaffer Pen Co., Maybelline, American Cyanamid, FTDA and Brown & Williamson. American Cyanamid and FTDA also use spot radio, as does General Finance Co.

Sheaffer is the only account added this year with significant participation in radio-TV. At present, it is in spot TV.

Street & Finney: Combined TV-radio billing $10.8 million; $9 million in TV ($4.8 million in network, $4.2 million in spot); $1.8 million in radio ($1.5 million in network, $300,000 in spot); TV-radio share of over-all billing: 71%.

Street & Finney appears for the second year in Broadcasting's annual listing of the top-50 broadcast agencies with a moderate over-all rise in billings over 1965. The agency has maintained its substantial Colgate billings for such products as Florient aerosol air deodorant, Baggies and Instant shaving cream and has placed them in spot and network TV on such shows as The Man from U.N.C.L.E. and the Andy Williams Show (both NBC). Another major broadcast account is Foster-Milburn Co., maker of Doan's pills and ointment, which is a heavy user of spot TV and radio.

Sullivan, Stauffer, Colwell & Bayles: Combined TV-radio billing $74.8 million; $66.1 million in TV ($36.5 million in network, $29.6 million in spot); $8.7 million in radio ($1.2 million in network, $7.5 million in spot); TV-
Abortion: How long will it remain a dirty word?

"KGO-TV has said it before—and we'll say it again and again and again until some action is taken: California's law governing abortion must be changed and liberalized.

The law as it now stands is cruel, a relic of medieval thinking. It permits abortion for only one reason—to save the life of a mother.

It does not consider the unborn baby doomed to tragic and incurable mental or physical problems. It does not consider the women whose physical or psychological health is gravely threatened by a continuation of pregnancy. It does not consider the case where pregnancy has resulted from rape, incest or other criminal act.

KGO-TV is not asking for legalized abortion for the purpose of birth control. We are asking only for a humane and common sense approach to the problem of pregnancies which truly endanger the health and well-being of mother or child.

The medical profession must be given broadened authority to determine when an abortion is necessary. With modern knowledge and technology, it is thoroughly competent to make that determination. And it has the skills to perform quick and safe terminations of pregnancy.

Liberalization of the abortion law should be a major item on the 1967 agenda of the California State Legislature.

You can help us make sure it is. Let your representatives in Sacramento know that you want the change. Or write us here at Opinion Seven, KGO-TV, San Francisco. We'll see that your message reaches our lawmakers.

If countless women and babies are to be spared heartbreak, physical hardship and mental illness, California's inhumane abortion law must be rewritten and modernized. Please help."
agency radio-tv bill soars upward continued

radio share of over-all billings: 78.7%.

SSC&B has increased its TV-radio billings by more than 10% ($7 million) over last year. Leading element in the increase was spot TV (up 57%), primarily from the addition of the P. Ballantine & Sons beer account and the entry of Micrin mouthwash into spot TV.

Other major accounts in spot TV include: American Tobacco, Lever Brothers, Noxell Corp., Johnson & Johnson, Carter-Wallace, and Thomas J. Lipton.

The major SSC&B account in network TV is American Tobacco, on ABC's Sunday Night Movie, Peyton Place I and II, Big Valley, and Hollywood Palace; CBS's I've Got a Secret, Danny Kaye Show, Thursday and Friday night movies, Pistols 'n Petticoats and Gunsmoke, and NBC's Roger Miller Show, Dean Martin Show, Laredo and Tuesday Night Movies.

Tatham-Laird & Kudner: Combined TV-radio billing $31 million; $29.2 million in TV ($9.4 million in network, $19.8 million in spot); $1.8 million in radio ($100,000 in network, $1.7 million in spot); TV-radio share of over-all billing: 55%.

The agency's billing in broadcast, which moved up $2 million over 1965 represents a slight increase in share of total billing. Its biggest adjustments are in television spot, up nearly $5 million and network off last year's pace by $3.6 million.

TLK also has had several adjustments in its client list. During the year, Fairmont Foods, which was active in spot TV and spot radio; General Mills (Pep Foods), a broadcast user, and P. K. Wrigley Inc., left the agency, while the Chicago, Burlington & Quincy Railroad account (spot radio), was added to the roster.

The agency draws its network- and spot-TV billing from such accounts as Libby, McNeil & Libby, Procter & Gamble, Abbott Laboratories, Kendall Co. and General Telephone & Electronics. Other network clients are the photo-lamps and entertainment-products divisions of Sylvania Electric. Duncan Foods is in spot TV, and also is listed among the major spot-radio accounts along with Libby, P&G, GT&E, Keebler and Chicago, Burlington & QCuy.

J. Walter Thompson Co.: Combined TV-radio billing $225 million; $203.2 million in television ($136.2 million in network, $67 million in spot); $21.8 million in radio ($2.1 million in network, $19.7 million in spot); TV-radio share of over-all billing: 60%.

By swilling its investment in television substantially through account acquisitions and added buys by its long-time spenders, JWT again retained its number one spot among TV-radio agencies.

The 1966 total is more than $45 million over the JWT figure in 1965 and was supported by billing from such new accounts as the American Gas Association and from accounts landed in 1965, which began to have added impact in 1966 including portions of Quaker Oats, Whitball Laboratories, Chub King, and Pfieffer beer. JWT is said to have had new assignments from several long-time clients.

The agency reported that more than 50 of its clients were active in television last year, contributing to the $203.2 million TV billing. Its top spenders in TV include Kraft Foods, Lever, Liggett & Myers, RCA, Quaker Oats, Standard Brands, Warner-Lambert Pharmaceutical, Scott Paper, Whitleigh and Ford Motor Co.

Key network buys were made by Ford on The FBI on ABC; Warner-Lambert on The Lucy Show on CBS-TV; Eastman Kodak Co. on Walt Disney's Wonderful World of Color on NBC; Liggett & Myers on The Fruits of Southampton on ABC; the Institute of Life Insurance on What's My Line? on CBS; The Singer Co. on Run for Your Life on NBC; Lever on Get Smart on NBC.

JWT clients active in spot TV-radio include: American Bakers; Chub King; Ford Dealer Advertising Associations; R. T. French; Good Humor Corp.; Kraft; Lever; Libby, McNeil & Libby; Pan American-Grace Airways; Reader's Digest Services Inc.; Scott Paper; Standard Brands, and most of the advertisers active in network TV.

Network radio sponsors were Eastman Kodak, Ford, Liggett & Myers, RCA, Seven-Up, and Standard Brands.

Jack Tinker & Partners: Combined TV-radio billing, $28.1 million; $27.6 million in television ($15.1 million in network, $12.5 million in spot); $500,000 in radio (all in spot); TV-radio share of over-all billing: 76.8%.

TV-radio spending at Tinker expanded considerably during 1966, up almost $15 million, as the agency reported $28.1 million projected for this year. Tinker picked up over $16 million in new assignments from Miles Laboratories and from products of Gillette and Toni Co., and through expanded billing from clients such as Miles, Carling Breweries and Tootsie Rolls. The only jarring note was the loss of the $6.5 million Braniff International to Wells, Rich, Green last spring. Hefty spot-TV spending was im-

Forgot to mention the continued section of the text, but the content relevant to the question is the previous text. The text continues as follows:

mplemented during the year by Miles, Gillette, Toni, Carling and Tootsie Roll. Network advertisers at Tinker include: Miles on Stage 67 on ABC; Jackie Gleason Show and Jericho on CBS; the Toni Co. on My Three Sons, Lucy Show and House Party on CBS, and Carling on various network sports programs.

Warwick & Legler: Combined TV-radio billing $12.22 million; $10.06 million in TV ($9.39 million in network, $670,000 in spot); $2.16 million in radio ($1.7 million in network, $460,000 in spot); TV-radio share of over-all billing: 40.2%.

Compared to 1965, W&L this year lost about $380,000 in broadcast billing, although it did pick up slightly in network TV and radio: $290,000 and $200,000, respectively. W&L parted company with Nestle Co. (Decaf instant coffee—$500,000 and Nestea products—$2.2 million, both in radio and TV) and Trans Caribbean Airways ($1.2 million total budget). One of W&L's top broadcast spenders, The Mennen Co., is shifting its $2-million-plus account to a new agency.

The Mennen account, primarily in spot TV, also participates in network TV (CBS-TV's NFL Post Game Reports) and is a major radio client. W&L's other major spot- and network-TV clients are Helena Rubinstein and U.S. Time Corp. for Times-Timpex bills as either a half or full sponsor on a variety of specials. Another spot-TV user is Economics Laboratory Inc.

Edward H. Weiss & Co.: Combined TV-radio billing $10.15 million; $9.5 million in TV ($6 million in network, $3.5 million in spot); $650,000 in radio (all in spot); TV-radio share of over-all billing: 40.4%.

The Weiss agency handles sponsorships for several clients—Purex, Mobil, Mogen David among them—in daytime network television and Lipton bills in ABC's nighttime lineup. Carling, Mobil and Mogen David are the principal billers in spot television, while Carling and Luzianne Coffee are major spot-radio accounts. During the year, Weiss picked up the Sara Lee account.

Young & Rubicam: Combined TV-radio billing $162.8 million; $150.3 million in television ($106.1 million in network, $44.2 million in spot); $12.5 million in radio ($9.5 million in network, $3 million in spot); TV-radio share of over-all billing: 55%.

Y&R added more than $16.7 million in broadcast over 1965, placing it in the third position among top agencies in TV-radio. It was fortified by the $30-million Plymouth account while losing about $12 million of General Foods and General Electric business, but much of this gain will be reflected...
in 1967.

The agency's heavy investment in network TV resulted from a large list of advertisers. Among them: American Home Products, Bristol-Myers, Hunt Foods, Chrysler Corp. and its Plymouth division, Johnson & Johnson, Breck, Goodyear, General Foods and General Electric. It is agency of record for FP's Green Acres, Jean Arthur Show and Hogan's Heroes, all CBS.


Network radio advertisers at Y&R include Plymouth, Time Inc. and Chrysler. Active in spot radio during the year were Keebler, Gulf, Chrysler, Breck, American Bakeries and Time Inc.

Agency appointments...

- The Bank of California, San Francisco, has appointed Campbell-Ewald Co. to handle advertising for its entire system, which includes 57 offices in California, Oregon and Washington. Jerry Keller will be account supervisor with Jon Ritter as account executive.
- The Nash Coffee Co., a division of Chock Full O'Nuts Corp., St. Louis, has named the Winius-Brandon Co., same city. David C. Erlich will serve as account executive.
- Englander Co., Chicago bedding manufacturer, moves its national account from North Advertising to Leo Burnett Co. there, effective Jan. 1. Englander is subsidiary of Union Carbide Corp.
- Volkswagen Northeastern Distributor, Waltham, Mass., has appointed Doyle Dane Bernbach, New York, to handle its advertising.

TVB outlines plans for salesman training

The Television Bureau of Advertising will begin its third year of weeklong training conferences for salesmen of member stations the week of Jan. 16-20.

It was announced last week by William B. Colvin, TVB vice president for member services, that the sessions will be held on a Monday-through-Friday, 9 a.m.-5:30 p.m. basis, in the TVB headquarters in Rockefeller Center in New York.

More than half of the 15 conference weeks in the 1967 program are fully reserved at this time. Reservations are still being accepted for the following weeks (number of openings in parentheses): July 24-28 (3); Aug. 14-18 (7); Sept. 11-15 (7); Oct. 2-6 (7); Oct. 23-27 (8); Nov. 6-10 (7); and Nov. 27-Dec. 1 (8).

Each conference has eight participants. Reservations are made in advance. Participation involves a $125 fee, excluding living expenses. Each participant must make his own hotel reservations in New York, Mr. Colvin said last week.

Puerto Rico surveys set

The first tests of TV-commercial effectiveness in Latin America will be conducted by Scherwin Research Corp. Nov. 28-30 and Dec. 1, 2 and 5 in San Juan, P. R.

"This is only the first in a series of 'competitive preference' and 'extended service' tests we plan to conduct throughout Latin America and Europe," Leonard Kudisch, Scherwin president, said last week.

FILMLINE Processors are DIFFERENT

They work continuously, without downtime, maintenance problems or lost film. Unmatched reliability and quality have been characteristic of all Filmline processors since 1947.

Filmlines exclusive Overdrive Film Transport System guarantees 100% performance.

CAN YOUR OPERATION AFFORD ANYTHING LESS?

There's a Sensibly Priced Filmline processor for every Need—Portable . . . Spray . . . Color. Here's a partial listing:

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<thead>
<tr>
<th>Model</th>
<th>Film Type</th>
<th>Process</th>
<th>Film Size</th>
<th>Speeds</th>
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<td>16 or 16/35</td>
<td>100FPM</td>
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Custom Units Built To Specification for Any Installation

FILMLINE...Complete Source for Quality Film Processors

For literature write: Dept. BN-66

Lease & Time Payments Available

* In use by: H.B.C., A.B.C., C.B.S.-TV Networks
ABC-TV drops most discounts

Only one not eliminated in new rate structure
that sets up varying prices for different seasons; participation rates not disclosed

The ABC-TV network announced last week the new rate card it said last spring was in the works—one with discounts virtually eliminated.

Network officials said they could not tell categorically whether it would produce more, less or the same revenues on total business equivalent to the present volume, but that "generally we expect to receive equal if not more revenues."

They said that because of the almost complete elimination of discounts, advertisers who currently earn high discounts probably would have to pay more under the new card, while those who don't may pay less.

ABC mailed the new rates to agencies last Wednesday (Nov. 23). Because of the Thanksgiving holiday and the fact that many executives were taking a long weekend, agencies will get their first chance this week to evaluate the structure and see how it affects their clients. Most, however, may have to wait longer for a meaningful analysis of the effects, since the prices ABC will charge for participations—the overwhelmingly dominant form of TV advertising—are yet to be disclosed.

The new rate card, No. 12, goes into effect next Sept. 11, start of the 1967-68 season.

One Exception • Volume and time-period discounts that currently can range up to around 30% or more are eliminated in the new card. The only discount left is a $1,000 allowance for each commercial minute in a noncancelable contract signed in advance for at least one minute every other week for 52 straight weeks in one series in prime time (6-11 p.m.).

This appears to be identical to the only discount left in CBS-TV's new structure, announced last February, in effect since September and estimated at about 3%.

The new ABC-TV structure follows the general pattern set in CBS's new card, but with variations.

It is similar to CBS's in that it sets two kinds of rates and that at least one of them—time charges for program sponsorships—will vary both by time of day and season of year.

In addition to time charges for sponsorships, the new structure provides for flat rates for one-minute participation announcements. These rates, covering both time and program costs, are not shown in the new card but will be supplied later "on request."

The programs in which participations will be available in the 1967-68 season will be designated "after the first of the year," according to James E. Duffy, vice president in charge of ABC-TV network sales.

Participation rates represent the bulk of TV network business. ABC-TV President Thomas W. Moore estimated earlier this year that 94% of ABC programs are sold in this fashion.

Percentage of Class A • Time charges for program sponsorships are expressed in the new card as percentages of the total class A hour rates of all network-affiliated stations ordered for and carrying the program—the same basic approach CBS used when it became the first network to cut discounts to the bone.

Like the CBS card, ABC's new one establishes three different seasons for nighttime business. But the seasons are different. The highest-priced one, fall and winter, runs for 32 weeks from Sept. 11 to April 22 (CBS's runs from Sept. 11 to April 1). The next most expensive runs for six weeks from April 23 to June 3 (CBS's: April 2 to July 1). The lowest priced runs from June 4 to Sept. 10. (CBS's: July 2 to Sept. 10).

There is, in addition, a set of rates covering year-round averages for 52-week advertisers.

Where the CBS card divides nighttime into six different rate periods, ABC's sets up five: 6-7:30, 7:30-8, 8-8:30, 8:30-10 and 10 to signoff (CBS's extra period is 10-10:30).

On a 52-week average basis ABC's prices for a prime-time half-hour range from a low of 36% of the total class A hour rates of all stations ordered and carrying (in the 6-7:30 period, and comparable with 34% in the same period in the CBS card) to a high of 48% (in the 8:30-10 period, comparable with 46.5% in CBS's card).

Daytime • Monday-Friday daytime on ABC will be divided into two seasons rather than three. Of equal length, one runs from Oct. 2 to March 29, the other for the ensuing 26 weeks.

There are four different rate classes in these daytime periods: signon to 10 a.m., 10 a.m. to 2 p.m., 2-5 p.m. and 5-6 p.m. The prices vary by season and time period but on a 52-week basis they average, for a half-hour, 15% of the total class A hourly rates for a half-hour in the opening period, 16% in the second, 18% in the third, and 27% in the final, 5-6 period.

Weekend daytime follows still another seasonal pattern with three time classes. The seasons are from Sept. 9 to Dec. 17, Dec. 23 to March 24, and March 30 to Sept. 1. By day-part, the half-hour rates on a 52-week average are: sign-on to 10 a.m., 16% of the class A hour rate on Saturday, 14% on Sunday; 10 a.m. to 2 p.m., 17% on Saturday, 16% on Sunday; 2-6 p.m., 25.5% both days.

Under the new card, time charges for sponsorships longer or shorter than a half-hour will be determined—as in the new CBS card—on a straight pro-rata basis. In the past, time charges have been stated in terms of one hour, with a half-hour pegged at 60% of the hour rate, a quarter-hour at 40% and one-sixth hour at 20%.

Networking charges, applicable for all programs, are somewhat higher in the new card than in the present one. For one hour, they go from $2,400 under the old card to $3,000 in the new structure; for one-half hour, from $1,200 to $1,500; for one-third hour, from $800 to $1,000; for one-quarter hour, from $600 to $750 and for one-sixth hour or one-third of a half-hour, from $400 to $500.

The present requirement that an advertiser purchase a minimum volume equivalent to $100,000 for each class A hour is eliminated in the new card, which says: "The ABC Television Network does not require that a minimum lineup of stations be ordered. However, its responsibility as a national advertising medium requires that the network provide the widest possible national coverage. This fact shall be considered in determining the ABC Television Network's acceptance of advertiser order."

No Product Protection Clause • There is no reference to product protection in the new card. The present one says ABC will try to allow 15-
On hand for the ABC-TV Network's board of governors meeting a fortnight ago in San Juan, P. R. (Broadcasting, Nov. 21) were (l to r): Donald Foley, vice president in charge of advertising and promotion, broadcast division; Martin Pompadur, vice president—administration, TV network; Robert L. Coo, vice president in charge of TV station relations; Joseph L. Brechner, board of governors member, and president and general manager of WFTV Orlando, Fla.; William Sheehan, vice president and director of television news; John O. Gilbert, vice president in charge of affiliate relations; Edwin Vane, national director of TV daytime programming; Joseph E. Giaquinto, director of affiliate relations.

Warren Boorom, director of daytime sales (behind Giaquinto); Carmine F. Patti, director of TV station relations; Leonard Goldberg, vice president in charge of TV network programming; Alfred R. Schneider, vice president & assistant to the executive vice president of ABC Inc.; Leslie Norins, vice chairman of the board of governors and general manager of KEYT-TV Santa Barbara, Calif.; Tony J. Moe, board of governors member and executive vice president of WKOW-TV Madison, Wis.;

Herb Cahan, board of governors member and vice president of WJZ-TV Baltimore; Simon B. Siegel, executive vice president of ABC Inc.; Edward Bleier, vice president for public relations and planning, broadcast division; Thomas W. Moore, group vice president and president of the ABC Television Network; Ben K. West, secretary of the board of governors, and vice president & general manager of KOKO-TV Oklahoma City;

Burton La Dow, chairman of the board of governors, and station manager of KTVK-TV Phoenix; James E. Duffy, vice president in charge of TV network sales; Robert Doubleday, treasurer of the board of governors, and vice president & general manager of KATV-Little Rock, Ark; Byron Nelson, golf professional; Leonard H. Goldenson, president of ABC Inc.

Joseph H. Hladky, board of governors member and president, KORG-TV Cedar Rapids, Iowa; Michael P. Boland, vice president in charge of financial controls; A. Donovan Faust, board of governors member and general manager, WSIX-TV Nashville; Paul Sonkin, director of research, and Mario T. Cucinotta, director of TV station clearances.

minute separation between competitive products but may not always do so.

Plans to introduce the new rate card were announced by President Moore last spring in testimony before a House committee investigating, among other subjects, network discount practices (Broadcasting, May 16, et seq.).

High-figure discounts had been under attack for some time, with critics charging they favored big advertisers and discriminated against small ones.

CBS as well as other networks contended that the new rate structures were designed to reflect changes in the way network business is conducted, rather than in response to attacks on discounts.

Specifically, they noted, existing rate structures were designed when half-hour and alternate-week sponsorships were the primary form of network advertising. In recent years, they pointed out, sponsorships have all but disappeared and one-minute participations have become dominant.

Audience Size • Creation of different rates for different seasons of the year and times of the day was explained as intended to reflect corresponding variations in audience levels.

In his testimony Mr. Moore cited "the highly competitive nature of our business" as well as "basic changes in the buying pattern of most advertisers" as principal reasons for ABC's decision to revise its rate card.

The new card, he said, would "conform more closely with present conditions in the market rather than adhere any longer to a traditional card which looks to past practices rather than to future probabilities."

NBC officials, testifying in the House hearing after CBS and ABC, said they planned to eliminate their fortnightly and comprehensive discounts, two of four in their rate card. They said they had been studying CBS's new card and would examine ABC's when it was issued but had not decided whether to make additional changes in their own.

Business briefly . . .

Alberto-Culver Co., Chicago, through Knox Reeves Advertising, Minneapolis, is planning multi-million dollar campaign to introduce new Command spray-on hair grooms for men. Both network TV participations and spot TV will be used.

Kraft Foods, Chicago, through J. Walter Thompson Co., will sponsor Seven Arts TV's one-hour special, The Nutcracker, on the Canadian Broadcasting Co. network, Monday, Dec. 5 (9-10 p.m.); Sylvania Electronic Products Inc., New York, through Tatham-Laird & Kudner, will sponsor the show on CBS-TV, Friday, Dec. 9 (7:30-8:30 p.m. EST).

Celanese Corp. of America, through Grey Advertising, both New York, has bought 12 one-hour telecasts of Celanese Center Stage, with Barbara McNair and Duke Ellington, to be seen next year in the top 50 markets. The program, produced and distributed by Four Star International, began taping early in November at NBC's color studios in Burbank, Calif. Four Star will syndicate domestically in markets other than those purchased by Celanese, and overseas as well.

The Christian Brothers (wines and brandy), through Fromm and Siegele, both San Francisco, is starting a test radio campaign in Houston, Tex., and Harrisburg, Pa. The campaign features
Code to talk about time

Several proposals offered on TV commercial limits

For almost two months the National Association of Broadcasters Code Authority has been talking to networks, group operators and individual licensees, trying to get their views on time standards for television. The talks are a prelude to a Dec. 14-15 special TV-code board meeting that will be devoted entirely to time standards.

At its regular October meeting, the TV code board started to discuss the subject, found it too much to take on an already crowded agenda and pushed it back to the December date (Broadcasting, Oct. 10).

Among the proposals at the October session was one from Corinthian Broadcasting Corp. that would have reduced nonprogram time in all hours; limit the number of commercials and interruptions within programs; reduce station-break length and limit billboard use.

The major staff proposal has been, and is expected to be at the meeting, to change the code section on billboards by restricting their use to single-sponsored programs and have them run no longer than 10 seconds.

Since the October meeting, other proposals have been forthcoming. One from Storer Broadcasting Co. suggested a more liberal attitude toward time standards for independent stations and a cutback in commercials in prime time for network affiliates. The proposal would reduce commercial time per hour to seven minutes for network affiliates and 10 minutes for independents.

A Cutback - This would be a cutback of 20 seconds for independents and three-minutes-and-20-seconds for the affiliates from the prevailing code standard of 10-minutes, 20-seconds of nonprogram time per hour within prime time.

Among the other proposals being offered to the Code Authority are several dealing with elimination of prime time and establishing a one-time standard. At present the code allows 16-minutes, 20-seconds of commercial time per hour outside of prime time.

Some broadcasters have expressed the opinion that since the FCC is now allowing TV licensees to carry up to 16 minutes of commercial time without detailed explanations that eliminating NAB prime-time standards would bring self-regulation and government regulation into accord.

It appears doubtful that the dual time standard for affiliates and independents or the elimination of prime time would gain either staff endorsement or code board approval.

In the meantime, the Code Authority is still looking for comments from all elements of the industry, subscribers and noncode members alike.

Commercials in production...

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

Cliff 10 Productions Inc., 421 West 54th Street, New York 10018.

Dixie Corp., Chicago (Dixie rug cushion); one 60, one 50 for TV, music score. Charles Barcomb, production manager. Agency: W. B. Doner & Co., Chicago. David Rassl, agency producer.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va.


WGN Continental Productions Co., 2501 West Bradley Place, Chicago 60618.


Jewel Food Stores, Melrose Park, III. (food stores); two 20's for TV, on tape, color. Dale Juhlkin, director. Agency: Earle Ludgin & Co., Chicago.

Evans Fur Co., Chicago (furs); four 60's for TV, on tape, color. Dale Juhlkin, director. Agency: Malcolm-Howard Advertising, Chicago.


Top Value Enterprises, Dayton, Ohio (Top Value trading stamps); two 60's for TV, on tape, color. Dale Juhlkin, director. Agency: Campbell-Mithun, Minneapolis.

Theo. Hamm Brewing Co., Minneapolis (Hamm's beers); two 60's for TV, on tape, color. Dale Juhlkin, director. Agency: Campbell-Mithun, Minneapolis.

Olson Rug Co., Chicago (rugs); two 60's and two 20's for TV, on tape, color. Dale Juhlkin, director. Agency: E. H. Brown Advertising, Chicago.

Leaf Brands Inc., Chicago (Playboy Bunny Chocolate candy); two 10's for TV, on tape, color. Dale Juhlkin, director. Agency: Buezell &

Merger plans advance for AFA and AAW

The joint commission of the Advertising Federation of America and the Advertising Association of the West announced last week that its merger plans were continuing toward completion with the selection of an interim board of directors that in turn appointed a new president for the association.

The merged group will be named the American Advertising Federation and its operating head will be Charles W. Collier, now the president of the Advertising Association of the West. The new association will be incorporated in the state of New York as a nonprofit group.

Officers and directors will be elected Feb. 6, 1967, at the annual Washington conference.

L.A. gets monitoring service

Allan's Audio/Audit, a monitoring service to provide radio and TV advertisers and their agencies with reports on spot activity in the nation's second largest market, opened offices at 9460 Wilshire Boulevard, Beverly Hills, Calif. The reports include TV photoboard, TV audio tapes and logs, radio tapes and logs and confidential monitor reports of a client's competitors' activities.

The firm also provides radio and TV stations with air checks and audition tapes of Los Angeles stations and air personalities.

56 (Broadcast Advertising)
Our Press... free to print the truth

Able to reveal the truth without reprimand by a dictatorial government, the men and women of America's newspapers, by seeking the facts and printing the facts, have alerted us to the dangers of creeping socialism.

Free from the constant threat of drastic penalties... or of outright seizure and confiscation... for criticizing government policy, our publishers continue to print the truth.

At the same time, through individual initiative and enterprise, they have made American newspapers the most informative... most widely read... most efficiently produced publications in the world.

It is any wonder then that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

Freedom of the Press as well as freedom of individual initiative and enterprise must be maintained to keep America powerful.

Florida Power & Light Company
Helping Build Florida
This season G-E color-film cameras will take you fishing with KCMO-TV's Harold Ensley.

Meredith Broadcasting stations own eight General Electric 4-V film cameras.

Wherever Harold Ensley, noted outdoor sportsman-commentator, goes to catch the big ones, KCMO-TV viewers in Metropolitan Kansas City watch his fascinating excursions with G-E PE-240 color-film cameras. And viewers of other Meredith stations in Omaha, Phoenix and Syracuse will enjoy equally exciting color films telecast with PE-240's.

These second-generation, 4-vidicon, transistorized film cameras give a consistently sharp picture. Whether in color or black and white, they reproduce every ripple on the lake and every strike at the lure.

Color fidelity is one of the primary reasons why General Electric PE-240's are television's most widely accepted color-film cameras. They're on the air for four of the five U.S. and Canadian networks, and many group ownerships plus numerous other stations all across the country.

But see for yourself. This fall watch Harold Ensley catch his limit. General Electric, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-OE.
Will it ever go out of print?

Recommended
STANDARDS OF PRACTICE
for
ADVERTISING and SELLING,
RENTAL or LEASING of
AUTOMOBILES

Prepared by
A Joint Committee
Representing the
NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION
and the
ASSOCIATION
OF
BETTER
BUSINESS
BUREAUS
INTERNATIONAL

We hope so.

We hope someday we won’t have to publish standards of automobile advertising. We hope someday there won’t be any deceptive or dishonest advertising in newspapers, radio and television.

It may be many someways before that happens. But we believe it will happen.

How can you help the responsible dealers of N.A.D.A. in their fight against irresponsible advertising? Send for this free “Recommended Standards” booklet. Then refuse to write or produce any advertising that does not live up to these standards.

To get this important booklet, write to N.A.D.A. Standards, 2000 “K” Street, N.W., Washington, D.C. 20006.

National Automobile Dealers Association
Official organization of America’s franchised new car and truck dealers
4A's not ready for joint study

Officials eye ANA proposal, OK'd by TVB, to probe mutual television issues

Officials of the American Association of Advertising Agencies said last week they wanted to give further thought to the proposal for the formation of a committee of advertisers, agencies and broadcasters to study mutual TV problems.

The proposal was advanced at the annual meeting of the Television Bureau of Advertising by A. L. Plant of Block Drug Co., chairman of the TV committee of the Association of National Advertisers, and was accepted on the spot by TVB (Broadcasting, Nov. 21).

AAAA spokesmen said last week that the proposal was under study but that they wanted to give it careful consideration before reaching a decision, taking into account both its likely benefits and how such a project would fit into AAAA's program of other activities. They also said they wanted to discuss it with Mr. Plant. The indications were that there was little likelihood of an immediate decision.

Mr. Plant made his proposal at the end of a speech in which he outlined a series of issues that he said were troubling TV advertisers and ought to be attacked jointly and cooperatively. He suggested "a first step" might be creation of "a formal and permanent joint committee to discuss and study and hopefully find mutually satisfactory solutions to some of our problems."

Among the issues ranked in a survey that brought responses from 25 members of the ANA TV committee, Mr. Plant said, were need for better and more frequent local ratings (mentioned by all respondents), protection against overcommercialization (mentioned by 91%), costs and handling of cut-ins (83%), need for longer rate protection (82%), late notifications of pre-emption of advertisers' schedules (75%), need for stations to notify advertisers when better availabilities open up (73%), complicated rate cards (66%), reluctance or refusal of stations to accept orders more than 30 days in advance (64%), station responsibility in notifying agencies about maximum-discount possibilities (38%) and improved cancellation privileges (9%).

In addition, Mr. Plant said, the TV advertisers indicated they would like from broadcasters such things as more creative selling, assurance or guarantees of at least 15 minutes' product protection, standardized billing, 30-second announcements, seasonalized rate structures to reflect seasonal variations in viewing, better local research, more "quality" programming locally.

Mr. Plant told the broadcasters that whether the views and comments turned up in the survey were completely accurate or not, "you should take them seriously because you represent the thinking of an important group of the most sophisticated advertising directors."

In accepting Mr. Plant's joint-committee proposal, Don Chapin of Taft Broadcasting, retiring TVB chairman, spoke specifically of the need to conduct research on still another issue—the positioning and sequence of commercials and how these factors may affect viewer attitudes toward and response to television advertising.

TVB officials last week interpreted Mr. Chapin's references to sequence-and-positioning research as meaning that viewer reaction should be ascertained before basic changes are made in the structure of commercial placements.

One possible change suggested at the TVB meeting, in a telephoned speech by Edward Grey of McCann-Erickson, was that commercial time might be increased from three minutes to four per half-hour but that the commercials should be clustered into only two breaks in the 30-minute period (see "Monday Memo," page 24).

Other areas for possible research were seen in advertisers' complaints about overcommercialization or number of interruptions, excess credits, promos and other elements of clutter.

Although both TVB and ANA hoped AAAA would decide to join in the committee approach to mutual problems, they also indicated that if for any reason it elected not to, much could still be accomplished by a committee of TVB and ANA representatives.

Rep appointments . . .

- WNYV-TV Los Angeles, WKTR-TV Kettering-Dayton, Ohio: Eastman TV, New York.
- WOXY(FM) Baton Rouge: C. Otis Rawalt Inc., N. Y.

PRO Time Sales, new station reps, formed

The formation of a new radio station representative company, PRO Time Sales Inc., is being announced today (Nov. 28) by Sam Brownstein, president.

The firm results from the merger of Prestige Representation Organization and Time Sales Inc. Mr. Brownstein was president of Prestige since its founding in 1961. PRO Time Sales will make its headquarters at 310 Madison Avenue, New York, and will maintain sales offices in Boston, Chicago, Los Angeles and San Francisco and in other locations to be announced.

Mr. Brownstein said that in New York PRO Time Sales will adopt the dual sales staff concept, under which two salesmen will call on the same advertisers for different groups of stations.

4A's film tells story of advertising's power

A 20-minute color motion picture on advertising, said to be the first ever made expressly for showing in high schools, is now being sold nationwide to buyers who in turn supply it to schools on a free-loan basis.

AAAA is asking advertisers, media suppliers and advertising clubs to buy prints at $150 each, donate them to film libraries, and underwrite service charges for free loans to area schools for one year. AAAA has placed 40 prints with film libraries of Modern Talking Picture Service in large cities. Some of AAAA's local councils have offered to pay half the cost, if advertising clubs in their areas balance the payment. AAAA's Chicago council has announced it will underwrite five of the film prints.

Organizations interested in supplying the film to schools can purchase it direct from AAAA for $60 per print.

The film was written by Kensinger Jones and the late Donald David, both of Campbell-Ewald, Detroit.
ITT asked to bare more information

Cox and Johnson want still more data on merger, Loevinger assails 'trial by press release'

The International Telephone & Telegraph Corp.'s massive response two weeks ago to the questions of three FCC commissioners concerned about the company's proposed merger with ABC Inc. led last week to more—and more detailed—questions from two of the commissioners.

Commissioners Kenneth A. Cox and Nicholas Johnson in a letter to ITT Chairman and President Harold S. Geneen, said the company's answers had left "some information unclear and incomplete." The letter included a hypothetical question going to the heart of one of the major issues in the case—whether the merger in view of ITT's extensive foreign holdings, would have an adverse effect on ABC's news-and-public-affairs programming.

The letter also drew a burst of criticism from Commissioner Lee Loevinger, who accused his colleagues of "trying an adjudicatory proceeding by press release"—a practice he labeled "highly improper, extremely improper."

The letter, like all documents in the proceeding, is a public matter. Copies have been placed in the commission's public file on the case. But Commissioner Loevinger was objecting to the fact that copies were made available to news media through the commission's public information office.

"There's a difference between a judge ruling from the bench and a judge calling in reporters to tell them what he thinks about a case," he said.

No Comment * Commissioners Cox and Johnson declined to comment on the criticism.

Commissioner Robert T. Bartley, who had joined with them in sending the initial letter to Mr. Geneen four weeks ago (BROADCASTING, Nov. 7) was out of Washington last week when the new batch of questions was drafted.

The new letter was the second piece of unpleasant news ITT and ABC received last week in connection with the proposed merger. The first was the renewed call by Senator Wayne Morse (D-Ore.) for a full-dress FCC evidentiary hearing in the case. (see page 70).

Still to be heard from in the case is the Justice Department, whose antitrust chief, Donald F. Turner, has asked the commission to defer action on the proposed merger until a study of the antitrust aspects of the case can be completed. Justice Department officials have indicated that the results of the study may be ready as soon as this week.

The commissioners' hypothetical question dealing with news coverage was a response to Mr. Geneen's observation "there can be no legitimate fear" that the merger will adversely affect ABC's news-and-public-affairs programming. Mr. Geneen had said that competition among news media is so severe that ABC could not slant or suppress news to suit ITT without the "fraud being disclosed almost as soon as it was perpetrated."

The commissioners set up this situation to illustrate the problem they see: ITT owns a telephone utility in a country ruled by a military government, and ABC News has prepared a documentary series on the poverty and repression in the country. The government then says to ITT: Either kill the program or face action adverse to the utility—discriminatory taxes, cancelled contracts, or if necessary expropriation.

"How would ITT react in such a situation?" the commissioners asked.

Shareholders' Rights * "Assuming ITT-ABC News is cognizant of the need for integrity of the news process," the commissioners said, "what of ITT's necessary responsibilities to its share-
holders in preserving their investment?" Furthermore, they said, a network has more discretion "in preparing or failing to prepare documentaries than in covering major news events."

Their other questions all grew out of the answers ITT furnished in response to the first batch of queries. The commissioners requested that ITT:

- Provide a country-by-country breakdown of assets and revenue for 1965.
- Supply copies of the 10 foreign licensing agreements and the 10 foreign sales agreements involving the highest gross revenue, and any to which a foreign government is the other party and copies of all franchises, operating licenses and concessions from foreign governmental entities.
- Explain an "apparent inconsistency" between a statement that no foreign interests hold exceptional rights in the corporation and a proxy statement sent to stockholders that governments of countries in which ITT communications operate are "in some cases empowered to acquire the property of those companies or their respective concessions in certain cases without compensation."

- Explain a statement that ITT companies own 91.79% of a Chilean telephone company in view of a report to stockholders that the corporation and the government of Chile have agreed that the government and public investors will, over a period of time, acquire 49% interest in the common stock of the subsidiary.
- List all companies in which it owns between 1% and 20% of stock, and a list of the 10 largest stockholders in all companies in which it holds between 1% and 50% of the stock. (ITT, in its initial response, listed only subsidiaries and affiliates in which it owned more than 20%.)
- Provide details of its subsidiaries' liaison with foreign governments and supply the names of all employees "whose exclusive or major activity" involves trade or industry associations concerned with domestic government regulation of industry, as well as the amount spent on governmental liaison in each country for the past three years. Requested also were copies of all "major testimony" given to foreign governmental bodies over the past 10 years.

- Supply copies of testimony given to U.S. government in connection with expropriations of ITT properties by foreign governments. Additional details of the expropriations, including the dates they occurred, the nature of ITT's interest in the property, and the reasons given by the governments involved at the time of expropriation "preferably in the form of copies of governmental documents"), were also asked.
- Provide details of its World War II damage claims, including the properties involved, the amount and nature of the damage, the amount being claimed, the date of damage, the exact nature of the corporation's interest in the property, and the relationship of the host country to the property.

## Best defense: local programs

**Telecasters told they must improve public service to counter CATV**

Television broadcasters were warned that they are going to have to do a better public-service job than they are now doing if they want to hold CATV down. The warning was made by Sol Schildhause, chief of the FCC's CATV task force, speaking at the National Association of Broadcasters final regional conference in Jacksonville, Fla. (Nov. 21-22).

The series of eight conferences drew 1,749 registrants, the third highest total in the history of the fall meetings. The only years that topped the 1966 figure were 1965 with 2,403 and 1962 with 1,958.

Mr. Schildhause's remarks were made in answer to a question asking whether the public-interest responsibility of telecasters isn't being changed when CATV systems are allowed to import TV signals from "several hundred miles away."

Referring to the remarks of FCC Commissioner Lee Loevinger last month before a CATV conference in Dallas that cable systems should originate local, public-service programing (Broadcasting, Oct. 17), Mr. Schildhause told a somewhat critical audience: "There is no question that there has got to be some re-examination of the functions and goals of the television stations, if there gets to be any really substantial CATV impact. . . . I have a feeling—and this is only a possibility, only the early stage of dialogue in this area—that where merely the local [programing] is emphasized, the existing television stations have got to do a really bigger job with public and local service than they are now."

**Q & A**

At another point during the question-and-answer period, Douglas A. Anello, NAB general counsel, remarked that "CATV, although it's very much dependent on broadcasting, nevertheless wants not only the benefits of broadcasting but it also wants to compete with it; because if they didn't feel this way, why so much push on unlimited program origination?"

In his talk to the CATV'ers last October, Commissioner Loevinger urged CATV operators to establish a public-service channel on their systems to serve smaller communities since, he said, there is no sign of "viable TV stations" outside the top-250 metropolitan markets.

At the same time, Mr. Loevinger told CATV operators that in establishing such a service, "you might find a lot of other problems you now face will disappear and you'll get a lot of help you didn't have before."

Also talking to the broadcasters in Jacksonville was FCC Commissioner Robert T. Bartley. He said he favors an indefinite license term, but he tempered this by suggesting that perhaps broadcasters should make an annual report on their determination of community needs.

In the same vein, he felt the licensees should learn more about the needs of their communities, and, instead of waiting until renewal time, keep their records on community involvement current.

Regarding access to courtrooms by broadcasters, Commissioner Bartley said as soon as broadcasting can conduct itself in an "unobstrusive atmosphere" he would support its attempts to gain access. The viewing public at home, he said, has as much right to know what's happening as do the spectators in a courtroom.

## Barrow: re-evaluate standards for TV

Dean Roscoe L. Barrow, former consultant to the FCC, has charged that the use of television as an advertising tool instead of as a communications medium is responsible for the poor quality of TV programs.

Dr. Barrow of the University of Cincinnati College of Law, in 1955-57 undertook a two-year study for the FCC, of network broadcasting. He also was consultant to the commission on network study matters in 1961. His latest comments are made in the *University of Virginia Law Review*.

To get better programing, Dr. Barrow suggested that the standards for
balanced programing, which are now geared to a whole-day basis, be applied separately to prime time. He claimed that present regulations permit broadcasters to show cultural and public affairs programs on off hours or "dead air."

Dr. Barrow proposed: creation of a presidential advisory committee to evaluate broadcasting in the public interest; creation of a noncommercial network subsidized by government funds. The federal grants now being used to construct educational stations, he said, should be extended to back programing for the proposed noncommercial network.

Although voicing support for self-regulation under "enlightened leadership," he was critical of present self-regulation attempts by broadcasters, since they can’t "overcome the commercial motives which have produced the present excess of stereotyped mass-appeal programing."

Dean Barrow charged that the National Association of Broadcasters television code can’t be fully effective since the “only discipline” the code has is "withdrawal of the seal of good practice. This is an ineffective remedy since the public is not aware of the seal’s significance and many broadcasters do not subscribe to the code.”

**Temporary peace on labor front**

**SAG-AFTRA reach agreement with management, but approval of membership is still needed**

The uneasy labor-management relations in TV-radio improved considerably last week when two performers' unions reached tentative agreements on new pacts, and the International Brotherhood of Electrical Workers approved a new contract with CBS.

The strike-threatened negotiations of the American Federation of Television and Radio Artists over various TV-radio codes with networks and producers brightened on Nov. 20 following weekend sessions. The union and management, working with the federal and mediation conciliation services in New York, approved in principle the terms of a new three-year pact, subject to the approval of the union's board and membership.

Simultaneous negotiations by AFTRA and the Screen Actors Guild with representatives of advertisers and agencies in the TV-commercial area also were concluded successfully. Though details of the agreement with AFTRA on its codes were not disclosed, SAG issued an announcement last Tuesday (Nov. 22), hailing the new agreement.

SAG reported that it calls for improved benefits and increases in fees ranging up to 20% and amounting to an approximate $5 million in added payments to performers in live, taped and filmed commercials.

OK Likely • The talent union contracts are for three years, retroactive to Nov. 16. Their acceptance hinges on approval by members, which is probable.

The terms of the SAG-AFTRA agreement on TV commercials will raise the basic (session) fee on-camera from $105 to $120 and off-camera from $80 to $90 and use and reuse payments by 13% to 20%. For example, one-time class A program use (over 20 cities with New York, Chicago and Los Angeles each counting as 11 cities), the rate for on-camera goes to $120 from $105 and off-camera to $90 from $80. Fees for 13-week spot use in New York were raised from $230 to $260 on-camera and from $150 to $180 off-

There are institutions....

Then, there are institutions!

Some are remembered by slogans that proclaim the valor of great men. Others are viewed with respect for the quality of their operation . . . a touch that is reserved for the elite. Want that Quality Touch? Call your Petryman.
A contract gain cited as "important" by SAG was one in which a system of "holding" fees is instituted. It insures a player of at least one session fee ($120 on-camera, $90 off-camera) every 13 weeks, whether or not the commercial is used, providing the sponsor wishes to retain the right to use the session fee for the off-camera week and session fees of commercials; coverage of provisions regarding "down-grading"; payment for theatrical and industrial grading; and provisions covering wardrobe allowances.

Gentlemen's Agreement - Network officials and Donald F. Conaway, national executive secretary of AFTRA, declined to provide information on the tentative agreement reached regarding codes in the program, radio commercials and news areas. They said they had made "a gentlemen's agreement" not to discuss the contract terms until approval was given by the union's executive board and membership.

It was learned, however, that networks had consented to a provision calling for coverage under the contract of network news reporters, commentators and analysts. Increases in fees and wages of approximately 20% were sought in key areas, but it is believed a compromise was reached calling for gains amounting to 10% to 12%.

There was speculation that if AFTRA was successful in getting most of its demands accepted, the networks would have to either cut back on on-the-air news, or hire additional personnel. The union had sought extra pay for work beyond a five-day week and for assignments requiring correspondents to travel more than 50 miles from the office, for example.

Mr. Conaway said that negotiations will resume on local codes for network owned-and-operated TV-radio stations and he voiced the belief that final signing of all contracts will not be achieved until early 1967.

After more than a year of negotiation, a contract between IBEW and CBS was approved. A mail referendum conducted throughout the country ratified an agreement reached by negotiators several weeks ago. Terms of the contract are retroactive to last Jan. 31.

A bigger share of N.Y.

An examination of Nielsen and American Research Bureau measurements for the first three weeks in November shows that the three New York TV independent stations have increased their shares of the audience in the prime-time periods at the expense of the three TV networks' owned-and-operated stations there.

A check by WPIX(TV) New York, one of the independents, shows that their share in the New York area rose from 16% in November 1965 to 23% in November 1966 (according to ARB) and from 16% to 20%, using Nielsen figures. The touch of irony: The three New York independents (WPIX, WNEW-TV and WOR-TV) rely substantially on off-network syndicated programs, which have been discarded by the networks, in their prime-time schedules.

Details of the contract are expected to be announced next week, a network official said.
More phone firms hit NCTA charges

General Telephone & Electronics Corp. and United Utilities Inc. told the FCC last week that the complaint filed by the National Community Television Association in October has no legal basis and should be dismissed.

Speaking for itself and six subsidiaries, GT&E referred to the NCTA complaint as a "series of rambling, disjointed paragraphs, containing many argumentative assertions but few, if any, factual allegations."

UUI, also representing seven of its subsidiaries, said that the complaint "rambles in unnumbered paragraphs in a disjointed fashion without organization and mixes arguments of fact, suppositions of fact, and allegations of unlawfulness both within sentences and within paragraphs."

In its formal complaints filed last month against AT&T, GT&E and UUI, the 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). AT&T, in its answer to the NCTA complaint two weeks ago, categorically denied all of the association's allegations (Broadcasting, Nov. 21).

UUI, which, like GT&E, owns CATV systems through subsidiaries and furnishes CATV circuits to operators, rejected the NCTA charge that its tariffs for CATV channel services were unjust and unreasonable. "Indeed it can easily be seen," UUI said, "that there is no merit to the claims advanced by NCTA against the participation of the telephone company in providing channel services to CATV systems or participating in the operation of CATV systems in any manner."

CATV Arguments - 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 enables the telephone companies to discriminate between community-antenna systems.

GT&E said that the NCTA failed to allege that any interstate service subject to FCC regulation is being provided under the telephone tariffs listed in the complaint. "Rather," GT&E stated, "it appears from an over-all examination that the conduct complained of, if any, is the filing of tariffs with the commission. . . . Surely a bona fide effort to comply with an order of the commission does not constitute a violation of the Communications Act."

In a related development seven CATV trade associations last week asked for permission to participate in the hearing which the FCC has already ordered on the lawfulness of all the tariffs that the Bell systems have filed for CATV channel services (Broadcasting, Oct. 24). They were: Pacific Northwest Community TV Association Inc., Ohio Cable Television Association, Illinois-Indiana Cable Television Association, New York State CATV Association, Community TV Association of New England, West Virginia Community Television Association and Michigan Cable Television Association.

Changes hands . . .

ANNOUNCED - The following station sale was reported last week subject to FCC approval:

• WBME Belfast, Me.: Sold by Alan D. Vaber and others to David F. Milligan for $67,500. Mr. Milligan is former general manager of WPFT (TV) Plattsburg, N. Y. WBME, founded in 1964, operates fulltime on 1230 kc with 250 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 90).

• KXO-AM-TV El Centro, Calif.: Sold by Marco Hanan, William J. Ewing, Gordon Belson and J. Edgar Snively to Bruce Merrill for $430,000. Mr. Merrill is president of Ameco Inc., Phoenix, Ariz., CATV equipment manufacturer; owns American Cable TV Inc., multiple CATV owner, and American TV Relay Inc., microwave service for CATV systems. FCC approval of purchase of KXO-TV construction permit for channel 7 was conditioned on Mr. Merrill surrendering his license for KIVA (TV) Yuma, Ariz. Mr. Merrill had proposed this in his application to buy the El Centro TV permit, but last September informed the commission that some interest had been expressed in buying KIVA from him. Mr. Merrill bought KIVA, on channel 11, from Floyd B. Odum and Harry Butcher in 1961 for $530,000. KXO, founded in 1927, operates fulltime on 1230 kc with 250 w. KXO-TV is not yet on the air.

• KTW-AM-FM Seattle: Sold by David M. Segal to Norwood J. Patterson and wife for $250,000. Mr. Patterson, a consulting engineer, owns KBIP and
Ill wind blows praise for station to FCC

On Oct. 14, the small town of Belmond, Iowa (population 2,506), was hit by what area residents called a “killer tornado.” Six lives were lost, hundreds were injured, damage was great—and communications were knocked out.

Thirty minutes after the storm hit, KRIT-AM-FM of nearby Clarion (population 3,232)—and the only station within 40 miles—dispatched its mobile unit to Belmond. With the station’s general manager, Marvin Hull, at the microphone, KRIT was the outside world’s initial source of news on the disaster.

And with power and communications disrupted, the station (where Jerry McLaughlin was doing what a grateful listener has described as an “amazing” announcing job) also served as a link with relief units. Mr. Hull’s efforts were credited with arranging the prompt dispatch of ambulance and medical aid to the stricken area.

This account was relayed to FCC Chairman Rosel H. Hyde last week by Dr. C. P. Hawkins, president of the staff of the Clarion Community Memorial hospital, where many of the severely injured tornado victims were treated, and which sent supplies to the stricken area.

Dr. Hawkins’s purpose in writing was to urge the commission to remember Mr. Hull if it has “any sort of commendation for this level-headed and superior operation of a station.”

The FCC does not issue special commendations to stations. But officials said an “appropriate” response to Dr. Hawkins’s letter is being prepared—presumably with a copy to be sent to KRIT.

Last week, Belmond was aided by another broadcaster. Dr. David Palmer, president of WHO-AM-TV Des Moines, presented Belmond officials with $25,000, which had been raised through appeals broadcast by the stations.

KICU-TV Fresno, Calif. KTV began operating in 1920, is on 1250 kc fulltime with 5 kw, sharing the frequency with KWSC. Fullman, Wash. KTV-FM, two years old, operates on 102.5 mc, with 16.5 kw.

KGEK Sterling, Colo.: Sold by Al Ross and associates to William C. Whitlock, Donald L. Robson, Gaylord G. Illingworth and Keith W. Regan for $100,000 plus $18,000 for covenant not to compete. Buyers have interests in KVVR Holdredge and KTTT Columbus, both Nebraska, and WJIL Jackson ville, Ill. KGEK was founded in 1925 and operates fulltime on 1230 kc with 1 kw daytime and 250 w nighttime.

San Diego cable hearing expanded

The FCC last week found room for three more parties in the already heavily populated hearing involving a broadcaster’s effort to bar CATV’s from relaying the signals of Los Angeles stations into San Diego.

The commission consolidated in the hearing the proposals of Escondido Cable Inc. for a CATV system in Escondido, Calif., and designated for hearing the applications of American Television Relay Inc. for microwave authorizations to supply Los Angeles television signals to the San Diego suburb.

The commission acted on the petition of Midwest Television Inc. (KFMB-TV San Diego), whose earlier petition led to the hearing on whether it should be granted relief against the importation of Los Angeles signals by five CATV systems (Broadcasting, July 25).

The commission added as parties to the proceeding Escondido Cable Inc., the City of Escondido and American Television Relay Inc.

Pending the outcome of the hearing, Escondido CATV may carry the programs of KFMB-TV, KOGO-TV, KAAR-TV, and KJOG-TV, all San Diego, and XETV (TV) Tijuana, Mexico, whose signals are received in San Diego.

In other CATV actions last week, the commission:

* Granted a petition of Time-Life Broadcast Inc. and permitted the Jackson TV Cable Co., Jackson, Mich., to import the signals of Time-Life’s wood- TV Grand Rapids, Mich. The CATV

EXCLUSIVE BROADCAST PROPERTIES!

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

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

Contact—George W. Moore in our Dallas office.

Hamilton-Landis
& Associates, Inc.
John F. Hardesty, President

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Home-satellite links feasible

But Stanton tells CBS-TV affiliates that nontechnical problems could prevent direct-to-home transmission

Satellite distribution of network television programs directly to homes, bypassing stations, will be technically feasible in the foreseeable future, perhaps within 10 to 15 years, Frank Stanton, president of CBS Inc., told a group of CBS-TV affiliates in a roundtable discussion made public last week.

He stressed, however, that despite its technical feasibility there was no certainty that satellite-to-home distribution would ever become fact. Many political, social and other factors, including a need for local program service, and other questions related to the policing of the spectrum and national sovereignty over television transmissions may delay if not prevent direct-to-home TV.

CBS-TV network officials gave this account of his observations in reporting on a meeting of network executives and the CBS-TV network affiliates advisory board held Nov. 14-17 at La Quinta hotel near Palm Desert, Calif.

The affiliates also were told that the CBS-TV afternoon schedule, consisting of serial dramas, Art Linkletter's House Party, Password and To Tell the Truth, would probably be converted to full color early next year, exact date depending on availability of color facilities in New York. When that occurs, CBS-TV programming will be completely in color from then on. Much of its morning programing consists of re-runs of black-and-white film shows.

Officers Elected • Stuart Martin, WCAX-TV Burlington, Vt., was elected chairman and president of the affiliates advisory board, and Thomas Bostic, KIMA-TV Yakima, Wash., was named to succeed him as secretary. The board voted a resolution of appreciation to retiring chairman and president Carl Lee, W2Z0-TV Kalamazoo, Mich., who held the office the past two years.

The affiliates group heard reports from network executives on sales, immediate and long-range program plans, sports activities, technical developments, advertising and promotion—and apparently was pleased with what it heard. It voted resolutions praising CBS, CBS News and the CBS-TV Network and their respective leaders. Network officials said the sessions were "very harmonious."

John Schneider, president of the CBS Broadcast Group, and Richard S. Salant, president of CBS News, also attended some of the sessions, along with Dr. Stanton. John T. Reynolds, president of the network, presided.

II-A for Oregon is examiner's pick

An FCC hearing examiner has recommended that KPIR Eugene, Ore., be awarded one of the coveted new Class II-A authorizations, which would enable the station to operate full time on a clear channel.

Examiner Walther W. Guenther favored KPIR over KDHI Twenty-nine Palms, Calif., which filed a competing application, after comparing the populations each station would provide with a first service, if given the authorization. Both are now daytime-only stations.

The II-A service was created in 1961 when the commission proposed to permit second stations to operate nighttime on 13 of the nation's 24 clear channels. The aim was to provide first nighttime service to areas in the West that are without that primary service. The II-A stations, however, are required to protect the dominant station.

KPIR and KDHI are competing for a facility on 1120 kc, whose dominant station is KMOX St. Louis. KPIR, which now operates with 10 kw on 1500 kc, is seeking 50 kw, directionlized day and night. KDHI, which broadcasts on 1250 kc with 1 kw, wants to operate with 10 kw, directionlized only at night.

KPIR's proposal would provide Twenty-nine Palms with its first night-
time service, while Eugene already has four such services. But Examiner Guenther noted that the Eugene station would be able to provide a first nighttime service to at least 20,434 persons, while KDHI would be able to provide only 10,000 persons with such a service.

He said this comparison gives KDHI "a decisive preference" that "transcends all of the benefits of the [KDHI] proposal, including the first nighttime transmission aspect thereof."

FCC urged to ignore ABC v. Antwin case

ABC told the FCC last week that Antwin Theatres Inc. is literally in the wrong court in asking the commission to strip the network and Wometco Enterprises Inc. of their television licenses. ABC said the commission should leave the matter to the federal court where Antwin has filed a triple-damage antitrust suit.

Antwin, operator of a drive-in theater in the greater Miami area, has asked the commission to deny the three pending license-renewal applications of Wometco stations, and to call for and deny the renewal applications of five ABC stations and one Wometco outlet (Broadcasting, Nov. 7).

The Antwin action does not appear to have much chance of success, in view of past commission practice. Normally, the commission does not permit its practices to be affected by private—as opposed to Justice Department—anti-trust suits, until they are resolved. For the same reason, the suit is not expected to have any effect on commission consideration of ABC's proposed merger with International Telephone and Telegraph Corp.

An issue is Antwin's complaint against the operations of the two companies' motion-picture-theater subsidiaries. Antwin says ABC, Wometco and six motion-picture distributors have engaged in "illegal, fraudulent and monopolistic activities," which have caused it severe economic injury.

ABC's pleading last week contained an affidavit of P. Harvey Garland, vice president in charge of ABC's Florida State Theaters Inc., denying allegations that the subsidiary has committed any unlawful acts.

But ABC's major argument for dismissal of the petition, "at least insofar as it applies to ABC stations," is the fact that Antwin's civil suit against ABC, Wometco and six motion-picture distributors, containing basically the same charges as in the FCC petition, is pending in the U. S. District Court for the Southern District of New York.

"The court is the forum responsible for adjudicating the issues and, with the benefit of pre-trial and discovery procedures...is uniquely in a position to resolve the complex legal and business questions involved," ABC said. The company also said that "the commission can rest assured that Antwin can have a full hearing on its charges in court."

ABC also raised two other procedural objections to the Antwin petition. ABC said that commission rules do not provide for the filing of "an anticipatory petition" to deny a renewal of license and that "the filing of a charge by an ABC business competitor in theater operations...is scarcely a proper basis for the extraordinary and serious action of calling for license-renewal applications.

FCC grants Kentucky 11 ETV's for network

Educational television sprinted ahead last week as the FCC granted 11 new TV's all at once to the Kentucky State Board of Education. The action provided Kentucky with the basis for a statewide ETV network.

At the same time, the Department of Health, Education and Welfare approved matching funds of $916,663 to help the state build the stations, the commission said.

Kentucky, the 39th state to have an ETV network either on the air or under construction, expects to have the outlets in operation by September 1967, the FCC stated. The stations will be built in the following communities: Ashland (channel 25), Bowling Green (53), Covington (34), Elizabethtown (23), Hazard (35), Lexington (46), Madisonville (35), Morehead (38), Murray (21), Owenton (52), Pikeville (22), and Somerset (29).
Morse alarmed by ‘Club’ ties

Senator reacts to article linking ITT executives with ‘President’s Club’

A newspaper story indicating that several members of the top-echelon team of the proposed International Telephone & Telegraph Corp.-ABC Inc. merger were members of the embattled President’s Club incited Senator Wayne Morse (D-Ore.) to renew his appeal for a full FCC hearing on the deal.

“Only prompt action by the Federal Communications Commission to hold a formal adversary hearing before a trial examiner can avert a conclusion on the part of many that special and favorable treatment is being extended to heavy contributors to the President’s Club at the expense of the public interest,” the senator said last week immediately after the report was published.

The story, written by Scripps-Howard reporter Richard Starnes, noted that eight members of the ITT-ABC team were either members of the President’s Club, a select organization made up of heavy contributors to the Democratic party, or close friends of President Johnson.

However, ITT sources noted, those cited as members of the President’s Club were so before the merger was proposed and many other members of the firm’s management team may also be contributors to other parties and participants in organizations such as the GOP Booster’s Club. This is in keeping, it was pointed out, with the company’s official policy of urging everyone to participate in as much as possible in community and political affairs whatever their political affiliation.

Eight Mentioned • Those cited were Harold S. Geneen, ITT chairman and president; Eugene Black, ITT director who would also become an executive committee member of the new firm; George R. Brown, ITT director also listed as a member of the executive committee; Hart Perry, ITT executive vice president for finance and treasurer who will hold the same job in the proposed firm; Ted Westfall, who would become executive vice president after the merger; Francis J. Dunleavy, executive vice president of ITT and the combined companies; Edward J. Gerrity Jr., ITT senior vice president who would retain that post after the union; and John R. McConne, who would become a member of the executive committee of ITT after the merger. Mr. McConne, former director of the Central Intelligence Agency, is not listed as a member of the President’s Club but is a close friend and frequent adviser to President Johnson.

Mr. Black, former president of the World Bank, is also the President’s special adviser for Southeast Asia economic and social development and an adviser on the supersonic airliner development program. Another longtime friend of the President is Mr. Brown, head of the Houston contracting firm of Brown & Root. The firm recently became embroiled in a controversy over Mr. Brown’s large contribution to the Democrats and its work on the Mohole project to drill an exploratory hole through the earth’s crust. Congress scuttled the project after it was reported Mr. Brown donated $24,000 for the President’s Club after it became known the project was in jeopardy.

Club Controversial • The club has been under almost constant criticism since it became known that members, who join by making contributions of at least $1,000, are reportedly assured close and immediate access to White House sources. Charges of favoritism have often been heard in the past. However, all the membership officially entitles the contributor to are occasional briefings by cabinet members, a presidential handshake, and an autographed photo, and sometimes invitations to White House functions.

Senator Morse, who in the past along with Senator Gaylord Nelson (D-Wis.) has called for a full review of the merger plans, said: “The FCC owes it to the public to investigate fully and on public record all the facts concerning the proposed merger and the arguments for and against it. If this merger is approved on the basis of the superficial hearing held in September, public confidence in the integrity of the FCC will be badly shaken.”

In the past Senators Morse and Nelson have centered their opposition to a quick merger approval on what they claimed was the hurried nature of the hearing held by the FCC, possible Justice Department interest in antitrust aspects of the case and the possibility that ABC’s news operations may be compromised by the fact that ITT does much of its business with the government and overseas with foreign governments.

Go-ahead seen soon for NAB building start

Within two weeks the National Association of Broadcasters may complete a timetable for demolition of its present headquarters and erection of its new office building.

The NAB’s executive and building committees will meet in New York Dec. 6 to discuss the reports of three architectural experts who examined the plans drawn up by Mills, Petticord & Mills, Washington. At its meeting last June, the NAB joint board asked that architectural experts be consulted before moving ahead with construction.

Although members of the two committees were not commenting on what the reports said—most of them have not seen the reports—it was understood that the changes the three architects proposed were minor and that in general they endorsed the new design and construction of the seven-story edifice.

If the trio looked favorably on the design, the NAB board has given the committees a green light to proceed with the construction. Next week’s meeting appears aimed at establishing target dates for demolition of the present four-story building, groundbreaking for the new home and discussion of potential temporary facilities.

Since the winter board meeting is close at hand (Mexico City, Jan. 22-27), it seems likely that the committees...
Commercial stations can make points with ETV gifts—Lee

In the eyes of at least one member of the FCC, commercial broadcasters have quite a bit to gain from making contributions to needy educational television stations in their communities. There is the matter of a possible tax deduction; there is also the matter of easing commission pressure for cultural programming.

Commissioner Robert E. Lee discussed the subject of contributions to ETV stations, while being interviewed on KMOX-tv St. Louis on Saturday, Nov. 19, by three St. Louis attorneys.

The commissioner, who predicted rapid growth of ETV with the advent of UHF—he foresaw ETV stations in each of the top 100 markets within the next two years—was asked how the outlets would be supported, in view of the financial problems of stations already on the air. He expressed the hope the support would be local, then said that a commercial station has a “definite interest” in helping to support ETV stations that would air educational programs the commercial operators have trouble selling.

Stations that do, he said, “can answer us or anyone who asks about their cultural programing by saying—well, I am helping take care of this minority viewpoint.” At the same time, he said, commercial operators can consider the donations a business expense, since they could contend they “don’t want to carry a program [they] can’t sell.”

View Not Unanimous • Commissioner Lee’s view appears to go beyond that of other past and present commission members who have said that commercial stations that contribute to the support of ETV outlets would still be expected to meet the needs of minority audiences through their own programing. However, Commissioner Lee said commercial stations that can demonstrate they have helped provide cultural programing through contributions to ETV stations would have “no problem” with the commission.

The commissioner could cite no cases of stations making that kind of representation to the commission. But, he said, “I know of a great number of stations who are coming around to this viewpoint, and are actually helping the educational stations; putting in their budget a donation . . . as a business expense.” (He said later he didn’t know whether the Internal Revenue Service would allow such a deduction. But he said he thought stations should “fight” for such a ruling, if necessary).

The commissioner, on another subject, said he and the commission would support broadcasters’ rights to endorse political candidates in the event the anticipated congressional hearing on that issue is held.

He and his colleagues, he said, feel that radio and television can fill the gap in expression of opinion being left by the deaths of newspapers throughout the country. He said, however, that the commission expects broadcasters to exercise care in making their editorial judgments and to observe the requirements of the fairness doctrine.

At the same time, the commissioner expressed concern over some aspects of political reporting by radio and television. He said he is worried over the possibility of what a broadcaster could do—through skilful editing of film—to project a lackluster candidate as a world statesman.

He is also unhappy about broadcasters’ “early predictions of winners” after the polls closed on election day; he thinks there is “at least the appearance of some influence” on those who have not yet voted (see page 78).

However, in neither matter did he suggest that the commission could or should take action.

will present the architectural reports and the timetable to the board and, if no serious objections are forthcoming, move ahead with the plans.

Originally budgeted for $1.8 million, the building is now expected to cost NAB about $2 million, the increase primarily coming from increased construction costs and higher interest rates (CLOSED CIRCUIT, Nov. 7).

Fire hits Missoula VHF transmitter

A fire of undetermined origin destroyed the transmitter, the steel-concrete-aluminum transmitter building and melted the 200-foot tower of KGVO-TV (ch. 13) Missoula, Mont. last Monday (Nov. 21). But by Thursday night (Nov. 24), the station was back on the air using two low-power translators.

Dale Moore, president of KGVO-TV said damage to the transmitter installation, located on a mountain 10 miles north of the city, was in excess of $400,000. At the time of the fire, the site was covered by 10 feet of snow.

The loss was partially covered by insurance. Gary Scott, the engineer on duty, was treated for shock but was not burned.

The station had recently completed installing a new RCA color transmitter and traveling-wave antenna, both of which were destroyed.

KGVO-TV went back on the air with 1 w translators supplied by Electronics, Missiles & Communications Inc., Mount Vernon, N. Y. One translator, set atop the downtown studio-office building, operated on channel 13. The other, on channel 11, was set on a nearby mountain.

This week the station expects to boost temporary power using a 100 w translator.

Mr. Moore said a new 5 kw transmitter was on its way from RCA and was expected in Missoula early this week. A temporary RCA antenna was also on route. In addition, a new 40-by-80-foot transmitter building was expected to be ready to take the new equipment by Friday (Dec. 2).

CATV company formed to serve Hanover, Pa.

A tripartite media corporation representing a newspaper publisher, a broadcasting company and a telephone company has been formed to service Hanover, Pa., with CATV by April I, 1967.

Penn-Mar CATV Inc., a jointly owned $150,000 venture of Penn-Mar Publishing Co., publishers of the Hanover Evening Sun, Susquehanna Broadcasting Co., group broadcast owner, and United Transmission, a subsidiary of United Utilities Co., is currently negotiating with Jerrold Electronics to initiate engineering and construction phases of its cable system.

Customer fees and the number of channels to be offered subscribers have not been announced by Penn-Mar, but local sources indicate improved reception of York, Pa., stations will result. Penn-Mar will not render fees to Hanover for its service provided the company extends 90% CATV coverage to the city. William M. Collins, president,
has also made tentative offers for coverage (without formal application) to McSherrystown borough and Penn and Conewago townships, all within the vicinity of Hanover.

Other Penn-Mar company officials include Leland B. Hallett, vice president, vice president of United Transmission Inc. and Richard J. Guerin, secretary-treasurer, controller of Susquehanna Broadcasting Co.

Stations owner buys
Reston, Va., newspaper

Arundel Communications, Washington-based broadcast-publishing firm, has acquired the weekly Reston (Va.) Times. Purchase price was not disclosed but was understood to be in the neighborhood of $5,000.

Arundel Communications is headed by Arthur W. Arundel; it also owns the weekly Loudon Times Mirror, Leesburg, Va., and owns and operates WAVA-FM Arlington, Va. (Washington) and WWVA and WZFM (FM) Charles Town, W. Va.

Reston was established in 1964 as a planned community on 7,000 acres about 20 miles outside Washington. It now has about 1,300 residents, with a projected population of 75,000 by 1980.

Media reports...

New home • KHER Santa Maria, Calif., moves its studio and offices to the Soutas building, Cypress and Broadway, effective Jan. 1, 1967.

Gift • WFBF-TV Greenville, S. C., has donated TV monitors, film and slide projectors, and lighting, film chain and other electronic equipment to Clemson University for use in the school's new communications center. Also donated was a microwave relay unit enabling the Greenville university to beam programs to WFBC-TV and Greenville's ETV station.

PR investment • Electronics Capital Corp., San Diego, Calif., has named Irving L. Straus Associates Inc., New York, a financial-industrial public relations concern, to handle corporate and financial matters. ECC maintains investments in some 17 companies and is involved in community antenna TV systems, among other activities. Straus offices are also in Chicago, Los Angeles, Washington, and in several European cities.

Television man's body found in Guatemala

Identification has been made of the body of Robert Moran, 37, correspondent, lecturer and photographer, who was found dead in Guatemala while on assignment for the Of Land and Sea color TV series, it was reported last week.

Robert Buchanan, president of the Olas Corp., Cleveland, which produces the series, said that Mr. Moran went to Guatemala last August to film an on-the-spot report of the rebel movement in that country. Concern for his safety arose in October when Mr. Moran failed to return to the U. S. for a series of lecture dates. Mr. Buchanan said the partially decomposed remains of a body were found in a shallow grave two weeks ago and last week positive identification was made by the Navy Department through Mr. Moran's dental records.

Mr. Buchanan reported that Guatemala police have arrested two Guatemalans in the Moran slaying. Police said that the two suspects confessed they had killed Mr. Moran on Sept. 16 near the Honduran border on orders from Communist rebels and said they were paid $3 for the task.

Twisdale, Steel add fifth UHF goal

A Charlotte, N. C., dentist and a Washington consulting engineer last week filed an application with the FCC for a TV station to operate on channel 28 at Durham, N. C. It was their fifth application for a UHF station.

Dr. Harold W. Twisdale, and David L. Steel, the consulting engineer, own 50% of Durham-Raleigh Telecasters Inc., which proposes to spend more than $1 million on the all-color station in Durham. Twenty other persons, most of them from the Durham-Raleigh-Chapel Hill area, own the remaining 50%.

Dr. Twisdale and Mr. Steel also own 25% of Charlotte Telecasters Inc., which holds a permit for WCTU-TV (ch. 36) Charlotte, N. C., and 40% of Memphis Telecasters Inc., permittee of WMTU-TV (ch. 30) Memphis. Both are scheduled to go on the air next year.

They also own 50% of Augusta Telecasters Inc., applicant for a station on channel 26 at Augusta, Ga., and 50% of Virginia Telecasters Inc., which is seeking authorization for a station on channel 35 at Richmond, Va.

EQUIPMENT & ENGINEERING

FCC's curves generate heat

Stations, consultants object to proposals to change field-strength computations for UHF, VHF and FM

The FCC last week again found little enthusiasm among broadcasters and engineers over its proposed changes in the field-strength curves for and TV. Similar comments filed in June revealed the almost unanimous view that the commission should not adopt its revisions of the propagation curves until time was allowed for further study and comment (BROADCASTING, June 6).

Among those filing in opposition last week were the consulting engineering firm of A. Earl Cullum Jr. and Associates and seven broadcast licensees representing 21 FM's and TV's. The Association of Maximum Service Telecasters, while opposing the majority of the FCC's proposals, said that it would conditionally support the suggested changes in the UHF curves.

Earl Cullum Jr. & Associates, arguing against the VHF proposals, said data analyses show that present VHF curves "better fit" the data than do the FCC's proposed curves. The engineering firm also suggested that UHF propagation curves were perhaps not the best means of predicting UHF service and asked the commission to consider "whether required use of UHF propagation curves may cause a disservice to the public as a result of erroneous predictions and expectations of service, which would outweigh whatever administrative convenience may result from their use."

Ignore Terrain • Field strength curves are the criteria currently used by the commission in determining basic coverage of FM and TV signals. Independent of terrain factors, the curves statistically predict signal strength as a function of distance and antenna height. Current FCC rules require actual measurements in cases involving AM stations. But, except where specifically called for, measurements are not provided for in TV and FM proceedings. In those services, assignments are made according to allocations tables, and service is predicted on the basis of the
RCA's thin-film technology yields tubeless TV camera

RCA Laboratories last week announced development of an experimental tubeless TV camera and transmitter which, completely assembled, measures 4 inches wide by 6½ inches long.

While the current model is strictly experimental, with resolution, sensitivity and speed far inferior to the present "creepy-peezy" vidicon camera, an RCA spokesman said a fully compatible production model for broadcast applications might be available within three years.

The tiny camera functions by means of 32,000 thin-film devices on four one-inch square glass slides. Some 32,400 of the devices are photoconductors, located at the intersections of a 180-line matrix of thin metal conductors. A lens focuses an image on this pattern of sensors, which are scanned in sequence by an electric current applied through the matrix. The resulting impulses are then combined into the form of a conventional TV signal and transmitted by microwave.

The organization and read-out of the photoconductive dots are closely similar to the input requirements of a standard computer memory, so the camera could televise scenes for computer storage and retrieval, as well as for transmission by radio or cable.

RCA stressed the military applications of the new camera (it was developed under contract with the Air Force), and possible consumer uses. Dr. James Hillier, vice president of RCA Labs, spoke of the camera as "a highly encouraging first step toward a new era of personal TV communication."

field strength curve in the rules.

AMST said it opposed the new VHF curves because their adoption would not result in sufficient improvement to warrant the ensuing dislocations to TV stations. The association stated, however, that it supported the proposed UHF curves and saw them as an improvement over the present curves, although it would have preferred that they had been "drawn so as to exhibit higher predicted field strengths for the higher antenna heights." AMST said that it would support the UHF proposals provided that "roughness factor" is also included in the commission rules.

Other Opposition • Among other broadcasters opposing the new curves on the ground that their adoption would not significantly improve the existing situation were: WDSL-FM-TV New Orleans; WKBW-FM-TV Youngstown, Ohio; WSBTV-TV South Bend, Ind.; WWJ-FM-TV Detroit; WOOD-FM-TV Grand Rapids, Mich.; WFBM-FM-TV Indianapolis; KGG-FM-TV San Diego, Calif.; KHQA-TV Hannibal, Mo.; Quincy, Ill.; WTDQ-FM Quincy, Ill.; KGLO-TV Mason City, Iowa; KEYC-TV Mankato, Minn.; WTVT-TV Tampa, Fla.; KTV(TV) Fort Worth; WTV(TV) Milwaukee, and KHTV(TV) Houston.

Technical topics...

Processing aid • VPI, a division of Electrographic Corp., New York, has purchased a $70,000 Hazeltine electronic color film analyzer to provide automatic color corrective control and cut laboratory time by one-fifth in TV commercial preparation. VPI said the analyzer allows negative prints to be made directly into composite prints.

Low-noise transistor • RCA Electronic Components & Devices, Harrison, N. J., has begun marketing silicon transistor for use in VHF/UHF frequency receivers. The device, it is said, eliminates unwanted signals (that is, cross modulation), and with extra diffusion reduces base resistance to only a few ohms. Its applications are in radio broadcast frequencies (including FM) up to UHF bands in TV operation.

Flat, match, gain • Jerrold Electronics Corp., Philadelphia, announces a new line of color TV antennas. Called Paralog-Plus, the antennas improve color TV reception, Jerrold says, because of gain, flatness of response (plus or minus 1 db per channel), and match for both 300-ohm and 75-ohm outputs. There are eight models in the series, listing from $17.95 for the Model PIX-35 with four driven elements, to $81.95 for Model PIX-225 with 10 driven elements and nine parasitic elements.

Glassworks • Burke & James, Chicago photo equipment firm, last week announced its new catalogue of more than 1,000 television lenses now available for immediate delivery. Lenses range from zoom to those for special effects and other uses. Address: 333 West Lake, Chicago.

Buy the numbers • Shure Brothers Inc., Evanston, Ill., microphone and component manufacturer, again is making available its Shure reactance slide rule for fast computation of circuitry problems and other electronic mathematics. Price is $1. Address: 222 Hartrey Avenue, Evanston.

Taco modular • Jerrold Electronics Corp., Philadelphia, has introduced a new series of high-gain UHF antennas for CATV head-end reception that al-
Color set sales up 73% in 9-month report

FM, home radio and color TV sets registered gains for the first nine months of this year compared with the same period in 1965, but other categories of home entertainment equipment showed a dip in sales by distributors, according to the Electronic Industries Association report issued last week.

Cumulative distributor figures for FM sets for the January-September period stand at 2,593,356—up 37% over the comparable 1,892,324 sold for the nine months of last year. Home radios stood at 9,677,815, up 10.7% over the 1965's 8,743,169.

Color TV sales reached 3,103,043—up an impressive 73.8% over the 1,785,919 sold for the same period in 1965.

Black-and-white TV sets showed a decline of 5.4%, and auto radios declined 7.8% for the same 1965 months.

For the nine months:

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<th>Monochrome</th>
<th>Color</th>
<th>Total</th>
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<td>3,103,043</td>
<td>8,409,528</td>
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<tr>
<td>Jan.-Sept. 65</td>
<td>5,611,539</td>
<td>1,785,919</td>
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<tr>
<td>Jan.-Sept. 66</td>
<td>9,577,815</td>
<td>(with FM)</td>
</tr>
<tr>
<td>Jan.-Sept. 65</td>
<td>8,743,169</td>
<td>Auto</td>
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...nals. Called "parabeam," are available in single, dual and quad arrays in six and eight foot diameters for all UHF channels.

Optimistic forecasts OK for RCA color set sales

RCA took a mid-November look at color TV from the setmaker's point of view, and reported last week that it was in focus with its earlier optimistic predictions.

RCA said October was the best color-set sales month in the company's history in both dollars and units. Dollar sales are up 94% over a year ago.

Unit sales for all RCA home entertainment products are also a new 10-month high, the company said.

In a statement last week, Raymond W. Saxon, vice president and general manager, RCA Victor home instruments division, said the October boom was responsible for reemphasis on optimism because "traditionally September is a stronger month than October for factory sales." He said the reverse situation indicated the retail market for color was growing stronger, "reflecting in large measure the vastly expanded network and local colorcasting schedules."

Mr. Saxon reported RCA still turns out more color sets than black-and-white, that November sales of color receivers continue to outstrip the company's ability to build the sets even with expanded production and multi-shift operations, that RCA/dealer-distributor inventories are very low and that factory inventory is "virtually nonexistent."

TV individualists build separate towers

Omaha's three commercial VHF's threw three switches last Friday (Nov. 25) at 7 a.m. when the stations began using their new towers. Unlike some markets where stations have gone together on a single tower, the Omaha stations decided to create their own antenna farm.

KETV (TV) went to a tower 1,360 feet above terrain; KMTV (TV)'s tower is 1,370 feet above terrain, and WOW-TV's stick is 1,308 feet above terrain.

It was estimated that the stations could have saved about $150,000 each by going to a candelabra-type tower, which would have cost around $1 million. The separate towers each cost about $500,000.

Education-unit manager named at CBS Labs

The CBS Laboratories division of CBS Inc., Stamford, Conn., has formed a new educational technology department and named Robert E. Wood as its general manager, according to an announcement by Dr. Peter C. Goldmark, president and director of research at CBS Laboratories.

The new division, CBS explained, will explore areas where its scientific resources can be used to fill educational needs in the U. S. and abroad. Mr. Wood, a former chief of the audio-visual systems group; director of operations, U. S. Air Force, and also chairman of the armed forces section of the National Association of Educational Broadcasters, will direct the division's liaison and exploitation of educational technology with other CBS divisions, and advance CBS Laboratories' effort to develop applications for home, industry and the government.

INTERNATIONAL

Independents in Britain want schedule freedom

The annual report of Britain's Independent Television Authority calls for an end to government restriction on television broadcasting hours. It also claims that where is a choice of programs, viewers preferred those of ITV to those of the BBC. An average British set was switched on for three and one-half to five hours a day, and 63% of the viewing went to independent programs.

Most people, the report said, found that both services were satisfactory. But many still thought there was too much emphasis on sex and violence.

Over 80 countries bought independent television programs and 18,851 program sales were made last year, with "outstanding sales" in the U.S.

For the fifth time in six years the Authority had been directed to make a payment from surpluses to the government exchequer—$7.56 million. The exchequer also received $59.32 million from the independent companies, additional to their normal tax liabilities, so that "nearly one-half of the $224 million or so" of advertisers' payments went to the government.

Associated British forms production unit

Associated British Picture Corp., which controls Britain's ABC Television, has announced the formation of a new subsidiary to produce television films for world wide distribution. ABC Television Films will be part of the over-all plan.

The decision to proceed with the plan, said Sir Philip Warter, corporation chairman, was justified by the recent sale of the Avengers to ABC-TV.

Most of the films, like the Avengers
Tuberculosis Is Still A Clear
And Present Danger:

Emphysema And Other Respiratory
Diseases Take A Deadly Toll Of
Lives Each Year.

Our Christmas Seal Campaign Is
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Causes, Symptoms, And Medical
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The Recorded And Filmed Material
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Professional Standards. It Is
Fitted To The Holiday Season:
It Seeks To Alert The Viewer
And Listener Without Employing
Sensational Approaches, Morbid
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60th ANNUAL CHRISTMAS SEAL CAMPAIGN

TELEVISION

These stars have contributed their talent to
make this public service material available
to the broadcasting media.

ROCK HUDSON, SUZANNE PLESHETTE, MEREDITH WILLSON (all available in 1-minute spots and 30-second variations, in color)
DICK VAN DYKE (movie trailer)
THREE DOCUMENTARY SPOTS (1 minute, with 20-second variation) (in color)
PLUS SLIDES, TELOPS, FLIP CARDS AND POSTERS, GREYED AND COLOR.

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TANDEM PRODUCTIONS at
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BUCK OWENS, HOMER & JETHRO, AL HIRT,
plus reminder show with HENRY MANCINI.

5-minute transcribed programs starring:
EILEEN FARRELL, STEVE LAWRENCE,
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Transcription of All-Time Great Hits,
featuring outstanding artists.

Transcription of 24 Celebrity Spot Announcements.

Transcription of 22 Recording Artists’
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Transcription of 24 Celebrity Reminder
Announcements.

Special Christmas Seal Theme Song
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Circle 5-8000

For local use: Contact your local Tuberculosis Association
in your own community.

Approved by Advertising Council of America
series, would be made in color. They would be marketed in the U.S. and other countries and shown in monochrome in the U.K., pending the day when the independent companies are allowed to transmit in color.

‘Alice’ gets ‘curiouser and ‘curiouser’

A television version of Alice in Wonderland has been designated “for adults only” by the British Broadcasting Corp. The BBC had originally scheduled the Lewis Carroll classic for showing on Christmas day, but it has been rescheduled for Dec. 28 at 9 p.m. because the television version is an adult drama with psychological undertones of madness, fear and melancholy.

Jonathan Miller, who adapted the book and produced the program has been quoted as saying:

“For the past century we have thought of ‘Alice,’ as a charming fairy story full of cranky animals and jolly playing cards. But there is an enduring melancholy that outlasts the fun. It is a Victorian fantasy about the pains and perils and the silent fears of growing up.”

Mr. Miller was a star of the “Beyond the Fringe” revue.

The BBC’s controller, Hugh Weldon, said the show is not designed for children and “might upset them.” For a week before the program’s showing the BBC will run announcements warning that “Alice” isn’t what it seems cracked up to be.

The lead will be played by a 13-year-old school girl with the supporting cast including such big names as Sir John Gielgud, Sir Michael Redgrave, Peter Sellers, Malcolm Muggeridge and Peter Cook.

Abroad in brief . . .

JWT names overseas • New Holland Division of the Sperry Rand Corp., New Holland, Pa., has named the J. Walter Thompson Co. to handle its worldwide advertising activity. It includes New Holland’s advertising originating from company plants in Australia, the United Kingdom, France and Belgium. JWT has handled the firm in U. S. and Canada since 1948.

Worldwide coverage • Madison Square Garden-RKO General Sports Presentations has sold TV rights to the Nov. 28 lightweight title fight between Carlos Ortiz and Flash Elorde to stations in 11 countries. The sales, made through Four Star International, were to stations in Argentina, Puerto Rico, Pan-ama, Curacao, Surinam, France, Singapore, Mexico, the Philippines and Hong Kong.

Milan to Chicago • Half-hour color documentary going behind the scenes of a major retail store promotion, including the manufacture in Italy of exclusive women’s fashions for the event, was produced and aired Sunday (Nov. 27) just two weeks after the initial idea for the show. WGN-TV sent a film crew to a Milan fashion house for part of the story, then to local Carson Pirie Scott department store for other details of the big Italian days promotion. Carson’s presently is undertaking test of color-TV advertising and the WGN-TV show was designed to demonstrate to the huge retailer how flexible and fast television can be.

Abbey show • National Educational Television (NET), in collaboration with the British Broadcasting Corp., has completed a one-hour documentary to commemorate the 900th anniversary of Westminster Abbey which will be telecast on NET stations the week of Dec. 4. Filming took place in the abbey itself as well as throughout England.

Commons thumbs down

TV-coverage trial

A five-week experiment in showing the British House of Commons proceedings on closed-circuit television within the houses of parliament was defeated by a single vote in Commons last Thursday (Nov. 24).

The vote was 131 to 130 against the experiment, which would not have begun until 1968.

A committee of the Commons had recommended the experiment and the government had supported the coverage plan.

In offering the proposal, Commons leader Richard Crossman stressed that if the experiment Commons would be free to drop the idea.

USSR film writers join international guild

The International Writers Guild announced last week that film writers of the Soviet Union have been accepted into full membership in IWG, whose aim is to advance the artistic and financial status of its members throughout the world.

James Webb, IWG president, said the organization expects membership applications from other eastern European nations as a result of the USSR action. IWG comprises writer organizations from 20 countries throughout the world. The U. S. representation is through the Writers Guild of America East and West. The Soviet application was made through the Association of Film Makers of the USSR on behalf of its Screen writers section.
Jack Benny records spots for NAB code

Jack Benny last week began using his 39-year-old vocal cords in support of the National Association of Broadcasters radio code. A record with nine cuts by Mr. Benny went in the mails to radio code subscribers last Tuesday (Nov. 22).

The record is the second in a projected series of on-air promotional materials featuring well-known personalities. The first recording, out earlier this year, featured Bob Hope. The Benny spots run from five to 20 seconds in length.

In an accompanying letter, Howard Bell, director of the NAB Code Authority, said that in informing listeners about the radio code, a station has an important tool with which to "enhance [its] own image in [the] marketplace. It also assists the industry in the continuing task of letting the public know that a program of self-regulation is being carried forward by broadcasters."

Drumbeats ...

Accolade - Alice Lewitin, managing director of Coty Television Corp., New York, has been made a knight of the Order of Arts and Letters by the French government for her efforts to promote, through the medium of the arts, better understanding between France and the U.S. For many years Mrs. Lewitin was chief of the radio division of the French Broadcasting System in North America.

Prompt book - WFIL-TV Philadelphia recently offered its viewers an unusual opportunity to watch a TV show with script in hand. Prior to broadcast, the station published in the Philadelphia Inquirer a text of The Unending Renaissance, five to 20 seconds in length. The text was complete with camera directions, music cues, still photos and full narration.

Spend one in Philly - WIP-TV Philadelphia (ch. 29) commemorates the completion of its 1,144-foot TV tower — 160 feet taller than the Paris Eiffel Tower — with a Nov. 29 celebration featuring a prize tie-in between the two cities. The first-prize recipient will spend one week in Philadelphia, "home of channel 29's tall tower of power." A consolation second prize will be two weeks in Paris, "home of the small Eiffel Tower."

Paisano - Camillo DeLucia, 25-year veteran of WSTV-AM-FM-TV Steubenville, Ohio, has been awarded the Cross of Merit by the Italian government for his noted interest and participation in Italian programming. This government award was the second in Mr. DeLucia's career; the first such recognition of his work came with the Star of Solidarity, presented in 1952.

For students - Two $500 scholarships for undergraduate or graduate students preparing for careers in radio-TV journalism or advertising will be awarded by the International Radio and Television Foundation at its college conference in New York, April 13-14, 1967. Application forms may be obtained from IRTF, 444 Madison Avenue, New York 10022. Deadline is March 1, 1967.

Miami association formed

To promote the welfare of radio with the general public and advertising community and to find mutual solutions to industry-wide problems, the general managers of 11 Miami-area radio stations have formed the Greater Miami Radio Broadcasters Association. As a starting move, the broadcasters are planning a special presentation before the Miami Ad Club. Sidney Levin (WQAM-AM-FM Miami Beach), president, Stan Torgerson (WQAM Miami), vice-president, and Bernard Neary (WGBS-AM-FM Miami), secretary-treasurer, were elected officers of the association. Officials from the following stations are also participating: WAME, WINZ, WIOD-AM-FM, WMIE, WOAH and WOCN, all Miami; WAEZ(FM) Miami Beach, and WVCG-AM-FM Coral Cables.
Polls coverage criticism grows

Partiality during campaigns charged in two losing races, congressional and FCC probes asked of radio-TV practices

Waiting for the returns on election night to most politicians is somewhat like climbing a mountain. The candidate doesn’t want someone cutting his line to keep him from scaling the heights of his ambition. And interested observers may not like someone telling them what the view is going to be like before they reach the crest and see for themselves.

There was evidence to this effect last week as political figures claimed their ascent up the political mountain had been sabotaged and others showed they were annoyed with what they felt were premature attempts at clairvoyance on election night. In all cases television was named as the culprit.

Two of the complaints involved charges of partiality by TV stations during the campaign and others voiced concern over hastily made predictions of contests’ outcomes before the polls closed.

The charges of partiality originated with Representative Harold D. Cooley (D-N. C.) who lost in his bid for reelection after 32 years in Congress and a Democratic national committeeman from California who said a Los Angeles station showed its favoritism for Republican Governor-elect Ronald Reagan in its news broadcasts.

Probe Possible • Also, as a result of concern in congressional circles over vote predictions, it is now considered a strong possibility that a congressional study of media’s campaign roles may be conducted. Two members were reported last week to be interested in such a hearing.

Representative Cooley lodged his complaint with the FCC alleging WRLT-TV Raleigh, N. C. had “promoted and engaged in a conspiracy the object of which was my defeat,” and urged the application for renewal of this license be denied by the commission (CLOSED CIRCUIT, Nov. 21). He charged the station with selling film to his opponent and allowing it to be shown in altered form. He also said that throughout the campaign the station had slanted its news coverage in favor of his opponent, and that at 6:30 on election eve it broadcast an editorial against him and didn’t air his reply until 11:40 p.m. when, he felt, many viewers were asleep.

He also charged that the station had attacked him in an editorial and ignored Democratic events that other news agencies had covered.

In California, Democratic national committeeeman Eugene L. Wyman charged KTLA(TV) Los Angeles with attacking Governor Edmund G. Brown on a news program and said that efforts to obtain equal time late at night after the broadcast were fruitless. He urged the state Democratic congressional delegation to back a co. pressional inquiry into the role of KTLA and TV stations in the elections.

Moss Complains • As a result Rep-

representative John Moss (D-Calif.), the ranking member and a candidate for the chairmanship of the House Communications Subcommittee, sent Mr. Wyman’s file of charges to the FCC and urged a comprehensive investigation by the agency. He also asked the FCC to notify him when any license renewal applications came up for stations owned by Golden West Broadcasters, which owns KTLA and other stations.

An aide also said Representative Moss was seriously concerned with the practice of predicting election outcomes by the TV networks.

Meanwhile there were also reports that Senator Vance Hartke (D-Ind.), a member of the Senate Communications Subcommittee, had privately expressed an interest in seeing that an investigation is held in the next session of Congress regarding vote projection. Another congressional source indicated there was a strong possibility that the subject would be raised next year.

The congressional interest is reported as not so much in the wrong predictions made by network newsmen as a result of their computer projections but in the influence such predictions might have on voters when broadcast before the closing of the polls.

Recently the city council of Lowell, Mass., passed a resolution asking for federal legislation to prohibit the broadcast of vote predictions before the closing of the polls. The council also voted to send a letter to Senator Edward M. Kennedy (D-Mass.) asking him to investigate and press for remedial action. Senator Kennedy, however, was out of the country last week and could not be reached for comment.

New courts prelude to TV coverage?

When will television cameras be allowed relatively universal access to courtrooms? Perhaps not until new courts are constructed with modern lighting, acoustics and media in mind, but the day is coming.

On Nov. 17 in Pittsburgh the Academy of Trial Lawyers of Allegheny county (Pa.) heard Paul O’Friel, general manager of KDKA-TV Pittsburgh say that society and the legal profession stand to gain from TV in courtrooms.

Speaking at a session on “The Courts in the ’70s,” Mr. O’Friel cited a member of the judiciary who foresees videotape recordings becoming as much a part of court records as the stenographic report.

He noted that William H. Becker, chief judge of the U. S. DistriBULK COURT

Poetry invigorating TV and vice versa

The odd marriage of poetry and TV is being celebrated in a four-day tape-and-film festival highlight of the National Council of Teachers of English convention in Houston, Nov. 23-26.

Among the more than 20 tapes and films scheduled for the estimated 7,000 teacher-delegates are CBS’s Camera Three: “The World of Norman Rosten;” NBC’s The Modern World of William Shakespeare: “Women and Creative Love;” I See Chicago: with Love and Pride, which includes a poem commissioned from poetess Gwendolyn Brooks by WBBM-TV Chicago, and films from

NET’s Poetry: USA.

Dr. Patrick Hazard, Beaver College, Pa., English department head, comments in his introduction: “Poetry and television are having more than a brief flirtation—and this seems to be invigorating both media.”

Dr. Hazard cited the sudden popularity of “mosaic productions” such as the Washington Arena Stage’s production of Edgar Lee Master’s Spoon River Anthology and New York’s Circle in the Square’s “In White America” as clearly deriving from some of TV’s poetic innovations.
TELEVISION. The magazine that is read, in depth, by decision-making money allocators in advertising management.

Jay Cooke takes it home to read.
in Kansas City, Mo., felt that adding the taped record "will require the building of new court facilities so that the sound-video tape can be made by processes which do not intrude into the court proceedings and which are accepted as ordinary and regular." Development of unobtrusive recording techniques, the judge said, will overcome all objections to access by radio and TV.

Mr. O'Friel said part of the responsibility for coverage by unseen equipment or operators, would rest in part with architects of the new courtrooms. "Lighting levels which would permit reading of documents with a minimum of eyestrain," he said, "would normally be sufficient to obtain good television pictures, and likewise, properly designed acoustical treatment sufficient for adequate hearing within the courtroom would provide an adequate environment for audio pickup."

Cameras, audio gear and even control rooms could be incorporated into the design, he explained, and not be seen from the courtroom through the use of one-way glass.

With technological and architectural developments and cooperation, he maintained, court proceedings could be covered "without, in any way, disturbing the decorum of the court."

Although the public stands to gain by radio-TV access, he added, the bar may gain as much—maybe even more. The bar, Mr. O'Friel said, "has long suffered from its withdrawal from public view. The profession itself agonizes over its primitive public relations, yet curiously keeps its courtroom doors padlocked and its windows bolted against television, one of the greatest communications media in the history of mankind."

Legal sand in FCC gears?

Appellate court ruling on fairness case could endanger past rulings

A federal court in Washington told the FCC that letters to broadcasters asking release and therefore cannot be reviewed by the courts. The split decision was issued last week by the U.S. Court of Appeals for the District of Columbia and dismissed a petition by WOCB-AM-FM Red Lion, Pa., seeking the reversal of an FCC fairness doctrine notice (Broadcasting, Oct. 3, April 11).

What dismays FCC lawyers is the focus of the two-judge majority opinion. This holds that Section 1.2 of the FCC rules is "null and void" because it goes much further than permitted by Section 5(d) of the Administration Procedure Act. Section 1.2 states that the FCC may issue declarative rulings terminating a controversy or removing uncertainty. The court's majority opinion points out that APA says that the agency may issue declarative orders (not rulings).

One immediate effect of the judges' opinion is to place in jeopardy a decade of rulings issued principally in connection with fairness doctrine controversies and Section 315 questions. All were issued in the form of letters, with which broadcasters complied. None ever attacked the rulings in court.

Both the commission and Red Lion lawyers last week were studying the decision to determine whether to seek a rehearing before the full nine judges of the D.C. appellate court, or take it to the U.S. Supreme Court.

The ruling was written by Senior Circuit Judge Wilbur K. Miller, with Judge Edward A. Tamm concurring. Judge Charles Fahy dissented, contending that the letters to WOCB were equivalent to an order and are therefore reviewable. Both parties, he said, agreed that the letters were orders; in fact, he noted, the FCC so referred to them.

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**Background of Issue**

The case began in 1964 when the Reverend Billy James Hargis in his paid Christian Crusade program carried on WOCB discussed the presidential election and a book written by Fred J. Cook. Mr. Cook claimed that he had been personally attacked and asked for free time on the station to reply. The station offered to permit Mr. Cook to answer, first suggesting that he pay for the time, and later that the time would be furnished free if Mr. Cook stated he was unable to pay. Mr. Cook insisted he was entitled to free time, whether he was able to pay or not. He complained to the FCC.

On Oct. 6, 1965, the commission advised WOCB that a broadcaster must afford free time to reply to one who has been attacked and that Mr. Cook did not have to make any showing that he was financially unable to pay for his reply time. The Red Lion station asked the commission to reconsider this ruling, and in December of the same year, the FCC declined to reconsider, again requesting the station to advise the commission of plans to comply.

Red Lion also has a second suit against the FCC in the U.S. District Court in Washington. In this it is asking for a declaratory ruling that the commission's fairness policy is unconstitutional. That suit has been held in abeyance pending the outcome of the case before the appeals court.

**Uncut films and pay TV foreseen by Preminger**

Producer Otto Preminger predicted last week that the time will come when TV networks "won't cut movies at all on television," and TV will emerge as "a new exhibition medium."

Mr. Preminger, who has waged a continuous battle to minimize the editing of his motion pictures and commercial interruptions during TV showings of his properties, said he is finding networks more amenable to his suggestion that they seek his guidance before making cuts in his films. He noted that CBS-TV recently carried his "Advise and Consent" with "cuts that were very minor."

He told Ed Joyce on wcbs (New York) Radio Looks At Television that he believes that "pay television is inevitable," since in a competitive society "the only box office is one you put money in."

Mr. Preminger said he had discussed with network officials the possibility of producing films specifically for TV but indicated that his method of operation, which requires time and preparation, would clash with the networks' emphasis on "immediate action."
Nathan, Unger named in TFE '67 planning

The election of Wynn Nathan of Wolper Productions, a division of Metromedia, as chairman of Television Film Exhibit '67, and of Alvin Unger of Independent Television Corp. as co-chairman was announced by TFE last week.

TFE, an organization of television film distributors, will hold its annual meeting April 2-5 on the fifth floor of the Conrad Hilton hotel coincident with the National Association of Broadcasters convention there.

The new executive committee consists of Mr. Nathan and Mr. Unger and Elliott Abrams, Walter Reade Organization, and John Ettlinger, Medallion Television Enterprises Inc. Chairmen of various TFE committees are Leo Gutman, Four Star International, advertising and publicity; Frank Miller, Officials Films, business affairs, and Ruth Pologe, American International Television, entertainment.

WNEW-TV expands staff for local news coverage

An expansion in the news staff and facilities of WNEW-TV New York and the appointment of John R. Corporan as news director of the station were announced last week by Lawrence P. Fraiberg, vice president and general manager.

The changes at WNEW-TV follow the station's plans to present New York's first prime-time local news series to be telecast live and in color Monday through Friday, starting in the spring of 1967. Mr. Corporan, who has been director of news for WDSU-AM-TV New Orleans for the past five years, will assume his new post on Jan. 2, 1967. Hardie Mintzer, assistant news director of WNEW-TV, becomes managing editor of the news operation.

Jazz audience studied for WLIR

Results of one of the first marketing studies of the jazz audience were released last week by WLIR-AM-FM New York, which underwrote it. WLIR-FM specializes in jazz. Marketing Consultants Inc., Brooklyn, N. Y., conducted the study. It was suggested by Jazz Interactions Inc., a group of jazz DJ's and critics "working to increase popular understanding of jazz," and conducted at cost by Andrew Goodman, president of MCI and a member of Jazz Interactions.

The study was prepared from returns of 2,664 mail questionnaires to people who had written either to Jazz Interactions for information about its projects, or to WLIR with program suggestions.

Three out of four respondents (76%) were between 21 and 45 years old, 89.3% were high-school graduates and 36.9% were college graduates, proportions far above the national averages. It was also found that 94.1% owned an FM radio, and 85.1% said they listened more often to FM than AM radio.

 Stops 'lifting' of news

A circuit judge in Madisonville, Ky., has issued a temporary injunction against WFMW that city prohibiting the station from broadcasting news from a local newspaper until 20 hours after publication. Action was part of a suit charging "piracy of the news and unfair competition" brought by the Madisonville Messenger which also asked $70,000 in damages.

H. W. Wells, WFMW vice president and general manager, said the station has "occasionally" used news from the newspaper, but normally does not. He said that the station understood it had an agreement with the newspaper on a reciprocal basis, stemming back to pre-1962 when the station was owned by the publisher of the newspaper.

The case on the merits is still pending in the Hopkins county circuit court.

Chicago professor urges less violence on TV

Cut crime and violence in TV programs and other mass media by one-half. That is the suggestion of a University of Chicago professor last week to help lessen juvenile delinquency and crime by young people.

Professor Morris Janowitz, director of the university's Center of Social Organization Studies, told a citizens' committee meeting that the glorification of crime and violence in the mass media, especially on TV, "creates a climate among young persons conducive to public disorder."

The committee has been studying ways to improve relations between the police and the community.

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50th state gets live TV from mainland

130,000 SETS TUNE IN NOTRE DAME-MSU, ARMY-NAVY SET FOR PAST WEEKEND

Happy Hawaiians turned on with their first live TV programs from the mainland when a station-estimated 130,000 TV sets were tuned to the Notre Dame-Michigan State football game on Nov. 19. They were due to get another taste of togetherness with the continental U.S. last weekend.

On Saturday (Nov. 26), Lani Bird was due to be used to relay the ABC broadcast of the Army-Navy game from Philadelphia. Over the weekend too, both CBS and NBC were planning to pick up live news feeds from Tokyo. But these may be the last of the free-ride bonanzas. The Communications Satellite Corp., which is managing the satellite for the International Telecommunications Consortium, plans to nudge Lani Bird into an orbit that optimizes its service over the Pacific. If all goes well, Comsat will then begin charging for its use.

The U.S.-Japan link was to be inaugurated on Sunday (Nov. 27) with a three-hour program.

Live programs from the U.S. were to be sent to Japan by the Japanese Broadcasting Corp. (NHK) and Tokyo Broadcasting Corp., each using about 90 minutes. Lani Bird will be in line of sight between Comsat's Brewster Fiat, Wash., earth station and the Japanese government's ground station near Tokyo for seven hours. Following this inaugural, the U.S. networks were planning to feed live and filmed news from Tokyo on Sunday and also Monday.

When the final push has been applied to Lani Bird and it's in the desired orbit, it will illuminate Hawaii and the U.S. for nine hours daily during its lifetime.

The specific hours, unfortunately, will change every month. This is because the satellite will rise over the Pacific two hours earlier each month. For example, next month, the satellite will be in line-of-sight between Hawaii and Washington state from 8 a.m. to 5 p.m. Pacific time (6 a.m. to 3 p.m. Hawaiian time). In January, the satellite will rise at 6 a.m. and set at 3 p.m. Pacific time (4 a.m. to 1 p.m. Hawaiian time). This earlier "illumination" will continue until the times again correspond to the December orbit.

The lens, flown in specially from Leicester, England.

MSU-Irish game drew 33 million viewers on mainland

An estimated 33-million people on the U.S. mainland watched all or part of ABC's telecast of the Notre Dame-Michigan State football game on Nov. 19, according to national Arbitron measurements of the audience. The championship game was also relayed to Hawaii on Lani Bird satellite and reportedly was seen by a large audience there (see above).

ABC reported the Arbitron total as the largest ever recorded for any college or professional football game during a regular season.

Service Rivalry - The traditional football classic between the service academies, starting at 12:45 p.m. EST in Philadelphia, (7:45 a.m. Hawaiian time), will be fed by ABC to its affiliate in Honolulu, KHIH-TV, and that station's two satellites, KIIX(TV) Hilo and KMW(TV) Walla Walla. As it did with the Notre Dame-MSU game, the network will delete all commercials. This is required by the FCC rules that forbid any commercial use of an experimental transmitter. The ABC affiliate in Honolulu will fill in the commercial cutaways with network and station promotional and public-service announcements, as it did with the Irish-MSU game, according to the network.

ABC said the Notre Dame-MSU game "went without a hitch." The network was informed that reaction in Hawaii was "all superlatives," and that the reception was clear and perfect throughout. Lawrence Berger, general manager of KHIH-TV was reported as saying that the game gave his station the largest audience for any mainland program ever seen in Hawaii.

CBS-TV used Lani Bird for its Na
The National Football League pro football game between the Green Bay Packers and Chicago Bears, feeding it to its primary affiliate, KGBM-TV Honolulu. This was also fed to Hawaii without commercials. The game in continental U.S. received exposure in Chicago and the Green Bay region, the central states area to the Gulf of Mexico and along the Pacific Coast.

NBC used the satellite for 20 minutes. It received one-minute, 45-seconds of film on Vietnam showing troops capturing a rice cache and burning storage areas. This footage was put on the Scherer-MacNeil Report. On Nov. 20, NBC received a similar one-minute report and placed it on the 3 p.m. Frank McGee Report.

CBS was planning to originate Face the Nation from Honolulu last Sunday, but reported technical problems caused the project to be canceled. CBS did plan to carry news feeds about Vietnam in color from Tokyo on both Sunday and Monday between 3:30 p.m. and 4 p.m. EST. Plans were to use film on the Sunday Evening News at 11 p.m. EST and on today's (Nov. 28) Cronkite Report, starting at 5:20 p.m. if the news from Vietnam warranted it. The average film lasts from one-minute, 30-seconds to four minutes, depending on the news budget for the period.

NBC was expecting to use black-and-white live feeds from Tokyo on Sunday and Monday for the Frank McGee Report (3:30 p.m., EST) and for taped showing on the Huntley-Brinkley Report, beginning at 6:30 p.m. EST, respectively, depending on news values.

Although the test period for Lani Bird continues until Dec. 3, most of the time during the remainder of week will be taken up with telephone, tele-typewriter and other tests, Comsat sources said.

Lani Bird was launched Oct. 26, but failed to achieve true synchronous orbit over the Pacific Ocean (22,300 miles above the equator).

At the present time its apogee is 20,267 miles, and its perigee, 1,848 miles. It takes 12 hours and 10 minutes to circle the earth.

Church loses in court, but doesn't

The United Church of Christ has lost, at least ostensibly, its effort to have the U.S. Court of Appeals shift the burden of proof to WLBT(TV) Jackson, Miss., in the FCC hearing on the station's license-renewal application. But assumptions the court expressed in issuing its ruling last week clarify the commission's hearing order in a manner favorable to the church.

The church and three co-plaintiffs, whose efforts led to the court order requiring the license-renewal hearing in the first place, had objected to the hearing-order requirement placing on them the burden of proof in two key issues. The hearing involves charges that the station discriminated against Negroes in its programming and violated the commission's fairness doctrine.

The commission gave the plaintiffs the burden of proof on those issues. The station was given the burden on the ultimate issue as to whether the renewal of its license would be in the public interest, and the Broadcast Bureau was given the burden of an issue relating to whether the station acted in good faith in presenting programs dealing with the race issue.

Request Denied—But * The Court denied the plaintiffs' request for permission to file a request for clarification of the order. It said that "only the most extraordinary circumstances would warrant" its intervention in the manner in which the commission conducts its hearings. And such circumstances don't exist, the court said.

But then, in language that commission officials as well as outside attorneys regarded as unusual, the court said it assumes that the "commission's reference to the 'burden of proof' relating to issues for which the plaintiffs and the Broadcast Bureau are responsible is intended to mean only the burden of going forward with evidence in the first instance."

Lawyers distinguish between "going forward with evidence" and bearing the burden of proof. However, commission officials express the view that the distinction is largely academic, except in the unlikely event that neither the church nor the station is able to marshal a clear preponderance of the evidence on its side.

The court, in reference to another point raised by the plaintiffs, said it assumes that the commission's concept of evidence of past performance of the station "is commensurate" with what the court, in its remand order, said was a "history of programing misconduct of the kind alleged." Officials do not see this having any impact on the commission's order.

The order and memorandum were handed down by Judges Warren Earl Burger, Carl McGowan, and Edward Allen Tamm.

NBC leads fourth Nielsen report

NBC was on top in last week's Nielsen report, a position it now has held in three out of four of the national ratings tallies posted thus far this season.

In the two weeks ending Nov. 6, covering 7:30-11 p.m. periods, the average audience ratings were: NBC—19.4, CBS—18.3 and ABC—16.7. This put NBC well out in front of CBS and ABC, more than a percentage point over CBS and 2.7 above ABC, for one of NBC's more impressive rating wins in a season that had shown a continuing NBC-CBS proximity.

A four-week report comparison showed CBS dipping in the fourth, with 18.1 in the first report, 18.5 in the second and 19.4 in the third. NBC's previous scores were 18.4 in the first, 19.2 in the second and 18.9 in the third. ABC's were 17.9, 16.5 and 16.4.

Among highlights in the report:

* Four specials telecast on the networks—three on CBS and one on ABC—rated in the top-20 shows for the period.
* Not one of the new shows this season made the top-20 list, and only six new shows—A Family Affair CBS,
Overmyer to carry Continental football

The Continental Football League which has been in search of network television exposure and the money that goes along with it found a partner for the purpose last week.

The league signed a three-year contract with the incipient Overmyer Network. The terms were not disclosed, but the contract was described as having "some flexibility to it."

Thomas McMahon, vice president and sports director of the Overmyer Network, said the league's television schedule would run 14 weeks beginning Sept. 9, 1967.

The games will be telecast on Saturday nights with five regional feeds each week.

Network and league officials indicated there would be blackouts in areas where television coverage might compete with local college or high school football schedules.

In the past season Continental League teams have negotiated separately for television exposure. Six of the league's 10 teams were carried on local TV and all but one had radio coverage (Broadcasting, Aug. 29).

The league which hopes for further expansion has teams in New York; Hartford, Conn.; Toronto; Montreal; Norfolk, Va.; Orlando, Fla.; Philadelphia; Richmond, Va.; Charleston and Wheeling, both West Virginia.

Overmyer has not announced a lineup for the football schedule but says it will include WPIX (TV) New York and probably WGN-TV Chicago. The network says it has a 128-station clearance for its weekend variety show in Las Vegas.

The network's contract with Continental gives it an option on the league's championship game, played in early December. For that game the network says it has the right to match the highest offer for rights that might be offered by some other party.

Radio series sales...

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WYNY Brunswick, Ga.; KUVR Holdrege, Neb.; WRRJ Selma, Ala. and KRAP Aztec, N. M.

Boston Pops Concerts (Boston Symphony Transcription Trust): KBL Salt Lake City; wavr Gainesville, Fla.; wyyw Wilkes-Barre, Pa.; WAKR Mobile and WJMJ Montgomery, both Alabama; wlrw Champaign, Ill., and wjcw Johnson City, Tenn.

Adventures in Real Estate (LaSalle Research Inc.): WFTL Fort Lauderdale, Fla.; KULY Holdenville, Okla.; KULE Ephraim, Wash.; wdbj Roanoke, Va.; WRSC State College, Pa.; wVAF Charleston, W. Va., and wavo Vincennes, Ind.


July 4, 1776 (Woroner Productions): WKYT La Crosse, Wis., and WTTM Trenton, N. J.

The First Christmas (Woroner): WKYT La Crosse, Wis.

Easter the Beginning (Woroner): WPPQ Atlantic City; WKTQ La Crosse, Wis.; WTTM Trenton, N. J., and WMEG Eau Gallie, Fla.

Americana Library and Thirteen Days (Woroner): WPPQ Atlantic City; WKTQ La Crosse, Wis.; WTTM Trenton, N. J.; wnsu Chicago; KKAK Pueblo, Colo.; WMEG Eau Gallie, Fla.; were Cleveland, and WKNR Dearborn, Mich.


John Doreinus Show (Functional Media Inc.): KWSL Grand Junction, Colo.; WSSW(FM) East Lansing, Mich., and KMSC Houston.

NBC reports no cutback in TV news specials

NBC spokesmen said last week that the television network this season would program about 40 news specials, "about the same number the network telecast last season."

The comment was in response to inquiries concerning a reported cutback in NBC News special programming on the TV network, particularly in peak viewing periods.

NBC said some 12 NBC News-produced specials will be in prime time this season, some of which, it was noted, are of more than passing import. Cited in this context was NBC News' announcement last week of a three-part...
It'll never fly, Santa, said the skeptics

Many station managers find little to compare with the lack of enthusiasm with which they usually greet a program from the local college or university. Often these programs are created with as much imagination as is necessary to boil an egg.

But to more than 80 radio stations in Pennsylvania, a daily series produced by the Pennsylvania State University department of public information not only is imaginative, it is worth fitting into schedules during good audience periods.

The series, On the Line, is a Monday through Friday strip of two-to-three minute featurettes or news stories on some aspect of Penn State life or research. Among its topics in the 21 months it has been offered have been serious interviews on such subjects as altitude physiology and dwindling water supplies, humorous commentary on comic books and enjoyment of thunderstorms.

Gilbert Aberg, head of the public information department's radio-TV section, father of the series, said it evolved from asking stations in the Keystone state what they would like from the school. They asked for everything, and the series has attempted to deliver.

Starting out with five-minute, taped statements by Penn State faculty members, the show was carried originally by 26 stations. The series was too flat so it evolved to an interview format with Mr. Aberg asking questions of the daily interviewees. The number of stations increased with the format change.

To develop a sense of immediacy, the interviewing is done on telephone and recorded. A recent typical one-week's schedule included a political scientist on barbershop quartets, an industrial engineer on the proposed switch to the metric system, a Penn State geographer on wine-making, a meteorologist on thunderstorms and Mr. Aberg on the race to the moon.

But the prize of the series was the December 1965 interview with an aeronautical engineer at Penn State who carefully constructed an aerodynamic proof that a sleigh pulled by eight reindeer can indeed fly. That episode will become an annual Christmas feature for the program.

examination on NBC-TV of Communist expansion and U.S. involvement in Southeast Asia, the first of which has been set for 10-11 p.m. EST on Dec. 16 (a Friday). The other parts of The Battle for Asia are scheduled for Jan. 8 and Feb. 5, both Sundays and at 6:30-7:30 p.m. EST.

According to NBC, the network both this season and last year has been placing the bulk of its news specials in the Sunday 6:30-7:30 period where, the network believes, they are in a position to reach "a high-end audience" and without the competition of such block entertainment programming as provided by all the networks in movie nights. In the Sunday early-evening hour NBC News specials are programmed in alternate weeks with entertainment specials which Bell Telephone sponsors.

TV series sales...

Truth or Consequences (Wolper): WTVJ(TV) Miami; WKBV-TV Burlington, N. J.-Philadelphia; WLW(TV) Indianapolis; WJRX-TV Detroit, and KTVU (TV) Oakland-San Francisco.

Bold Journey (Banner): Wsun-TV St. Petersburg, Fla.

The Play of the Week (National Telefilm Associates): KSPS(TV) Spokane, noncommercial.

Repertory Theatre (National Telefilm Associates): KWSC(TV) Pullman, Wash.; WQED(TV) Pittsburgh; KQED (TV) San Francisco, all noncommercial.

M & A Color Feature Library (National Telefilm Associates): WCHS-TV Portland, Me.

20th Century-Fox Hours (National Telefilm Associates): WIBW-TV Topeka, Kansas.


N.Y. production company bows

A new TV film production company bows

You Are Invited to Share Your Holiday Joy!

Use Christmas Seals.

Fight tuberculosis and other respiratory diseases.
Garland in syndication • KHJ-TV Los Angeles has acquired 26 Judy Garland shows, originally produced by and presented on CBS-TV. The one-hour programs previously have been shown only on a network first-run basis. Non-network-affiliated KHJ-TV will begin programing the series in January.

MM • “The Legend of Marilyn Monroe,” a biographical documentary, will be presented on ABC Stage ’67 Wednesday, Nov. 30 (10-11 p.m. EST). Narrated by John Huston, director of two of Miss Monroe's films, the program includes film footage never before seen on television as well as recollections of some of the important people in her life.

Variety for a spy • Bill Cosby will star in a special variety hour on NBC-TV to be telecast during 1967-68.

Annie shoots again • NBC-TV’s 90-minute special production of Annie Get Your Gun with Ethel Merman is on again for March 1967 presentation. The special had been off the schedule since August (Broadcasting, Aug. 22), when NBC’s premature announcement brought denials of interest by the Music Theater of New York’s Lincoln Center. The theater feared public knowledge of the TV special might cut into attendance figures for their revival of the musical, which closed Saturday (Nov. 26).

New film • “Nebraska—Land of Grass,” a 14-minute color film depicting the sodbuster era, is available from Robert W. Buil, Soil Conservation Service, 134 South 12th Street, Lincoln, Neb.

New basis • Broadcast Music Inc. achievement awards will be presented on the sole basis of actual broadcast performances, effective immediately in the country music area and after Jan. 1, 1967 elsewhere. The change from the prior basis for awards, reports from national networks, some independent stations and trade journals, was made possible by improvements in a scientific sampling of station logs and electronic data processing made by Professor Paul Lazarzfeld of Columbia University.

New program source • Superscope Inc., Sun Valley, Calif., has entered the programing field with a radio series, Keyboard Immortals Play Again—in Stereo. The first package consists of 18 one-hour programs, which are being broadcast on Sunday evenings by KFAC Los Angeles in FM stereo and AM simulcast. The firm also is planning to distribute the series in FM-stereo only in a 13-week format in other major markets.

Mark Century offers electronic logos

Mark Century Corp., radio program service, last week said it will introduce next month a new station identification package called “Icandelic.” The package features electronic sounds that can be mixed with musical sounds to create unusual effects for use as station ID’s, or logos. The materials run five to ten seconds in length.

Mark Century also noted that it has sent the first of some 50 different comedy vignettes and 100 comedy capsules to Vietnam for use on the Armed Forces Radio Service there.

Milton Herson, president of Mark Century, said the short radio comedy takes, culled from its “radio a la carte” service to stations, were sent overseas as the result of a request made by an Air Force staff sergeant, stationed in Vietnam, to WSPR Springfield, Mass., who thought servicemen in his area would like to hear the comedy shorts he listened to on WSPR while at Westover Field.

FINANCIAL REPORTS

UA finds a partner

Motion-picture company reveals plans to merge with Transamerica Corp.

An agreement has been reached in principle under which Transamerica Corp. would acquire United Artists Corp. through a stock-swap plan, it was announced last week.

A joint announcement from the two companies revealed that under the proposed stock-exchange terms, Transamerica will offer UA stockholders these alternatives: an exchange of one Transamerica common share for each share of United Artists held, or a package consisting of one-half share of Transamerica common and one-eighth share of new Transamerica $4.80 cumulative preferred stock for each UA share held.

The preferred stock will carry a cumulative dividend of $4.80 per share, be noncallable for eight years and be callable thereafter at $104.80 and convertible into Transamerica common at $30 per share.

The transaction is subject to the necessary legal approvals and formalities of both companies. Counsel for the companies voiced the view that the exchange of stock will be tax-free and said an Internal Revenue Service ruling to this effect will be requested.

The merger talks between UA and Transamerica began in September (Broadcasting, Sept. 26) after stockholder opposition forced UA and Consolidated Foods Corp. to abandon a plan to amalgamate.

The announcement stated that it is intended that UA will become a wholly owned subsidiary of Transamerica with no change in its present management or operating policies. UA will be represented on the Transamerica board and Transamerica on the UA board.

Transamerica is a San Francisco-based holding company with assets of about $2.5 billion and with interests in life, property and title insurance, and in personal finance, commercial loans, land development, mortgage banking and industrial and commercial leasing.

United Artists, which makes its headquarters in New York, is engaged in the financing and distribution of independently produced motion pictures to theaters and in the release of motion pictures and film series to TV.

The merger plan marks Transamerica’s entry into the leisure-time business.

Rollins mid-term report cites 21% gain in net

Rollins Inc., Wilmington, Del., has reported record highs in earnings and revenues for the six months ended Oct. 31. Net earnings were up 21% while revenues increased 10%.

O. Wayne Rollins, board chairman and president, said the outlook for the remainder of the fiscal year appears to be excellent. He said the firm continues to be in the market for possible acquisitions and that the company's cash position remains excellent for acquisition purposes. “At the same time,” he said, “present company facilities have unusual growth potential and we're devoting a large part of our energy to the growth and expansion of our present facilities, including the necessary expense of expanding into additional market areas.”

The board of directors of Rollins has declared a regular quarterly dividend of 6 cents per share on its common stock and 3 cents per share on class B common stock, payable Jan. 25 to stockholders of record Dec. 23.

Rollins operates 11 radio and television stations, an advertising agency, an exterminating division, a pesticide manufacturing firm, a chemical manu-
SEC's October report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for October (all common stock unless otherwise indicated):

**Avco Corp.—**Arthur E. Gilman bought 200 shares, giving total of 500.

**CBS Inc.—**Following exercised stock options: Lewis Gordon, 1,033, giving total of 15,573; Merle S. Jones, 17,661, giving total of 49,146.

**Cowlies Communications—**John L. Weinberg, holding 1,000 shares personally, bought 210 and sold 1,316 shares on beneficially held Goldman Sachs & Co. trading account, leaving none.

**Films Inc.—**Richard Brown bought 1,000 shares, giving total of 1,000.

**Four Star Television—**A. Morgan Maree Jr. sold 6,500 shares beneficially as executor of estate of R. E. Powell, leaving 308,800.

**Gross Telecasting—**Raymond W. Miettel, holding 100 shares personally, bought 300 and sold 200 shares on beneficially held Paine, Webber, Jackson & Curtis trading account, giving total of 317.

**Jerrold Corp.—**Howard Butcher III bought 1,349 shares, giving total of 20,000, plus 10,000 held beneficially with wife, 3,000 held beneficially in trust, and 8,100 held beneficially on Butcher & Sherrerd investment account. Kenneth A. Simons exercised option on 7,800 shares, giving total of 7,978. Lee R. Zemnick bought 2,000 shares, and exercised option on 7,500 shares, giving total of 9,750.

**MPC Video Technologies Inc.—**Lawrence H. Levy sold 100 class A shares, leaving 400.

**RCA—**Raymond W. Saxon exercised option on 3,432 shares, giving total of 5,016.

**Reeves Broadcasting—**Dolores J. Russell disposed of $3,000 in 8% convertible subordinate debentures, leaving $10,000.

**Walt Disney Productions—**William H. Anderson exercised option on 80 shares, giving total of 4,380, and bought 200 shares on beneficially held WHA Enterprises account, giving total of 300.

**GT& E registers bond offering**


Proceeds of the sale will be used to pay $49.5 million of outstanding bank loans and to purchase common stocks of subsidiaries to finance, in part, their 1967 construction programs. Construction costs of the subsidiaries for 1967 are estimated at $770 million.

**GT& E** is engaged in the manufacture of television sets through its Sylvania subsidiary and is also involved in CATV through GT& E Communications Inc., a corporate subsidiary formed last year.

**Metromedia unloads ‘Diplomat’ magazine**


The sale for an undisclosed price involves the title, editorial assets and subscription list of Diplomat Magazine. Status expects to combine its publication and Diplomat into a “sophisticated journal” beginning in January 1967, according to Igor Cassini, publisher of Status.

John W. Kluge, chairman and president of Metromedia, which is a multi-station owner said Diplomat was sold because “accelerating costs necessitated by the production of a high-quality monthly publication for a limited readership were not consistent with the company’s long-range goals in the publishing field.” Metromedia purchased Diplomat in March 1965 for 6,000 shares of Metromedia common stock valued at approximately $244,000 (Broadcasting, March 29, 1965).

**Year up, 4th quarter down**

Preliminary report shows that both gross revenues and earnings of Walt Disney Productions, Burbank, were up for the fiscal year ended Oct. 1. But the same report indicates that fourth quarter earnings declined to $3.8 million from $4.3 million in the same 1965 period.

The fiscal year ended Oct. 1:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$6.08</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>116,000,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>12,000,000</td>
</tr>
</tbody>
</table>

**SG sets record**

Record sales and earnings were reported last week by Screen Gems, a subsidiary of Columbia Pictures Inc., for the first quarter.

For the three months ended Sept. 24, 1966 and Sept. 25, 1965:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$4.27</td>
</tr>
<tr>
<td>Net profit</td>
<td>1,085,000</td>
</tr>
<tr>
<td>Gross income</td>
<td>4,500,000</td>
</tr>
<tr>
<td>Number of shares outstanding at end of period</td>
<td>4,902,063</td>
</tr>
</tbody>
</table>


**Net nearly tripled in Visual’s 1st half**

Visual Electronics Corp. nearly doubled net sales and almost tripled consolidated net earnings for the first half of the fiscal year that ended Sept. 30. Visual sells broadcast equipment including complete radio-TV systems. Sales and earnings were at a record high.

Six months ended Sept. 30:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$8.18</td>
</tr>
<tr>
<td>Net sales</td>
<td>6,142,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>386,000</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>850,000</td>
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</tbody>
</table>

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Financial reports . . .

- Jerrold Corp., Philadelphia, has declared a 3% stock dividend on common stock payable Dec. 27 to shareholders as of Dec. 6. Robert H. Beisswenger, president, said it is the first in what is expected to be a series of stock dividends to be paid by Jerrold twice yearly, in December and June, after consideration by the board of directors.


- Cowles Communications Inc., New York, has declared a dividend of 12½ cents per common share, payable Dec. 15 to stockholders of record Dec. 1.

Kuchel still presses for takeover probe

Senator Thomas H. Kuchel (R-Calif.), who wrote the heads of the Securities and Exchange Commission and the FCC asking them to investigate the threat of a takeover of Columbia Pictures by a group that included a French bank, still hopes the agencies will examine the situation although that particular threat has evaporated.

The fear of foreign control of Columbia, whose subsidiaries include Screen Gems with its broadcast interests, subsided recently when the French bank said it did not seek control of the firm (Broadcasting, Nov. 21). Senator Kuchel had sent his request to the FCC and SEC heads before that announcement. However, he is reported to feel that although the immediate threat has been removed, the possibility of future takeover by foreign interests of Columbia or other firms involved with radio and television has not been eliminated. The long-range problem should be solved and Senator Kuchel as assistant minority leader might be able to insure that an investigation will take place, an aide said.

FATES & FORTUNES

BROADCAST ADVERTISING


Andrew A. Polscher, production manager of McCann-Erickson, Detroit, elected VP.

Herman Davis, senior VP of Compton Advertising, New York, also named creative division supervisor. Mr. Davis continues as head of agency's special creative unit.

John Doherty, senior VP and senior account group head at Ted Bates & Co., New York, named senior VP and management account supervisor for Lennen & Newell, that city.

Michael Blumenfeld and John W. J. McCrosky, account supervisors with Benton & Bowles, New York, elected VP's.

Robert E. French, sales manager of wgr Buffalo, N. Y., appointed sales manager of wsun-TV St. Petersburg, Fla.

Donald A. Cavaleri, formerly with kotl and konw, both Omaha, named sales manager of kiso Sioux Falls, S. D.

Roy (Red) Nicholson, with wnuS Chicago, appointed local sales manager of wfun South Miami, Fla.

Ted McCoy, with kvgb Great Bend, Kan., named sales manager of wmkc Oshkosh, Wis.

Grover J. Allen, consultant and freelance producer for wfld(tv) Chicago, named general manager of firm's newly formed commercial production department.

Mr. O'Neill
Mr. Bogan

Mr. Blumenfeld
Mr. McCrosky

Mr. O'Neill
Mr. Baber

Mr. Myers

Mr. Spencer
Paul H. Raymer, pioneer station rep, dies at 70

Paul H. Raymer, 70, president and founder of the Paul H. Raymer Co., national radio-TV station representative, died of a heart attack in his home in New York on Nov. 20.

He opened his company on Jan. 1, 1933, and operated and headed the firm since then. Mr. Raymer was a pioneer in the representation business for radio during a time when the medium was beginning to gain recognition in the spot field, and later he branched out into television.

Earlier he had been with various advertising agencies, including the H. K. McCann Co. (now McCann-Erickson), and in 1929 was the publisher of a daily newspaper, Today in New York. It was not generally known that in 1924 Mr. Raymer devised a formula for a dental chewing gum, patented it under the name of Oralum, manufactured it and subsequently sold the rights to the Beechnut Co.

Mr. Raymer graduated from Cornell University in 1920 after serving as a naval aviation ensign during World War I. He was a board member of the Broadcast Pioneers and belonged to the Metropolitan, River, Cornell University and Radio City Clubs.

He is survived by his wife, the former Melvina Schulz; a son, Paul H. Jr.; and two daughters, Mrs. Wiley Reynolds Jr. and Victoria E. Raymer.

Funeral services for Mr. Raymer were held last Wednesday (Nov. 23) in the Chapel of the St. Thomas Episcopal Church in New York. Interment was in Milbrook, N. Y.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 17 through Nov. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann. announced, ant.—antenna, au—aural, CATV—community antenna television, CP—construction permit, D-day—D-day, FA—functional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local station, mc—megacycles, mod.—modification, N—night, SCA—subcommunications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, w.w.—watt-seconds.

New TV stations

APPLICANTS

Palm Springs, Calif.—Oasis Broadcasting Corp. Seeks UHF ch. 36 (602-608 mc); ERP 200 kw vis. 41.9 kw aur. Ant. height above average terrain 698 ft.; ant. height above ground 225 ft. P. O. address: 2226 Sunset Blvd. Los Angeles 90066. Estimated construction cost $250,000; first-year operating cost $310,000; revenue $250,000. Geographic coordinates 33° 23' 55" north lat.; 116° 20' 04" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel McKenna & Wilkinson; consulting engineer Commercial Radio Equipment Co., both Washington. Ann. Nov. 22.


Rochester, N. Y.—Malrite Inc. Seeks UHF ch. 31 (572-578 mc); ERP 530 kw vis. 31.2 kw aur. Ant. height above average terrain 440 ft.; ant. height above ground 408.3 ft. P. O. address: 351 Main Street East, Rochester. Estimated construction cost $222,786; first-year operating cost $270,000; revenue $125,000. Geographic coordinates 43° 10' 14" north lat.; 76° 37' 13" west long. Type trans. RCA TTU-12A. Type ant. RCA TP-241DM. Legal counsel Samuel Miller, Washington, D. C.; consulting engineer Charles E. Brennan, Milwaukee. Ann. Nov. 18.


Seattle—King’s Garden Inc. Seeks UHF ch. 27 (548-554 mc); ERP 94 kw vis. 94 kw aur. Ant. height above average terrain 263 ft.; ant. height above ground 267 ft. P. O. address: 12503 Fremont, North Seattle 98133. Estimated construction cost $380,774; first-year operating cost $47,500; revenue $185,000. Geographic coordinates 47° 40' 51" north lat.; 122° 34' 28" west long. Type trans. RCA T 36A. Type ant. Camden, N. J. Legal counsel Robertson, consulting engineer J. B. Hatfield, both Washington. Ann. Nov. 21.

FINAL ACTION

Springfield, Mo.—Midland Television Corp. Broadcast Bureau granted UHF ch. 27 (548-554 mc) to Springfield Broadcasting Co. Ant. height above average terrain 480 ft. with 100,912 of rules to permit trans—studio location 3 miles east of Springfield on Cherry Street Road; condition: P. O. address: Mr. M. W. Meyer, 2322 S. Cedarbrook, Springfield 85804. Estimated cost of construction $441,832; first-year operating cost $224,722; revenue $325,976. Type trans. General Electric TTJ-5A; Type ant. General Electric TY-106. Co. Principals: Kenneth W. Meyer, Thomas A. Barnes, Her- schel Karchmer, U. S. Department of Commerce. Surviving are his wife, Corinne, and two sons.

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ACTION ON MOTIONS

Hearing Examiner David I. Kraushaar on motion of Alliance Broadcasting Corp., filed an ex parte motion to annex to the Record proceedings of Los Angeles, Calif., proceeding for consideration in proceeding on BCU's application in Battle Creek Mich. (Doc. 16866). Action Nov. 16.

RULING ACTION

By and report by order in Doc. 16833, commission amended Sec. 73.606, table of television assignments, to include station WCIA, New Paris, Ohio, for non-commercial educational use at Lorain Community Television Commission (NETC) and Lorain Community College, as part of the statewide ETV network. Action Nov. 16.

CALL LETTER ACTIONS

WCHN Inc., Bloomington, Ill. Granted WBNZ-AM.


Existing TV stations

FINAL ACTIONS

KEMO-TV San Francisco, Calif.; Broadcast Bureau granted license to Associate Co., Inc. (NP), to change ERP to 802 kw, 170 kw aux.; change transmitter location to Antioch Farm, San Bruno Mountain, Bayshore-Brisbane Divi- nes, Calif., studio location to 2500 Market Street, Antioch; non-commercial educational use at San Francisco State University; subject to condition that applicant submit technical data for operation not involving increased overlap with CP. Action Nov. 16.

Broadcast Bureau granted renewal of licenses to: WMTB (AM), Bloomington, Ind.; WBTW-AM, Bloomington, Ind.; WBNM (AM), Columbus, Ohio; WBNM-FM Columbus, Ohio; WPHT-AM, Columbus, Ohio; WVLJ-AM, Columbus, Ohio; WWHO-AM, Columbus, Ohio; WOSV-AM, Columbus, Ohio; WBST-AM, Columbus, Ohio; WCLE (AM), Canton, Ohio; WAOA-AM, Canton, Ohio; WTVL (FM), Columbus, Ohio; WOGL (FM), Columbus, Ohio; WHA (FM), Cleveland, Ohio; WYUS (FM), Cambridge, Ohio; WWOJ (FM), Wooster, Ohio; WKMO (FM), Granville, Ohio; WZAB (FM), Cincinnati, Ohio; WJNO (FM), Cincinnati, Ohio; WLZZ (FM), Dayton, Ohio; WJPS (FM), Lima, Ohio; WPAT (FM), Medina, Ohio; WNSW (FM), Cleveland, Ohio; WZDO (FM), Cleveland, Ohio; WJIC (FM), Cleveland, Ohio; WHOL (FM), Columbus, Ohio; and WBNS (FM), Columbus, Ohio.

Broadcast Bureau granted renewal of licenses to: WKEC (AM), Winton, Ohio; WCEF (AM), Westerville, Ohio; WDNX (AM), Columbus, Ohio; WDKW (AM), Columbus, Ohio; WFCN (AM), Columbus, Ohio; WBAV (AM), Cambridge, Ohio; WClK (AM), Oberlin, Ohio; WAPC (AM), Sidney, Ohio; WOHX (AM), Lima, Ohio; WZLS (AM), Columbus, Ohio; WOSL (AM), Canton, Ohio; WOEC (AM), Columbus, Ohio; WCBL (AM), Columbus, Ohio; WBDZ (AM), Columbus, Ohio; WHOL (AM), Columbus, Ohio; WROD (AM), Columbus, Ohio; WBOZ (AM), Columbus, Ohio; WIOO (AM), Columbus, Ohio; WTVQ (AM), Columbus, Ohio; and WOHC (AM), Columbus, Ohio.

The application of WNNJ, Columbus, Ohio, for renewal of its license is dis- solved and the question for waiver of Section 73.636(a)(1) of the Commission Rules against overlap of commercial stations, but dissent the use of a directional antenna for the purpose of radiating in the dis- ploy rule." Ann. Nov. 18.

to the conditional grant. I do not favor

ACTION ON MOTIONS

Hearing Examiner Thomas H. Donahue on Nov. 21 in proceeding on assignment of WTJL-TV to Campbellville, Pa., dismissed the request for waiver of Section 73.636(a)(1) of the Commission Rules against overlap of commercial stations, but dissent
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Nov. 23

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV-HF</th>
<th>TV-UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON AIR</td>
<td>4,075</td>
<td>1,521</td>
<td>475</td>
<td>93</td>
</tr>
<tr>
<td>NOT ON AIR</td>
<td>19</td>
<td>24</td>
<td>179</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>4,094</td>
<td>1,545</td>
<td>502</td>
<td>122</td>
</tr>
</tbody>
</table>

Authorized Television Stations
Compiled by BROADCASTING, Nov. 23

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>519</td>
<td>5</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>70</td>
<td>56</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Sept. 30, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,071</td>
<td>1,514</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>22</td>
<td>49</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>75</td>
<td>36</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,170</td>
<td>1,808</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>299</td>
<td>146</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>81</td>
<td>42</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>380</td>
<td>188</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>175</td>
<td>41</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>33</td>
<td>0</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>208</td>
<td>41</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

1 Breakdown on UHF and VHF applications not available.
2 Includes noncommercial stations operating on commercial channels.
3 In addition, 2 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.

Other Actions
By order, commission denied request by Maricopa County Broadcasters, Inc., for waiver of Sec. 73.24(b) of rules and regulations as unrelated to its application to change hours of operation of station KALF Menlo Park, Calif., from 10 kw-D to 10 kw-N, 9 kw-LS, Nov. 17.

By memorandum and order, commission approved agreement between Blue Ridge Broadcasting Inc., Seneca, S. C., and Glenkaren Associates, Atlanta, Ga., looking toward dismissal of Blue Ridge's application (BP-16764) for facilities of WSN-W and reimbursement to Blue Ridge for certain expenses by grant of grantee's application (BP-16764) for change of frequency of station WGRK Augusta, Ga., to 980 kilocycles.

By memorandum and order, commission denied request by AT&T, Inc., for reconsideration pending for hearing application of Bighorn for renewal of license of KTSJ (Salinas, Calif.), Nov. 16.

By memorandum and order, commission denied request by Love's Park Broadcasting Co., for waiver of Sec. 73.175(a) of rules and regulations, and returned as unacceptable its application to change operation of WLUV Loves Park, Ill., from 950 kc to 450 kc, 1 kw-N, 3 kw-L, Nov. 18.

By memorandum and order, commission granted renewal of license of station KJLJ (San Bernardino, Calif.), Nov. 18.

Review board in Hutchinson, Kan., granted motion for dismissal of petition for review of decision (No. 16670) of commission, Nov. 17.

Office of opinions and review granted request by Broadcast Bureau for extension of time to Nov. 26 to file an opinion on application for renewal of license of KLAV Las Vegas (Doc. 16884), Nov. 17.

Office of opinions and review granted applications for reconsideration by KMMC (KMMC-601), Nov. 17.

Office of opinions and review granted request by Broadcast Bureau for extension of time to Nov. 28 to file an opinion on application for renewal of license of KTTW (Bakersfield, Calif.), Nov. 17.

By memorandum and order, commission granted motion for change of station to “KXIN” by WJNC (Greensboro, N. C.), Nov. 17.

Initial Decisions
By examiner Herbert Sharman, initial decision looking toward granting of application of George T. Herrmichel for change of station to “KXNG” Hot Springs, Ark., from 1470 kc, 1 kw-D to 1360 kc, 3 kw-L, Nov. 18.

INITIAL DECISIONS

Hearing examiner Herbert Sharman issued initial decision looking toward granting application of George T. Herrmichel for change of operation of KXNG Hot Springs, Ark., from 1470 kc, 1 kw-D to 1360 kc, 3 kw-L, Nov. 18.

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By memorandum and order, commission denied request by AT&T, Inc., for reconsideration pending for hearing application of Bighorn for renewal of license of KTSJ (Salinas, Calif.), Nov. 16.
**PROFESSIONAL CARDS**

**JANSKY & BAILEY**
Consulting Engineers
2411 - 2419 M St., N.W.,
Washington 37, D. C. 256-6400

**COMMERCIAL RADIO EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 3-1119
WASHINGTON, D. C. 20005
Member APCR

**COMMERCIAL SERVICE**
Potomac Radio Associates
1810 19th St., N.W.
Washington, D. C.
Member APCR

**COMMERCIAL SERVICE**
Consutling Engineers
1810 19th St., N.W.
Washington, D. C.
Member APCR

**JAMES C. McNARY**
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member APCR

**A. D. Ring & Associates**
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6550
WASHINGTON 6, D. C.
Member APCR

**GAUTNEY & JONES**
CONSULTING ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member APCR

**GUY C. HUTCHISON**
817 Crestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**HAMMETT & EDISON**
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco 26, California
Diamond 2-5208
Member APCR

**WALTER F. KEAN**
CONSULTING RADIO ENGINEERS
Associate
George M. Sklam
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member APCR

**YIR N. JAMES**
CONSULTING ENGINEERS
APPLICATIONS AND FIELD ENGINEERING
345 Colorado Blvd.-B0206
Phone: (Area Code 303) 833-5552
DENVER, COLORADO
Member APCR

**PETE JOHNSON**
Consulting Engineers
P.O. Box 4518
304-342-6281
Charleston, West Virginia

**JULES COHEN & ASSOCIATES**
9th Floor, Security Bldg.
729 15th St., N.W., 200-4616
Washington 5, D. C.
Member APCR

**MERL SAXON**
CONSULTING RADIO ENGINEER
622 Hoskins Street
LaKille, Texas
Neptune 4-4242 Neptune 4-9558

**WILLIAM B. CARR**
CONSULTING ENGINEERS
Walkers Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member APCR

**JOHN H. MULLANEY & ASSOCIATES**
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(S. of Washington Street)
Phone: 301-427-4606
Member APCR

**SAM ROSENFELD**
CONSULTING ENGINEERS
20 East 56th St.
New York, N. Y. 10022
(212) 752-4922

**ROSENFELD TELEVISION SYSTEMS**
ENGINEERS-CONTRACTORS
120 East 56th St.
New York, N. Y. 10022
(212) 752-4922

**PHILLIP C. BROWN**
Broadcast Engineering Consultant
Washington, D. C.
Member APCR

**CARL E. SMITH**
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-8986
Member APCR

**JOHAN F. DAVIS**
CONSULTING ENGINEERS
RADIO & TELEVISION
521 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member APCR

**SILLIMAN, MOFFET & KOWALSKI**
1405 C St., N.W.
Republic 7-6646
Washington 5, D. C.
Member APCR

**JAMES C. McEwen **
CONSULTING ENGINEERS
RADIO & TELEVISION
1302 18th St. N.W.
Washington 6, D. C.
Member APCR

**SILLIMAN, MOFFET & KOWALSKI**
1405 C St., N.W.
Republic 7-6646
Washington 5, D. C.
Member APCR

**GUY C. HUTCHISON**
817 Crestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**RAYMOND E. ROHMER & ASSOCIATES**
CONSULTING ENGINEERS
316 Wyche Bldg.
Washington 5, D. C.
Phone: 347-9061
Member APCR

**OSCAR LEON CUELLAR**
CONSULTING ENGINEER
2844 East Edison
Phone: (Area Code 602) 326-7805
TUCSON, ARIZONA
Member APCR

**CHARLES NEENAN ASSOCIATES**
Television Lighting and Audio-Visual Consultants
Bridgewater, Connecticut 06752
(203) 354-9055

**SPOT YOUR FIRM’S NAME HERE**
To be seen by 100,000* readers — among them, the decision-making station owners and managers, chief engineers and technicians — applicants for AM, FM, TV and facsimile facilities.
*ABC Continuing Readership Study

**BROADCASTING, NOVEMBER 28, 1968**

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**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**
PRECISION FREQUENCY MEASUREMENTS
AM-AM-TV
103 S. Market St.
Los Angeles 93, Calif.
Phone: 213-278-6733

**CAMBRIDGE CRYSTALS**
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-AM-TV
441 Concord Ave., Cambridge 39, Mass.
Phone: (617) 492-6210

**SPOT YOUR FIRM’S NAME HERE**
To be seen by 100,000* readers — among them, the decision-making station owners and managers, chief engineers and technicians — applicants for AM, FM, TV and facsimile facilities.
*ABC Continuing Readership Study

**BROADCASTING, NOVEMBER 28, 1968**

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**BROADCASTING, NOVEMBER 28, 1968**
and extended time for filing reply findings by Dec. 28. The Commission has issued in proceeding on AM application of Goodmon Broadcasting Co., Madison, Ga., granting renewal and extending all procedural dates for two weeks in connection therewith. Nov. 14 (Doc. 16868).

**NEW FM STATIONS**

**APPLICATIONS**

Birmingham, Ala.—McLendon Broadcasting Inc., 328 18th St., AM, GRants license to add tower to above average terrain 250 ft. P. O. address: 1428 17th Avenue, North, Birmingham, Ala., for station 90.0, estimated cost $25,545; first-year operating cost $30,000; revenue $15,000; Santa Fe, Miss. McLendon is president and has 35% interest in proposed station. Nov. 16.

El Campo, Tex.—Culp Krueger dba El Campo Broadcasting Inc., 107 E. Main St., AM, GRants license to add tower to above average terrain 129 ft. 30.0, AM, at 158 E. Main St., Henderson 33340. Estimated construction cost $12,000; first-year operating cost $6,600; revenue $6,600;喔. Krueger is president and has 90% interest in proposed station. Nov. 16.

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Eau Claire, Wis.—WECI Inc. Seeks 100.7 mc, ch. 89, 100 kw. Ant. height above average terrain 314 ft. P. O. address: Riverside, Eau Claire 54701. Estimated construction cost $21,705; first-year operating cost $6,000; revenue $8,000; principal: Paul Lamoreaux, both Monmouth, Ill. WECI Inc. Granted renewal of license of WECI Eau Claire. Nov. 21.

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RULEMAKING ACTION

Commission adopted notice of proposed rulemaking looking toward deletion of various requirements "of quiet zone," as defined in Sec. 73.125 (portions of Sec. 73.125(a) and (b)). As is the case with TV allocations, consideration will be given to further action in this field in the event it is found that such continuing matters of quiet zone themsevles, as well as of the parameters of such quiet zones will be considered. Commissioner Cox has been designated to be the principal Commissioe representative on this part and issued a statement. Action Nov. 18.

CALL LETTER ACTIONS


CATV

OTHER ACTIONS

By memorandum opinion and order commission ordered and directed petition of American Television Corp. (semi-FM) toward filing of applications for new CATV systems at Ormond Beach and Melbourne-Brevard, Fla., of Riverside Broad- casting, Corp., to allow installation of switching equipment. Opposition of CFW (2174; 270; 274; 282A and 287) proposed 282A; 270; 274; 282A, and 287. Opposition of Cablevision. Action Nov. 18.


K advantage of formal Hearings on proposed rulemakings and orders. Action Nov. 18.


**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 classifieds 15¢ 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.

**Announcers—(conf'd)**

**Top 40 dj, market opening, Sonora**

Top-rated contemporary music station needs top-rated personality who's looking for top pay and challenging conditions in beautiful western Virginia metropolitan market of 200,000. Rush resumes and tape to Box K-413, BROADCASTING.

Immediate opening for young male who wants to be "Mr. Sports" in a 4-state area. Must also be qualified dj. MOR station emphasis music, news, and sports. Send resume and tapes to Manager, KMA, Shenandoah, Iowa.

**Two announcers needed at once for radio station. One for radio shift plus some TV, the other for weekly department doing on-the-air TV & radio news. TV experience is not necessary, you will get that here. Send tape auditions, resume & picture to Traffic Manager, KFBC, AM-TV, Cheyenne, Wyoming.**

**Competent, experienced announcer for progressive station**

Average salary and benefits. First opening in years. Real permanence. KMRT, Marshall, Texas.

**Radio-Television Announcer. Daily 2-hour air shift.**

Must have some experience in commercials and weather. Top salary to right man. Send short music-commercial cut, resume and pix to Bill St. John, WUSA, 1735 DeSales St., N.W., Washington, D. C.

**Needed now:** Announcer with first class ticket. No engineering required. Must pull late night, late shift. Send resume and photo to John C. Streeter, WKBX, Elizabethville, S. C.

**Immediate opening—announcer with fire phone.**

Call manager—WBUD, Trenton, N. J.

**Announcer experienced—position now open for radio**

or television. Send resume and tape to: Program Director, WBUD-FM, 115 West Broad St., Newburgh, N. Y. (Box 1506, Newburgh, N. Y.)


**Immediate opening**

...For all night show. Experience a definite plus. Will consider 3rd class license a must. Rare opportunity for the right one; with tape, send pic, tape, and resume. WCVS, P. O. Box 1506, Springfield, Ill.

He must have talent and ability. If you think you can work, send proof on tape, send name and resume to: Program Director, WDBO Radio, P. O. Box 1803, Orlando, Florida.

**Looking for man who can handle three to four hour 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 Thomas, WGAJ, Elizabeth City, N. C. Salary, commensurate with experience and ability.**

**Staff opening mid-January for experienced announcer with first phone at WNJY Radio, Newburgh, N. Y. (N.Y.C.). Engineering experience helpful, not essential. Must have 1st class license. Salary open. Send tape and complete resume to C. K. Thompson, Radio, P. O. Box 591, Newburgh, New York.

Wanted: 2 announcers with 3rd license, experience and military obligation completed. Opportunities for the right man, details in first answer, with tape. Middle of road operation. Send to Dr. Claye Frank, WHNC, Henderson, N. C.

**Announcer wanted by smart, established, Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deejay. Best working conditions, sparking, upbeat personality. Advantages, generous increases, pleasant, prosperous commuting. Write WKAN, Kannikee, Illinois, details of experience, references.**

---

**Announcers**

**Help Wanted—Management**

**Require immediate general manager with sales experience for local N. Y. daytimer.**

Top salary. Box H-247, BROADCASTING.

General sales manager—Immediate opening at 21 station in good eastern market. To head three man staff. Excellent salary plus override. Best working conditions, benefits. Proven track record required. Reply in confidence with full details. Box L-186, BROADCASTING.

**Sales**

**Detroit—Solid salesman—proven track record—management capability—multiple group**

Good growth, salary, plus Box F-54, BROADCASTING.

Opening soon ... an opportunity for sales—man—announcer ... current man making $700.00. We are a good MOR station with acceptance. ... Good opportunity for young man with ambition. Great full details with first letter. Box K-373, BROADCASTING.

**High caliber, salesman for station brokerage.**

Substantial commission. Established, reputable firm. Box L-78, BROADCASTING.

**Salesman, experienced, aggressive, N.E. large market independent FM, good music, salary, commission, information.**

Box L-146, BROADCASTING.

**WANTED: Experienced salesman to sell specialty radio station in metropolitan Chicago. Salary plus commission.**

Box L-170, BROADCASTING.

Salesman for high volume station Houston, Texas, management capability. 5 station group, proven record, top salary plus bonus. Box C-174, BROADCASTING.

The right deal ... for the right salesman. Reply in confidence with complete details. WCWI Conneelsville, Pa.

**WOEE-AM/FM, Indianapolis, would prefer welder with experience in N. E. medium market, ready to move up. Salary plus benefits, pension, insurance and retirement program. Your opportunity to join an established group. Call: Arnold Johnson 317-209-5991 collect.**

**Announcers**

**Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.**

- **Top-rated contemporary music station needs top-rated personality who's looking for top pay and challenging conditions in beautiful western Virginia metropolitan market of 200,000. Rush resumes and tape to Box K-413, BROADCASTING.**

- **Immediate opening for young male who wants to be "Mr. Sports" in a 4-state area. Must also be qualified dj. MOR station emphasis music, news, and sports. Send resume and tapes to Manager, KMA, Shenandoah, Iowa.**

- **Announcer with first phone. Send tape and resume, State salary. Box L-51, BROADCASTING.**

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**BROADCASTING, November 28, 1966**
**Announcers**—(cont'd)

Wanted announcers with 3rd phone—with experience adult approach to radio, by new station broadcasting stereo. Send complete resume and tape with application. Operations Manager, WMKC, 40 W. 9th, Oshkosh, Wisconsin.

Salesman-announcer. Florida east coast daytime—adjacent Daytona Beach. Good salary plus commission. WOGO, Jay Caldwell, New Smyrna Beach, Florida.

Miami—Middle opening for experienced morning dj—also aggressive and experienced newcomer—good music/middle of the road format. Rush resume, tape and photo. P. O. Box 1816, Hollywood, Florida.


First ticket announcer, medium-small Ohio market, "middle of road" must be experienced, solid salary, other benefits. Call 1-419-586-5140, Norb Poepsell.

Ohio market needs deejay, first or third phone, middle of road, news and sports, good pay, phone Oscar Baker 1-513-772-3533.

Excellent opportunity for dj with first ticket (no maintenance) who can swing on night rock show on Kansas' most powerful radio station. Good salary and opportunity for advancement. Call area code 316 AD-7200.

Permanent position with future for experienced announcer and production man. MCR AM-FM stereo station in southeast. Start $1,000+ per month. Good pay and insurance and vacation plan. Pleasant conditions. Call Fred Owen, 803-294-2050. Start right away. Man just hired has been drafted.

**Technical**—(cont'd)

Chief engineer—lite announcing. Southern Virginia FM. AM-FM stereo security, good pay, medium market, fringe benefits. Open now. Box L-217, BROADCASTING.

Experienced engineer needed for well equipped station. CP for television. Get in on ground floor. Announcing, sales or programming experience necessary. Call for details. Contact Cat 618-217-3639.

First phone—beginners accepted. Must have car. Salary open. 5 kw AM, 50 kw FM stereo. Cen and some experience desirable if desired. Box L-214, BROADCASTING.

Engineer with first ticket, transmitter work, western Penna. Experience not essential. Address Box L-217, BROADCASTING.

Five kw directional needs first phone staff engineer. Beginners considered. Contact Ron Hale, KMFL Radio, Sikeston, Missouri.

Engineer for transmitter. Will train begin- ners. WAMD, Baton Rouge, La.

Chief engineer for WBHB, Fitzgerald must do announcing. Will consider young engineer with experience but capable and willing to learn. The present chief has been with us 15 years. Contact Paul R. Reid, WBHB, Fitzgerald, Ga.

Chief engineer, radio. First class man with practical experience to take charge of technical operations. Brand new AM transmitters Installed and trouble-free. No announcing. Permanent job with respected station. Must have experience, references, salary requirements to: Ed K. Smith, WCMB Radio, Box 3617, Mobile, Alabama 36601.

Engineer first phone with strong mainten- ance and construction capability wanted for directional dryer/mixer/medium-sized midwest market FM in future, desirable conditions for right man. WWRK, Route 4, Muncie, Indiana.

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Opening soon for reliable chief engineer with some announcing experience. Send re- sume to WHBO-AM-FM, Car- mi, Illinois.

Control room engineer, No announcing. WOSY—Decatur, Illinois. Contact: Chief Engineer—217-977-501 or Box 2250.

Need qualified first phone operator for maintenance. Contact WSBY, Rutland, Vermont.


Opportunity in south Texas for qualified second man to move up to chief engineers. Must be qualified in VTR, studio mainte- nance, microwave and capable of installing full power, tall tower operation. Send re- sume and salary requirements to Personnel, P. O. Box 1359, Ft. Smith, Arkansas.


**NEWS**

Authoritative newcomer. College town in SE. Excellent opportunity. Good first phone. Box K-166, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay, paid vacation and tape resume to Box L-24, BROADCASTING.

Broadcast newsmen for major radio-tele- vision operation in a top ten eastern metropoli- tan market. College graduate preferred. Must have proven ability to report, write, and broadcast news. Send resume and tape newscast. Box L-186, BROADCASTING.

Assistant radio news director position immediately available with midwest radio group. Assistant radio news director, all aspects of operations. Send resume and tape to Box 301, Lincoln, Nebraska 68501, or call (402) 473-4034 or 432-8000, Mr. Koch.

WNYR, Rochester, New York is expanding top news department. Opportunity to join progressive AM-FM station. Immediate opening for professional newcomer to gather, write and air news. Rush tape and resume.

**Production—Programming, Others**

Copywriter wanted, excellent opportunity for growth and advancement with multiple owner, especially in Ala- bama's fastest growing metro area. Top salary for right person. Send resume, photo, and sample of creative work. Box L-141, BROADCASTING.

Program director for growing group owned Pennsylvania market. MOR with rock at night. This is a real growth position. Man sought will pull morning shift and must bring experience to desk, resume, and sample production. Box L-151, BROADCASTING.

Christian AM station needs professional, creative production-announcer, with solid background in commercial station production and honest desire to apply knowledge to Christian programming. Permanent position open in progressive established station. Good salary for right man. Send tape and complete resume to: Dick Bott, KCCV Radio, Kansas City, Missouri 64113.

**Production—Programming, Others continued**

We have an immediate opening for imag-ery producer-announcer and will interview and first a ticket. If you would like to settle down in a pleasant college town and work with a growing and aggressive radio station group. Send resume, tape and resume to Marv Leachers, WJIL, Joplin, Missouri.

**Radio**

**Situations Wanted—Management**

Manager—Outstanding small market station. Want management with investment in future west or west. Box L-133, BROADCASTING.

General manager—20 years experience, all phases. With present Carolina station since 1960, 4th year, announces sales—8 years of age—family. Some CATV experience. References. Would like stock options. Box L-169, BROADCASTING.

Successful aggressive manager. Recently up- graded station to Z1 rating and double in- come. Have outstanding programing and sales. Contact manager/sales manager, general manager. Currently employed in major market with nationally recognized station. Seeking management/sales management package in upper medium or major metro market. Box L-231, BROADCASTING.

Strong management team available for all- sentee owned, neglected or weak manage- ment problems, group or individually owned. Capital available for investment. Highly successful record in all phases of management. Box L-231, BROADCASTING.

**Situations Wanted—Announcers**

4 star, top 40 talent...now! Box L-180, BROADCASTING.

Experienced dj. Have 3rd phone with endorsement. Bright sound, tight board, West- ern states preferred. Box L-190, BROADCASTING.

Dj, tight board, solid news, commercials, third phone. Box L-213, BROADCASTING.

Top rated...creative...experienced...continues. Reply box. Dj, station manager. Box L-224, BROADCASTING.

Pro announcer, mature, stable, family, college. Excellent salary. Box L-229, BROADCASTING.

Announcer-engineer, 1st phone...experienced...capable...talented...military/completed ready to move up. All replies consider background and answered. Box L-227, BROADCASTING.

Experienced program director-personality. Veteran, married, currently employed. Ready! Box L-228, BROADCASTING.

Creative, versatile top 40 swinger. Strong on production. Happy, lively sound. En-thusiastic, energetic hard worker. Married, draft exempt. 1st year, $10,000 minimum. Box L-236, BROADCASTING.

Talented, contemporary format jock ready for that big move up. Experienced pro- gram director and drive-time deejay. 1st phone. Draft exempt. Large markets only. Box L-239, BROADCASTING.

Top 40 jock with 1st phone, Box L-238, BROADCASTING.

Attention: Ohio, Michigan, Ontario, Indiana. MOR or good music announcer with solid background in commercial, seeking employment. Minimum $125 weekly. Box L-239, BROADCASTING.

First phone night announcer! Good music or no deal. Radio 18 years. Positively no maintenance. Married. 201-227-1103.
Announcers—cont’d

America's number one newsmaker, Larry Baker, desires position with station that knows what it is doing. Top 40 only. Night time, 2nd class ticket, must have absolute free hand. Money subject to negotiation. Write Larry Baker, YMCA, Saginaw, Michigan.


Radio news and sportscaster. Wish to re-locate. 18 years experience professional baseball, boxing, college football and basketball. Age 52. South 21st East, Salt Lake City, Utah 84109.

Technical

Broadcast technician with first class license available now. Will consider relocation for good offer. BROADCASTING.

Self-study got 1st phone. Experienced. Active ham. Draft exempt. Box L-200, BROADCASTING.


Combe—chief—Heavy maintenance,proofs, direct mail. Wheeling, West Virginia. Box L-222, BROADCASTING.


NEWS

Change of ownership makes news director available to top 40 majors. A.M. S. Earnings in five figures. Box L-154, BROADCASTING.

Top flight experienced newsletter desires news or staff announcer position in medium or large market station. First phone—no maintenance. Box L-222, BROADCASTING.

Local news awards—I have earned them for your employer, I can do it for your Box L-228, BROADCASTING.

Aggressive, capable, young newscaster. Experienced good reference. First phone. Box L-252, BROADCASTING.

Production—Prograrning—Others

Experienced sports director, strong on sales, news, dj, relocate ... Box L-148, BROADCASTING.

Top-rated, on-the-air PD, now in top 15 market, looking for tough, top-market challenge at a mid-size, good music. Tape details. Box L-242, BROADCASTING.

Play by play, football, basketball and base- ball ... looking for major market station who want young, energetic sports director. Currently employed in top 100 markets. Box L-228, BROADCASTING.

TELEVISION

HELP WANTED

Sales

Ground floor opportunity awaits 4 experienced, executive type TV salesmen with new station in market ranked within top 40. Challenging exceptional facilities — wide open account list—unusual compensation package and exposure. Send resume and photo today. Box L-203, BROADCASTING.

Announcers

TV staff announcer—versatile commercial announcer experienced in hard hitting and soap, able to handle live host responsibilities. Send VTR or film and resume to Box L-201, BROADCASTING.

Announcers—cont’d

Experienced on-camera announcer for mid-west broadcasting market. Must be experienced and available immediately. Please send resume to Box L-120, BROADCASTING.

KWTV—TV seeks mature, experienced on-camera announcer for staff duties. Prefer man with southwest background and adequate knowledge of local sports. Mail letter of application and recent photo along with audition tape to Ralph Webb, P. O. Box 7128, Waco, Texas.

TV staff announcer needed for booth and on camera air work. Production experiences desirable. Send audition tape and resume to Harry R. Walker, Program Manager, WLG-D, P. O. Box 14,003, St. Petersburg, Florida.

Weatherman-Announcer. Opening for professional performer in leading southeastern operation. WSAV-TV, Savannah, Georgia.

Technical

Immediate opening for engineer with first class license. Experience in a VHF station, experience not required. Write Box J-152, BROADCASTING.

Chief engineer to plan, construct, and operate new UHF ETV facility. Immediate start in desirable location. State experience and requirements in reply. Box L-218, BROADCASTING.

Experienced CATV engineer. Permanent full time position in UHF area 30 miles outside Pittsburgh. Send resume. Box L-240, BROADCASTING.

Chief engineer, AM, FM, TV. In top 30 market requires man with strong technical background, who is now top supervisor or assistant chief. Large company with many employee benefits. Box L-241, BROADCASTING.

Enlarging staff—need 3 competent engineers. State qualifications and remuneration desired. KAIT-TV, Box 780, Jonesboro, Arkansas 72401.


A first class engineer for mountain top transmitters installation needed now. Located in the beautiful Lake Tahoe area. Send complete resume immediately to Jim Bull, KOLO-TV, Reno, Nevada.

Broadcast technician. Immediate opening at WLW-T, Cincinnati, Ohio for an experienced television transmitter engineer. First class ticket. Starting salary $139.75 with regular raises after three years, plus excellent group insurance, retirement, paid vacations. Considered a residence of age, education and experience to: Employment Manager, Avco Broadcasting Corporation, Carecrow Building, Cincinnati, Ohio 45202. An equal opportunity employer.

Sarkes Tarlton Broadcasting stations are in need of technical people with 1st class licenses for various locations in Indiana. Contact Elmer L. Snow, Engineering Director, WTTV, 3400 Bluff Rd., Indianapolis, Indiana. Phone 824-2271.

We are looking for an experienced first class television engineer. Strong on maintenance of studio and transmitter equipment. Must be capable of supervising work of others. This man will be assistant chief engineer at a well established independent television station. Send us a complete resume—salary is open—depends on your experience and ability. Write Personnel, P. O. Box 1350, Ft. Smith, Arkansas.

NEWS

Need experienced newsmen to direct radio-TV news operations in midwest TV station. Submit resume, photo and radio tape or 16 mm film audition. State salary requirements. Send to Box L-160, BROADCASTING.

Wanted a number two man for a fast growing news operation in new northeastern broadcasting market. Must have at least one year experience as a news editor, assignment editor with knowledge of TV news techniques. Send resume and samples to Box L-165, BROADCASTING.

Two immediate openings. Midwestern TV station needs film director and experienced studio director. Excellent opportunity for advancement. Rush qualifications to Box L-178, BROADCASTING.

Cameraman 40 hour week, weekends and holidays off. Retirement and insurance plans. Vacation and military leave. 90 hours of production work each year. Contact Len Reiner, KUED, University of Utah, Salt Lake City, Utah 84112.

Documentary writer-producer-cameraman. Immediate opening in Cincinnati, Ohio, for a man 25 and above, with substantial experience in filming and editing full length 16 mm double system sound color documentaries. College degree preferred. Applicants must be in excellent physical condition, be skilled in the use of film and video equipment and working with people. This is an excellent opportu- nity to work with a group oriented production crew and the faculty and students of the University. Send confidential detailed resume of age, marital status, education, professional and writing experience, personal references and health and to Mr. Gene McKethen, Vice President News and Special Projects, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mungus. Mail resume of experience and salary requirements or phone 219-483-0584.

Director. Leading southern station with most recent modern production facilities must be young, creative director capable of getting an aggressive new pro. Excellent opportunity for a number 2 man to join an ideal situation in an area now staffed with assistant and secretary. Good audience, good space, comfortable environment. Send photo and salary requirements. Box L-190, BROADCASTING.

We are looking for a director who has experience in directing and producing local news coverage for a mid-sized TV station. Send your resume to Box L-188, BROADCASTING.

We need a director for a major network affiliate, located in the mid-Atlantic market. Send picture & salary requirements to Box L-127, BROADCASTING.

Two interesting positions immediately open in the television industry. One is an immediate opening for aggressive young pro. Excellent opportunity for a number 2 man to work in a large group owned television station. This position is now staffed with assistant and secretary. Excellent location, professional environment, good space, salary, excellent opportunity. Send photo and salary requirements. Box L-190, BROADCASTING.

One of the nation's leading civic organizations is searching for a qualified candidate to fill a rare vacancy in its' public relations department. Experience between 21 and 35, journalistic or communications me- dia background. Good opportunity. Apply to: Ray Rodgers, Operations Manager, U. S. Jaycees, Box 7, Tulsa, Oklahoma 74102.
**TELEVISION**

**Situations Wanted—Management**

Seasoned, successful TV/Radio executive available for management position in TV or radio; offers aggressive, dynamic approach and five figure income. Box L-88, BROADCASTING.

**Announcers**

Announcer—engineer—switcher. Young, 1 year TV/Radio experience. Energetic, positive, live; operational engineering—1st phone. Desire some top market, announcing. Box L-223, BROADCASTING.

**NEWS**

Experience broadcaster-reporter. Sold all around background. Employed. Box L-81, BROADCASTING.

**Production—Programming, Others**

Cinematographer-editor—strong on directing. Five years solid 12 12-10 experience background, seeks responsible position as working Committee; in production of documentary unit. Script to screen experience. Working in top 10 market, Major awards. Box L-340, BROADCASTING.

**WANTED TO BUY**

**Equipment**

Wanted: One self-supporting tower for FM and three hundred feet high. WDIA, Memphis.

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk. Guarantee Radio Supply, Inc., 1314 Iturbide St., Laredo, Texas 78046.

**FOR SALE—Equipment**

WESA FM frequency & modulation monitor, now in service $175.00. General Radio 1170 FM frequency & modulation monitors—one operating now $375.00. The other needs work on $200.00. ORTEERA FM modulation monitor. Contact Lewis, P.O. Box 31, BIRD-CASTING.

Gates BC-1P 1 kw transmitter good condition. Make offer. XENO, Altus, California.

One RCA TRK-61A face plate, 25 kw, plus RCA TX-31-AI camera chains. In first-class condition. Box L-89, BROADCASTING.

FTR 3 kw FM transmitter $2,000.00. General Electric BM-1-A FM monitor $200.00. Approximately 200 watts output, 25 kw coax line $500.00. Andrew 4-hay FM antenna with brackets $1,750.00. Above now in use on 92.9 MHz (available approx. 21 Jan, 1967). Also, Westminster FM-10 10 kw FM power amplifier in factory packing never been used (available immediately) $500.00. Entire package 5-28-57. Contact Lewis Edge, WGA, 1140 Peachtree St., NE Atlanta 43039.

Spotmaster cartridge tape equipment, QRK turntables, all models available. Will take in trade for cash payment any type of audio or transmitting gear, regardless age—OBO. Contact FCC, NOVXX, 4120 SW 97th Ave., Miami, Florida.


Guilbransen Rascal Theater organ with Leslie speaker. $450 new, asking $350. Ampex 601 fully restored for $60. 411-825. Phone 785 600 Ohm T-pads $12.95. 411-9303 evening or Box L-211, BROADCASTING.

**MISCELLANEOUS**

**30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog, Orean Comedy Books, Atlantic City, New Jersey.**

Instant gag for deejays! Hundreds of One Lines on Weather, Traffic, Radio, Music, etc., $5.00—Write for free "Broadcast Comedy" catalog. W.M. Service, 1735 E. 26th Street, Brooklyn, N. Y. 11226.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Morgan & Warren Ave., Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, $5.00 Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 90036.

30 minute tape—"quickie" pop-in voices good paying. Apply to above for details. Three vocal voices—effects. 10 tape shipped return mail. Davis Enterprises, P.O. Box 961, Lexington, Kentucky.

Basketball broadcasters—Doc Lake's Play-by-Play Basketball Books—authentic, re-taped, statistical support during and after broadcasts. On about 1,000 games. Books for $5.50, Doc Lake, 5800 LaCresta Road, Spring Valley, California 92077.

**INSTRUCTIONS**

F.C.C. License preparation thru high-quality training in communications electronics. If you are more than a piece of paper you are serious about better technical education, correspondence and/or resident course. G.I. Bill approved in Hollywood, Seattle, and Washington, D.C. Apply to ASK or F.C.C. for information. No enrollment fee. No&gt;.asp in 10 months—we don't believe in the "licensure nonsense." Now in our sixteenth year, Grantham School of Electronics, 1550 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programming, production, newscasting, spectrocasting, commercial operation, disc jockeying. All phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIS-FM. Highly qualified professional teaching staff. Office of the President, Elkins Institute, 2660 Inwood Road, Dallas, Texas 75228.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the famous Elkins Laboratory and Training Center. Outstanding television and lab instruction. Elkins Radio License School of Minneapolis, 505 W. 22nd St., Minneapolis, Minn.

Be prepared. First class FCC licenses in six weeks Top quality theory and laboratory instruction. Elkins Radio License School of Minneapolis, 533 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation’s largest—the nation’s most respected—the nation’s highest success rate of all Six-week First Class License courses. (Well over ninety percent of all enrolled receive their licenses). Fully G.I. approved. Elkins Institute—2660 Inwood Road—Dallas, Texas 75228.

Elkins Radio License School of Chicago—Stops quality theory methods and study leading to the FCC First Class License—Fully G.I. approved. 4176 Jackson St., Chicago, Illinois 60644.


America's pioneer, 1st in announcing since 1893, National Academy of Broadcasters, Bond Bldg, 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute, REI is #1 school. REI—One of the nation’s highest reliability of all five (5) week schools. FCC first phone license in five (5) weeks. Full time $900. Radiophone is great $10-15 per week. Over 85% of REI graduates are FCC approved. REI will give your FCC license at no charge. Jan 2—Feb. 6—Mar. 1—Apr. 17, Write Radio Engineering Institute, 2256 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6701, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license teachers & combo-instructors with proven results. Licensed by New York State. Fully approved by FCC. Write for catalog while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.O. 5-6465.
INSTRUCTIONS—(Cont’d)


Your 1st Class License in six weeks or less at America’s foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available closeby. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) NO 2-2881.


RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER
Excellent opportunity for a sales-minded and customer-oriented individual who will assume the administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER
BROADCAST EQUIPMENT
Profitable, growth-minded company, leader in broadcast equipment field. Inc. in the Midwest, has immediate opening for a sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in excess of $1,000,000 territory. Requires good knowledge of broadcast equipment. Must be sales-minded. Self-starter. BSEE or equivalent and minimum two years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-208, Broadcasting.

SALES MEN
Young, aggressive salesmen urgently needed for our station clients. Openings from $7,500 to $15,000 per year salary plus bonus. Call Rodger Bubeck, 312-357-5318. Nationwide Broadcast Personnel Consultants. No placement fee.

Announcers

WANTED
Philadelphia Area MOR Station has immediate opening for afternoon drive-time DJ. 1st Phone desirable.

Box L-243, Broadcasting.

Announcers—(cont’d)

IMMEDIATE OPENING
Two announcers—and One Newsman
To work in San Juan, Puerto Rico, for English-language radio station. Excellent working conditions with pleasant people, transportation paid, benefits, paid vacations and superb weather.

Announcers must: Have good voices, be strong on copy, handle music shows. Newsman will head up news operation. Send resume, audition tape, recent informal picture and salary desired to:

Art Merrill
Box 7986
San Juan, Puerto Rico 00908

Production—Programming, Others

WANTED
Girl Friday to assist GM of East Coast Radio Station. Complete personal and employment resume to

Box L-244, Broadcasting.

Announcer—Production
Opening for professional with minimum 3 years experience in announcing, production, and copy. Able to coordinate these areas in development of new sales promotion concept. Start $125 per week plus company benefits. Send resume, voice and production tapes and copy to

Chet Arsenaull
Princeton & Olden, Trenton, N.J.

E. J. KORVETTE

PROGRAM DIRECTOR
Top 25 market, 50,000 watt network affiliate is searching for a middle of the road Program Director, salary open. Call Jerry Jackson, 312-337-5318, Nationwide Broadcast Personnel Consultants. No placement fee.

RADIO

Situations Wanted

FRESH TALENT AVAILABLE
Graduates of our current class will be available for January employment. N.A.B. students are trained professionals in all phases of broadcasting—and will perform well. Please send your job requirements to The National Academy of Broadcasting, 1904 New York Avenue, N.W., Washington, D.C. 20006.

Production—Programming, Others

DO YOU NEED COMM. RELIGIOUS ACCTS?
We can place good accounts on your station. Send coverage maps, rates and avail to:

Pen American Production Company, 737 Third Avenue, Suite B, Chula Vista, California. Phone number 420-0982.

4A ad agency
seeks inspired
non-conformist

RADIO COPY-WRITER
we want a “PRO” of any age or sex who:

—Seldom takes the obvious approach and loves to write transcribed radio commercials for a variety of products and clients.

—Has a flair for writing off-beat spots capable of delivering impact to attract the listener and help him remember the message.

—Likes humor in radio advertising, but realizes that “slightly funny” isn’t funny at all!

—Prefers to be “over-loaded” with too much to do rather than sit around waiting for the next assignment.

—Likes working with clients who are already radio-oriented and who welcome the non-conventional off-beat approach.

If all this sounds good to you, and if you’re looking for a permanent spot with good pay, fast advancement, long hours and hard work, write us and tell us what you want. Our employees know about this ad, so don’t be bashful—write all details in your first letter.

Box L-195, Broadcasting
**TELEVISION—Help Wanted**

**Management**

**General Manager for AM-FM-TV Station**

In top 100 TV market. Long established leader with many area firsts.

Send complete resume and salary requirements to: Box L-168, Broadcasting.

CATV Managers—Several openings available—Significant system and multiple system responsibility. Some CATV or related field experience necessary. Applicant should demonstrate ability to supervise, forecast, and accomplish results. Company is one of the largest, newest, fastest expanding in the field. Top fringe benefits—security. Salary commensurate with ability and experience. Send resume to Box L-236, BROADCASTING.

**Technical**

**FLORIDA VHF**

Seeks engineers. Prefer color experience: live, dim VTR. Installation experience also desirable. Position permanent. Will consider applicants with good basic background. Submit complete resume and salary requirements to:

Mr. Ross McPherson, Chief Engineer, WEAT-AM-TV, P.O. Box 70, West Palm Beach, Florida.

**TV MAINTENANCE ENGINEERS**

Immediate openings at ABC-TV, Los Angeles for qualified maintenance engineers. Color maintenance experience preferred.

Call or write: J. L. Nefflich, Manager, TV Engineering Maintenance, American Broadcasting Company, 4151 Prospect Avenue, Hollywood, California, 90027 (213) 663-3311.

**Help Wanted—Technical**

**TELEVISION**

**Help Wanted—Production—Programming, Others**

**RCA**

**ASSOCIATE EDITOR**

RCA has an unusual opportunity for a broadcast engineer with a well-rounded technical background and the ability to write clearly, concisely, interestingly.

As associate editor of our house magazine, you will write about new broadcast products and the operation of equipment in TV stations. You'll interview station personnel, advise them on the preparation of manuscript and edit their copy. You will also work with our design and merchandising activities in the introduction and promotion of new products. Knowledge of sales promotion and printing production would be most helpful.

This is a career position offering good starting salary and full range of benefits.

Please send complete resume to:

Mr. C. F. Zangardi
RCA Broadcast and Communication Products Division
Bldg. 3-2
Camden, New Jersey 08102

An Equal Opportunity Employer

The Most Trusted Name in Electronics

**TELEVISION**

**Situations Wanted—Technical**

**CHIEF ENGINEER**

12 years experience in engineering management and new station construction. Willing to relocate for greater opportunity and challenge. Present income $17,000.

Write Box L-245, Broadcasting.

**CATV Help Wanted**

**Technical**

**THREE**

qualified system engineers and CATV technicians wanted by midwestern CATV group operator of nine systems. Minimum requirements: three years experience, capable of head-end alignment, bench repairs and supervision of maintenance men. Salary open. Send resumes to: Box L-208, Broadcasting.

**MISCELLANEOUS**

**BEST BUY IN BUDGET**

$ RADIO JINGLES $

Audible Advertising Productions, Inc.
663 Fifth Avenue
New York, N. Y. 10022

**EMPLOYMENT SERVICE**

BROADCAST PERSONNEL AGENCY

Sherlee Barish, Director

527 Madison Ave., New York, N.Y. 10022

101
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 22. 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.
- Taft, Calif.—Pacific Community Television Corp. (Pat Maguire, president) has been awarded a 15-year nonexclusive franchise. The city will receive 2% of the gross receipts from the operation of the CATV system.
- Pittsfield, Mass.—United Community Television Co. (Keith Moyer, president) has been awarded a 15-year franchise. Installation fee will be $15 with a 50% monthly charge. The city will pay 5% of gross receipts for five years and 7% for the remaining 10 years. Ten channels are offered. Other applicants were Pittsfield Perfect Picture TV Inc., a subsidiary of J.P.D. Electronics Co., and Illinois Valley Community Antenna Television System Inc., Michigan City, Ind.—Michigan Telecable Inc. has applied for a franchise. Company will offer 12 channels.
- Denham Springs, La.—Justin E. Wilson, a local businessman, has been granted a nonexclusive franchise. The city will receive 5% of the annual gross receipts from the operation of the CATV system. Seven or eight channels will be offered, including weather, news, children's, and sports.
- Jackson, Mo.—Kansas Telecable Corp. has applied for a 20-year non-exclusive franchise. The city would receive 5% of the annual gross receipts from the operation of the CATV system. The city will receive 5% of the annual gross receipts from the operation of the CATV system. The city would receive 5% of the annual gross receipts from the operation of the CATV system.

SOUTHEAST MAJOR MARKET

Ownership Problems Force Immediate Sale

AM & FM
$250,000
Operating in Black

Substantial Cash
Principal Only Please

Box L-210, Broadcasting.

FULLTIMER

Over $100,000 CASH FLOW
Price: $600,000
Box L-242, Broadcasting.

FOR SALE—Equipment

Continued

Two Modified RCA TK-40A Color Camera Chains in Working Condition

Exceptional value. Immediate delivery. Write for details.

Tampa, Florida 33609, or phone area 813-251-0447, Tempo.

NAGRA RECORDERS

In stock

America's Midwest distributor of professional recording, motion picture, audio-visual and broadcasting studio equipment.

AUDIO DISTRIBUTORS, INC.
2342 S. Division Ave.
Grand Rapids, Michigan 49507
616—452-0309
WE BUY—SELL—TRADE
SOME of the feature films aired by Washington's WTOP-TV must evoke twinges of nostalgia for Larry Richardson, recently named president, Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.). There it all is: the flying South Pacific during World War II, a crack fighter squadron roaring off a famed carrier's deck, and in the cockpit, eager young men hoping to cash in on their aeronautical expertise after the Nippon sun sinks below the horizon.

The whole Technicolor bit probably makes Mr. Richardson smile a little, for he was a Navy fighter pilot who flew with the famed "Grim Reapers" squadron from the decks of the carrier Enterprise, and who, after the war, tried to cash in on the then-anticipated aviation boom by selling small aircraft to thousands of returning airplane drivers. The pilots came home, but for one reason or another, the boom never got off the ground, and, frankly, Larry Richardson was obliged to find employment elsewhere. The Distinguished Flying Cross, Air Medal and Purple Heart just weren't enough to keep him and his attractive wife Catharine in groceries.

As fortune had it, he joined a business that was just beginning to fly—television—and the ex-fighter jockey went zooming up with the booming industry.

Just His Luck • "It was luck, pure and simple, that took me out to woci-TV Washington (then owned by Bamberger Broadcasting Service Inc.) as an accountant. I didn't know much about television—who did in 1949?—but it sounded challenging and it didn't take long for me to become fascinated with it."

When WTOP Inc. (later Post-Newsweek Stations, a division of the Washington Post Co.) purchased woci and changed its call letters to WTOP, Mr. Richardson stayed on as assistant to John Hayes, who until last September, was his predecessor as Post-Newsweek president and is now ambassador to Switzerland. In 1956, Mr. Richardson was named general executive, and in 1962, vice president of the group, which had by then acquired WJXT-TV in Jacksonville. In 1964, Mr. Richardson and his family moved from Washington to Florida where he assumed duties as vice president and general manager of WJXT. Last September when Ambassador Hayes departed with portfolio, Mr. Richardson returned to the capital city as Post-Newsweek president.

His experience strongly reaffirmed one of Larry Richardson's personal tenets: Local news is the most vital aspect of a station's operation. Under his direction, WJXT's news department embarked on a campaign that so far has resulted in the indictment of a number of Jacksonville city officials, changes in municipal operating procedures, and a shake-up in the local police department.

"We're custodians of the greatest means of moving men and merchandise in man's history," he says, "and because of that, we have an immense responsibility to our viewers and listeners. It's my feeling that local news is the one area in which we can discharge our responsibilities with maximum effectiveness."

Larry Richardson's enthusiasm is reflected in his highly mobile face and the articulate way in which he emphasizes his beliefs: "Drama, sports and entertainment are important, sure, but the best way for a broadcaster to become vitally involved with the community is to do local news as best he can. For me, the news end of this business is the most rewarding and exciting."

While WJXT is sure to continue digging into Jacksonville politics, WTOP in the nation's capital faces more of a challenge. The city seems full of men who can wield a rapier with subtlety or a broadsword with power, and the inefficiently administered city of Washington frequently finds itself caught between two or more opposing power factions in and out of Congress, which is both the city's ultimate policymaker and a body also concerned with many day-to-day issues in the city's administration. The problems of Washington and its surrounding bedroom suburbs are just as pressing and of the same sort as those that beset any major urban area: crime, poverty, transportation, and poor management.

WTOP News, both the television and radio varieties, does a good job covering the myriad stories in the area, and one is hard put to fault the station's news staff of 40-odd producers, reporters, and cameramen.

To no one's surprise, Mr. Richardson said he has hopes of increasing the depth and scope of the stations' already high-quality news output. Staffers will probably see a lot of him as the months roll by: His office is only a short walk from the WTOP newsroom on the fifth floor of Broadcast House, Post-Newsweek's headquarters.

Since taking over as president last September, he says, most of his time has been spent getting his feet on the ground. "It's a small, but very energetic group," he said, referring to the Post-Newsweek stations. "They've been good, vital operations and my job is to keep them that way. There are a lot of things going on in this sort of operation that you're not aware of until you sit behind the president's desk."

People First • "I've learned that the big job is dealing with people, developing their potential. Managing a group of stations, I've found, is most of all a 'people job,'" he said.

Since returning to Washington, Mr. Richardson has been named a vice president and board member of the Washington Post Co. (parent organization of Post-Newsweek Stations, The Washington Post, Newsweek, the Paris edition of The New York Herald Tribune, and other publications) as well as a board member of the Association of Maximum Service Telecasters.

He has also been elected to Washington's prestigious Federal City Council, a nonprofit group of 100 men devoted to stimulating improvements in the capital city. Council members include top-level government and business leaders. Larry Richardson is the kind of man who fills his chair around that conference table with ease.

EDITORIALS

Time to get together

NOT in recent memory has television been subjected to as much important criticism as it received in the annual meeting of the Television Bureau of Advertising 10 days ago in Chicago. It was accused of failing to understand its clients' problems and of indecision about its own future. Its audiences were called fractionated and diminishing, its costs too high, its programing stagnant. It was a scene, in short, to make merry the hearts of Galbraiths, Schlesingers and Minsky's everywhere.

In our view, this outpouring was a good thing and can be made a valuable one. These were not the usual carpers, print competitors and eggheads who were talking. They were television's customers, including some of its best, which makes their criticisms important without further ado. By just giving them a sounding board and a chance to bring their criticisms out into the open, TVB performed a salutary service for salesman-client relationships.

But its greater contribution may be that it showed the way for a tripartite approach to mutual problems of TV broadcasters, advertisers and agencies. A. L. (Fred) Plant of Block Drugs, chairman of the Association of National Advertisers' TV committee, proposed the formation of such a committee, the TVB's retiring chairman, Don Chapin of Taft Broadcasting, quickly accepted, and there were indications that the American Association of Advertising Agencies will make it unanimous.

One of the indicated projects of such a group would be research on viewer reactions to various ways of positioning commercials. We have said many times, and we say again, that only through research of this sort can it be determined whether so-called evils such as "overcommercialization" even exist and, if they do, how they can best be overcome. It could also determine, for example, whether the idea of increasing commercial time but clustering it, as advanced by Ed Grey of McCann-Erickson at the same meeting and presented in detail in "Monday Memo" in this issue, would be acceptable and worthwhile. It is research that is overdue.

No less important, a joint ANA-TV-AAA committee could provide a forum to discuss and dispose of common problems. To illustrate with some of those mentioned in Chicago, it might thrash out questions relating to longer rate protection, simpler rate cards, the handing of local cut-ins and "better" programing. Problems that could not be resolved could at least become better understood.

It is not necessary to point out that criticisms of TV are sometimes uninformed or self-serving, or that broadcasters have some legitimate complaints of their own. So long as a client thinks he has a problem, television does have a problem, and if the TVB meeting leads to a process for resolving or at least clarifying these differences it is apt to be not only the most critical meeting of recent memory, but also the most fruitful.

Sat-Birds: hawks or doves?

HAWAI'I, the 50th state, now is a first-class member of the TV union. It happened with the beaming of the Michigan State-Notre Dame football game direct to the islands on the crippled wing of Lani Bird, the satellite that failed to make its charted orbit but nonetheless provides part-time, limited-capacity relay service over the Pacific.

This feat was notable because of what it portends rather than what it accomplished. By 1971, according to Comsat, there will be seven satellites at fixed locations 22,300 miles above the earth "interconnected" by 58 earth stations. Then not even the remotest enclave on the globe will be outside the coverage capacity of the satellite system.

But while the technology no longer is in question, there are staggering socio-economic, international and domestic and management problems ahead. Understandably, everyone wants in on the action. It’s likely that the satellite system will be in full operation long before the complexities of ownership, management, subsidies and rate structures will have been resolved, with Uncle Sugar holding the IOU’s.

In the glare of publicity over satellites, overt efforts are being made to snatch spectrum space from broadcasters on the false premise that direct satellite-to-home transmission and CATV will diminish and even ultimately eliminate the need for domestic VHF, UHF and FM (VHF) allocations. A well-heeled land-mobile lobby proposes, for openers, that just a few of the lower-band UHF channels be reassigned for their use.

Chances are there never will be direct-to-home broadcasts. Even if they proved economically feasible, there would be larger questions of public policy and concentration of power that would have to be resolved by Congress. This is no time for commercial entities, seeking to avoid common-carrier charges by setting up private communications systems, to be muscling their way toward an allocations upheaval with threats of economic reprisals.

An equally significant development from the new space technology is the establishment of a noncommercial network to be fed by satellite, and means by which it would be financed. The Ford Foundation’s Robin Hood proposal of surcharging the rich (commercial networks) to underwrite the noncommercial network should not and probably will not become airborne, but it has stimulated dialogue that also must be considered by Congress.

The Ford report, whether by happenstance or design, upstaged the Carnegie Commission on Educational Television, which for the past year has been pondering a solution to the ETV or noncommercial TV problem. This report, due early next year, will go to President Johnson who encouraged the study. Since it inevitably will deal with allocations and public funds, it likewise will be subject to congressional review.

There never has been a time in the remarkable history of communications when there has been greater need for sober thought and infinite wisdom in evolving new public policy. Involved is not only the ultimate fate of broadcasting by the American plan but also, in the light of the propaganda potential, the future of peace in this troubled world.

"Would you rather go out and see a 62-year-old Cary Grant or stay home and see him when he was 25?"

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BROADCASTING, November 28, 1966
Only the sunshine covers South Florida better than WTVJ.*

*WTVJ has the largest South Florida circulation of any advertising medium—day in, day out.

(Average daily total circulation, ARB audience circulation estimates. March, 1966. Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate
Announcing...
for color and black and white, the new family of RCA image orthicons with a **big difference here** that shows up big here

Now RCA brings you the “BIALKALI PHOTOCATHODE” in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of existing color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels...eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from “ghosts.” These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service...types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

RCA Electronic Components and Devices, Harrison, N.J.

**USE THIS CHART TO SELECT REPLACEMENT TYPES FOR THE TUBES YOU ARE NOW USING**

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AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR

The Most Trusted Name in Electronics